ABSTRACT

ANALYSIS OF THE INFLUENCE OF VISITOR ACTIVITIES ON ZONING IN THE ALOHA PIK 2 CULINARY TOURISM AREA

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This study aims to determine how the influence of visitor activities on zoning in the Aloha PIK 2 culinary tourism area. The research method used is a qualitative approach with data analysis techniques in the form of descriptive analysis, which is focused on place centered mapping to identify visitor zoning patterns. The data sources used in this study were obtained by conducting observations or observations in the Aloha PIK 2 area. In this study, researchers divided 4 types of zones owned by Aloha as observation points that represent each zone, this division is based on each type of space function that is different. Based on observations, it shows that the white sand beach area and the Aloha statue area are the areas most used by visitors for walking, taking pictures, and playing activities. This area has a higher intensity of visitor activity than other areas both on weekdays and holidays, starting from the morning (10:00-12:00 WIB) to the evening (19:00-22:00 WIB). In addition, this area is also the main destination visited by all visitors to Aloha PIK 2, this can be seen from the number of visitors who carry out activities in the area. From the results of this study, it can be concluded that the effectiveness of zoning in culinary tourism areas is influenced by visitor activity patterns, and areas with strong attractiveness tend to be the most visited areas by visitors.

Keywords: *Zoning, Visitor Activities, Culinary Tourism*