

ABSTRACT

Batu Horticulture Tourism Market Design

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Subahnia, Indah. 2015. Batu Horticulture Tourism Market Design. Supervisor Aldrin Yusuf Firmansyah, MT. and Aulia Fikriarini, MT.

Keywords: Ecotourism, Batu Horticulture Tourism Market Design, ecologi architecture.

Batu Town is a town famous Travel with soil fertility. Due to the fertility of the soil, many horticultural crops that grow in this area. This makes agriculture the main livelihood of people in Batu. However, this does not make agriculture as the main economic levers Batu. Currently Batu economy tends to skew in trade, hotels and restaurants. Therefore, to maximize the potential of agriculture horticulture major with a major economic booster factor designed Batu Batu Travel Market Horticulture. This design has two main functions, namely as a means of buying and selling agricultural and horticultural as education, so that later can be beneficial for the economy Kota Batu and surrounding communities.

As a tourist city, many tourists who come to this city. So that it can make tourist activities damage the environment. To that end, the theme used in this design is "ecotourism architecture" which is the combination of ecology architecture and ecotourism. In short, this theme invites tourists to safeguard the environment and provide a means of education about horticulture crops.