

ABSTRAK

Candi Prambanan dan sekitarnya adalah cagar budaya dan situs warisan budaya dunia yang tercatat di UNESCO. Perlunya pengembangan dan pengelolaan situs dan kawasan dengan kegiatan dan fasilitas yang mampu meningkatkan pencitraan dan apresiasi masyarakat luas terhadap situs dan kawasan Candi Prambanan sebagai Situs Warisan Budaya (World Heritage Sites) dan Taman Arkeologi Dunia serta nilai manfaatnya bagi pengembangan wilayah dan kesejahteraan masyarakat. Prambanan Heritage Hotel and Convention adalah upaya pelestarian (pelindungan, pengembangan dan pemanfaatan) dan nilai tambah kawasan Candi Prambanan dan sekitarnya, sebagai cagar budaya serta situs warisan budaya dunia melalui pengembangan fasilitas pendukung berkelas internasional. Diharapkan, pembangunan Prambanan Heritage Hotel and Convention ini, menitik beratkan heritage sebagai dasar konsep perancangan baik dari aspek arsitektural (interior dan eksterior termasuk lansekap, event-event pendukung/pengisi kegiatan kesenian di hotel, unsur material bangunan), Hubungan dengan lingkungan dan pangsa pasar (Ramah Budaya Ramah Lingkungan, serta Ramah Anak dan Keluarga). Selain itu, dapat mewadahi kegiatan apresiasi masyarakat luas dan wisatawan dengan mengembangkan kegiatan ekonomi berbasis budaya secara berkelanjutan, serkaligus sebagai pengendalian pemanfaatan sumberdaya alam yang ada dan usaha pelestariannya.

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Kata kunci: Prambanan, Hotel, Konvensi, Warisan, Yogyakarta

ABSTRACT

Prambanan and the surrounding area is a cultural heritage and world cultural heritage sites listed in UNESCO. The need for the development and management of the site and the region with activities and facilities that can improve imaging and widespread public appreciation of the site and the Prambanan Temple as a World Heritage Site (World Heritage Sites) and the World Archaeological Park and the value of benefits for regional development and prosperity. Prambanan Heritage Hotel and Convention is the conservation efforts (protection, development and utilization) and value added Prambanan and the surrounding region, as well as the cultural heritage sites of world cultural heritage through the development of supporting facilities of international class. Hopefully, the construction of Prambanan Heritage Hotel and Convention this, emphasizing heritage as the basis of design concept both architectural aspect (interior and exterior, including landscaping, events, support / charger arts activities at the hotel, the material elements of the building), relationship with the environment and market share (friendly Sustainable Culture, as well as the Child and Family friendly). In addition, it can facilitate the activities of the appreciation of the public and tourists to develop culture-based economic activities in a sustainable manner, serkaligus as controlling the utilization of existing natural resources and conservation efforts.

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Key words: Prambanan, Hotel, Convention, Heritage, Yogyakarta