

## Pengelolaan wisata kumuh Kampung Luar Batang slum tourism management in Kampung Luar Batang / Fahrurozy darmawan, Ruri Nurhalis

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### Abstrak

Tourism trips that show poverty and social inequalities which are mostly found in big cities in third countries increasingly attract many tourists. Travelers who generally come from developed countries deliberately visit and watch the poor live, work and interact. On one hand, these visits offers vast economic opportunities to the people/actors who are involved in it, but at the same time they are considered as though they are selling poverty. This type of tourism, which is quite controversial, is often referred to as slum tourism. This study uses qualitative research methods to identify the strengths, analysis, weaknesses, opportunities, and threats (SWOT) of slum tourism at Kampung Luar Batang (Luar Batang Village), Jakarta. The result of this research is that slum tourism in the area has been running well and is accepted by the public because they feel that it provides some economic benefits. Public and tourists also have a lot of hope in the slum tourism developments. Various potentials such as other attractions in and around the village, especially the cultural heritage assets, can serve as the main features of Luar Batang as a tourists' destination.