

Awa Odori sebagai objek pariwisata kebudayaan daerah Tokushima, Jepang = Awa Odori as cultural tourism object of Tokushima Japan / Marga Apsari

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Abstrak

[ABSTRAK

Awa Odori (tarian Awa) adalah bagian dari perayaan obon yang diadakan pada tanggal 12—15 Agustus di Tokushima, Jepang. Sejak 1920-an, Awa Odori mulai dikembangkan menjadi objek pariwisata kebudayaan Tokushima. Sebagai objek pariwisata, Awa Odori diharapkan dapat berkontribusi di bidang ekonomi. Jumlah wisatawan yang datang ke Tokushima untuk menonton Awa Odori naik setiap tahunnya. Pada tahun 2011, 1,3 juta wisatawan datang ke Tokushima untuk menikmati Awa Odori. Seiring dengan naiknya jumlah wisatawan dan penginap, Produk domestik bruto (PDB) Tokushima pun juga naik. Berkembangnya Awa Odori sebagai objek pariwisata kebudayaan Tokushima tidak lepas dari peran pemerintah, swasta dan masyarakat setempat. Pemerintah mempromosikan Awa Odori, pihak swasta dan masyarakat setempat memfasilitasi para wisatawan

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ABSTRACT
Awa Odori (Awa dance) is a part of obon festival which is held on August 12—15 in Tokushima, Japan. Since around 1920, Awa Odori was developed into Tokushima's cultural tourism object. As a tourism object, Awa Odori is expected to contribute in the economic field. The tourists who come to Tokushima to watch Awa Odori is rising every year. In 2011, 1,3 million tourists came to Tokushima to enjoy Awa Odori. Along with the rising number of tourists and overnight tourists, Tokushima's GDP is also rising. Government, private sectors and local communities also have role in the development of Awa Odori as Tokushima's cultural tourism object. The government promotes Awa Odori, while private sectors and local communities provides the facility for tourists.;Awa Odori (Awa dance) is a part of obon festival which is held on August 12—15 in Tokushima, Japan. Since around 1920, Awa Odori was developed into Tokushima's cultural tourism object. As a tourism object, Awa Odori is expected to contribute in the economic field. The tourists who come to Tokushima to watch Awa Odori is rising every year. In 2011, 1,3 million tourists came to Tokushima to enjoy Awa Odori. Along with the rising number of tourists and overnight tourists, Tokushima's GDP is also rising. Government, private sectors and local communities also have role in the development of Awa Odori as Tokushima's cultural tourism object. The government promotes Awa Odori, while private sectors and local communities provides the facility for tourists., Awa Odori (Awa dance) is a part of obon festival which is held on August 12—15 in Tokushima, Japan. Since around 1920, Awa Odori was developed into Tokushima's cultural tourism object. As a tourism object, Awa Odori is expected to contribute in the economic field. The tourists who come to Tokushima to watch Awa Odori is rising every year. In 2011, 1,3 million tourists came to Tokushima to enjoy Awa Odori. Along with the rising number of tourists and overnight tourists, Tokushima's GDP is also rising. Government, private sectors and local communities also have role in the development of Awa Odori as Tokushima's cultural tourism object. The government promotes Awa Odori, while private sectors and local communities provides the facility for tourists.]