

TOURISM AREA DEVELOPMENT STRATEGY TO IMPROVE COMMUNITY WELFARE

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ABSTRACT

This study aims to: 1) determine the objective conditions of the Blue bay tourism area, 2) analyze the strategy of developing Blue bay tourism in Banyuwangi Regency, 3). How is the economic potential generated in the development of the blue bay tourist area. The analytical technique used in this research is descriptive qualitative. The results of the study 1) the blue bay tourism area is an unspoiled marine tourism with the advantage of being able to enjoy marine tourism such as diving, snorkeling, etc. 2). The SWOT analysis technique shows that the IFAS position index is +0.719 and the EFAS position index is +0.641. This shows that the SWOT diagram is in Quadrant I, namely an aggressive strategy, this means that the strategy used in the development of blue bay tourism is to use strength as the basis of excellence (S) with support from opportunities (O) in its future development. 3) With the development of this tourist area, it can create community income either directly (fixed rental income) or indirectly such as homestays, providing food for tourists, stalls and others

Keywords: Communities, Tourism Development, Welfare

INTRODUCTION

The tourism sector is one sector that makes a major contribution to the national economy (Borhan & Arsad, 2016). Since 2018, the Indonesian government has made the tourism sector a development priority (*leading sector*), it is only natural that the development orientation is more towards this sector, apart from having direct implications for the community's economy it also contributes greatly to the country's foreign exchange earnings.

The multiplier impact arising from the development of tourism areas continues to be the focus of the government because directly or indirectly it will have an impact on increasing the welfare of the community, especially the surrounding community such as creating business opportunities and employment opportunities as well as functioning to preserve natural and biological wealth (Wicaksono et al., 2019); (Mukhsin, 2015) ; (Qodriyatun, 2019); (Lewis et al., 2021) Therefore, the government (regional and state) makes strategic steps to manage these resources through policies by utilizing the resources they have with the development of local wisdom-based tourism (Alim et al., 2020). With a *sustainable approach*. (Zhang et al., 2022) And consider ecology (Putkaradze, 2018). As a tourist destination, Banyuwangi Regency has an abundance of resources, such as human resources with a population of around 1.7 million with different religions and cultures, while natural resources consist of seas, mountains and land that have the potential to be developed optimally.

One of the great potentials developed in the last decade is the development of coastal areas where there are various types of potential that can be developed in the sector such as fisheries, tourism and coastal community empowerment. In tourism development, the local government of Banyuwangi district developed the concept of community-based tourism development (*Ecotourism Concept*) in which the policy direction is divided into 2 parts *first*, making the local community the technical implementer of development and *second*, making local culture an identity (Bappedda, 2017). This is reinforced by research from (Eluwole et al., 2022) empowering/involving the surrounding community can increase welfare through communities or individuals.

Besides that, to support natural tourism in Banyuwangi district, the local government is taking strategic steps in the form of events designed to support its tourism potential. This event takes the form of exploiting the cultural potential of the community or the local wisdom of the Banyuwangi community such as *gandrung sewu*, *kebo-keboan* and modern events such as jazz festivals, Banyuwangi Ethno Carnival (BEC) and others. One of the objectives of these events is to extend the period of tourist visits in Banyuwangi district (Mukaffi, 2020).

In the beach-based tourism sub-sector, there are around 65 beach tours that have been developed by the local government of Banyuwangi district and the community (coastal community) where each of these beach tourism has different characteristics or identities from one another such as the Red Island Beach (PM) with the character of the red island, santen beach with sharia management and so on. Even so with the object in this study, namely is blue bay. A beach tourism area with its own uniqueness such as very clear and calm water filled with coral rocks and small fish. However, it takes a long time to reach the Blue bay tourist area because it is located at the eastern end of Alas Purwo National Park, Tegaldlimo District, meaning that getting to that location can be accessed from Muncar District via sea with an average travel time of 2-3 hours.

However, behind the beauty of the Blue bay tourist area, it has not become a priority for developing tourist areas. This can be seen from the construction of access, the road to the pier location which is not yet good and wide, the number of transportation equipment is still small, only relatively small boat transportation is available, and tourism promotion has not been maximized and so far the regional government of Banyuwangi Regency is still prioritizing the area Mount Ijen (Satria & Wibowo, 2021). Therefore, it is necessary to develop this area as part of an alternative development of coastal areas in Banyuwangi district. Which can have an impact on increasing the welfare of the surrounding community (Osin et al., 2019). The development process is inseparable from the involvement of all parties/stakeholders such as the government, communities and academics (Devy, 2017).

Based on some of these phenomena, this study aims to: 1) determine the objective condition of the *blue bay tourism area*, 2) analyze the *blue bay* tourism development strategy in Banyuwangi Regency, 3) what is the economic potential generated in the development of the *blue bay tourism area*.

LITERATURE REVIEW

Tourist

The tourism sector is one of the sectors that has a large contribution to a country and can provide income for that country (Bozkurt et al., 2021). The contribution of the tourism sector to a country is the foreign exchange that comes in from foreign tourists and is able to create a multiplier effect for the economy. For the people of a country, the existence of tourism can naturally create an economy directly or indirectly. The direct effect that will be obtained is the growth of economic activities such as the emergence of communities around tourist areas that can trade, produce tourist needs and so on, while the indirect effect is the increasing availability of better infrastructure facilities to provide services to tourists such as road repairs and facility improvements. at tourist attractions and so on.

