

ABSTRACT

Umami, Izzati Khoirina. 2013. **Design of Marine Tourism in Beach Boom Tuban..**
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Key-words: Boom beach, Tuban, Marine Tourism, Extending Tradition, Majapahit Empire.

Tuban Boom beach is located in the North side of Tuban town square, approximately 100 m. It is kind of cape 800 m along. Currently, Boom beach locating in the center of the town functions as tourism object that has not been maximally managed. This place is now functioned as tourism object, where the visitors can take a walk along the 800 m cape completed with organized park. It provides gazebo for the visitors who want to take a rest and enjoy beach view. Another view that can be enjoyed by the visitors is 300 traditional sailboats in the left and right of the beach. So, the function of Boom beach tourism that projects to the center of the sea are only used as a place for the sailor to harbor their sailboats, fishing, and enjoy the fresh air especially in the morning and evening. Marine tourism is tourism that will develop Boom beach to get marine values because it is a potential place. In this tourism object, there are recreational media in which completed by marine knowledge learning. The learning here means the visitors not only enjoy the view of the sea but also know about marine. Later in the design of this tourism, there will be marine learning media and other supporting materials which are has not been fulfilled. Moreover, the design will take the historical value of Tuban Boom beach.

Extending tradition theme (Majapahit Empire) is appropriate with the design of marine tourism. The design contains marine culture which portrays Tuban by taking marine values in Boom beach as trading port of Majapahit Empire. Besides, it adapts the format of that era and adding the format of innovative modern days. Thus, the tourism will not only focus on Majapahit Empire era, but also present new, fresh, and more inspirational marine tourism which can enrich marine interest of people.