Tourism is a travel activity or part of this activity carried out voluntarily and on a temporary basis to enjoy tourist objects and attractions (Yoeti, 1996). From this definition it can be concluded that tourism is a person's activity to enjoy objects or destinations to spend time, on vacation, recreation, business and so on. Tourism elements are divided into 2, namely tourism demand and supply. Tourism demand is something that tourists want. while tourism offers are things offered to tourists. There are 4 aspects that are taken into consideration for tourism demand and supply, namely; attractions (natural or artificial), accessibility (supporting infrastructure), other tourism supporting facilities, and tourism information and promotion (Gunn, C., 1994); (Aulia et al., 2019); (Risqiani, 2020),

professional service (Chen et al., 2016); (Handayani et al., 2017). including technology availability (Kurgun et al., 2018).

METHODS

The method used in this research is a method with a qualitative approach. Where the approach process in this study is based on the methodology of investigating a social phenomenon and human problems (Noor, 2011). While the type of approach is descriptive. Where it is described based on the potential, events and events directly at the time the research was carried out and carried out as it was (Noor, 2011).

This research activity was carried out from January to February 2024, in Wringinputih Village, Muncar District, Banyuwangi Regency, East Java . The selection of the research location was determined based on the consideration that the tourist departure pier was in the village. While the research subjects are Blue bay tourism visitors, Blue bay tour service providers and the beneficiaries of tourism. Data collection techniques used: 1) distribution of questionnaires, 2) interviews and (c) documentation.

To analyze the data, used 2 methods namely 1). descriptive, which is used to answer objectives 1 and 3. 2) a qualitative approach using the SWOT analysis technique. Where the analysis is based on the results of calculations of internal and external factors. For external use *the External Factor of Analysis Strategy (EFAS)* assessment which is the factors of Opportunities (O) and Threats (T). while the internal factors use *the Internal Factor of Analysis Strategy (IFAS)*. the Strengths (S) and Weaknesses (W) are then accumulated into an evaluation matrix that is used to determine quadrant positions in blue bay tourism

RESULTS

Blue Bay Tourism Area

Blue bay is an alternative destination in Banyuwangi district where this bay has unspoiled underwater beauty in the form of corals and fish and has not been exposed yet. The term blue bay is due to the clear blue color of the sea. Geographically, the location of Blue bay is in the Alas Purwo National Park area behind the Sembulungan peninsula, but to achieve the Blue bay area it can be accessed from the Muncar sub-district, Banyuwangi. This bay is by the local community as Slenggong or Senggong. To get to this blue bay, the transportation facilities provided are fishing boats or tour boats which are indeed provided to serve transportation services at a cost per trip of between Rp.1.500,000 to Rp.2.000,000. depends on fishing boats or tourist boats provided by the community. To get to the location the best time is in the morning until noon, because in the afternoon it is constrained by big waves/waves. Meanwhile, the journey time from the Muncar pier or from Wringinputih to Teluk Biru is around 2-3 hours.

One of the advantages of this blue bay beach is that it is still natural where tourists can enjoy the underwater zone directly. Besides, when heading to tourist sites, tourists can enjoy a trip along the edge of the mountains with the natural beauty of the sea along the way to the location.

Blue Bay Tourism Development Strategy

To assess what strategic decisions will be taken in this study, it is done by calculating the respondents' answers to the questionnaires given and then analyzing the results of the calculation through SWOT through the IFAS and EFAS matrix tables (Rangkuti, 2009); (Karimah & Hastuti, 2019).



Figure 1: Blue bay Map
Source: Processed Data (2024)

Table of EFAS and IFAS Matrix

The first step in this strategy analysis is to calculate the main factors in the external analysis obtained through questionnaires/questions given to tourists, along with the results of data processing:

Table 1. EFAS Matrix at Blue bay

efas				
No	OPPORTUNITY	Weight	Value	Weight * Value
1	The availability of supporting facilities such as homestays etc.	0.091	3.70	0.336
2	Quiet location or free from high waves (comfortable)	0.114	4.30	0.489
3	Bluebay tours are easily accessible	0.091	4.30	0.391
4	good local government support	0.068	4.50	0.307
5	Interesting location	0.068	4.30	0.293
6	availability of tourism support facilities (such as consumption, diving equipment etc.)	0.068	4.30	0.293
7	Towards a more interesting location compared to the others	0.045	4.00	0.182
	Total	0.545	29,400	2,291
THREAT				
1	Many beach tourism options	0.068	3.80	0.259
2	The manager is not serious about managing the tourist area	0.091	3.70	0.336
3	Remote Access	0.091	3.70	0.336
4	People are afraid of the beach	0.091	3.70	0.336
5	Lack of Promotion	0.045	3.60	0.164
6	tickets are still very expensive	0.045	3.50	0.159
7	many beach tourism options in banyuwangi	0.023	3.80	0.086
	Total	0.455	25.36	1635
Difference of Opportunities and Threats				0.641
Cumulative Total		1,000		3,968

Source: Processed Data (2024)

Table 2. IFAS Matrix at *Blue bay*

IFAS				
No	STRENGTH	Weight	Value	Weight * Value
1	Tour with complete object (advanture, swimming, diving etc.)	0.093	4.10	0.381
2	Easy transportation to tourist sites	0.070	4.20	0.293
3	Having reliable human resources	0.070	4.10	0.286
4	Unique / has a specialty	0.093	4.30	0.400
5	The tourist spots are well known	0.093	4.30	0.400
6	There is a centralized integration of information technology	0.093	4.30	0.400
7	good government support (regency, service and village).	0.047	4.30	0.200
	Total	0.558	29,600	2,360
WEAKNESS				
1	There is no rest area that can meet the needs of tourists at the location	0.047	3.80	0.177
2	Expensive Cost	0.070	3.90	0.272
3	This tourist attraction is less known	0.047	4.00	0.186
4	The development concept is not yet clear	0.093	4.00	0.372
5	Remote Access	0.047	4.00	0.186
6	there is no guide who is always on standby	0.047	3.80	0.177
7	Still managed by a limited community	0.070	3.90	0.272
	Total	0.419	27.40	1,642
Difference of Strengths - Weaknesses				0.719
Cumulative Total		0.977		4,002

Source: Processed Data (2024)

After carrying out the identification process on each indicator in IFAS and EFAS, the next step is to use the SWOT Matrix The step to analyze this SWOT matrix is to reduce the value of SW and OT by knowing the value then it can be used to take a strategic policy for the development of Blue bay tourism in Banyuwangi Regency .

SWOT Matrix Analysis

After calculating IFAS and EFAS, the next step is to analyze the data from the matrix on EFAS and IFAS using SWOT analysis. Where the calculation is obtained from the total value of the weighted score of the four factors. Here is the calculation:

(1) Total score on Strengths (S) - Total Weaknesses (W) = $2.360 - 1.642 = 0.719$; (2) Total score on Opportunity weight (O) - Total Threat Weight Score (T) = $2.291 - 1.635 = 0.641$

Tabel 3. Blue Bay Position Index

No	Blue bay travel score description	Mark
Internal Factor Score		
1	Strength Score Results	2,360
2	Weakness Score Result	1,642
	SW Position Index	0.719
External Factor Score		
1	Opportunity Score Result	2,291
2	Threat Score results	1635
	OT Position Index	0.641

Source: Processed Data (2024)

Based on the calculation of the position index (table 3), the final result for each factor is IFAS 0.719 . While the EFAS score is 0.641 . The following is the value position of the scores of these factors:

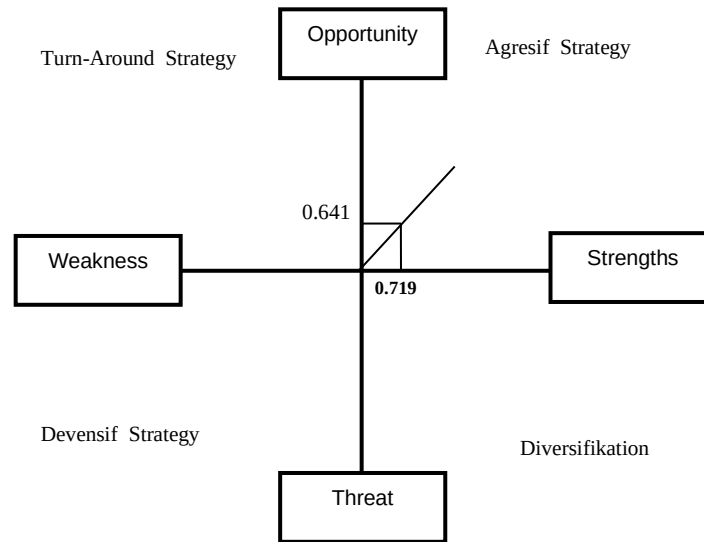


Figure 1. SWOT Strategy Analysis
Source: Processed Data (2024)

Based on diagram 1, it is known that the position of *blue bay* tourism is in strengths and opportunities so it can be concluded that the ideal strategy based on the index position is in quadrant I, namely aggressive strategy, this means that the strategy used in developing blue bay tourism uses strength as a basis of excellence (S) with support from opportunities (O) in its future development.

From the IFAS and EFAS matrix tables (see table 1 & 2) it can be explained as follows that the local government and the tourism tour community focus more on several aspects, namely:

Table 4. Strength Strategy (S) - Opportunity (O)

No	Information
1	Improvement of supporting facilities such as homestays, consumption, diving equipment etc.
2	Service quality improvement
3	Bluebay tours are easily accessible
4	Strengthening local government support
5	Easy transportation to tourist sites
6	Improving the quality of reliable Human Resources
7	More massively promoting Blue bay tourism through the media (the official website of the Regency Government, Facebook, and other social media facilities
8	Strengthen centralized information technology integration

Source: Processed Data (2024)

Community Welfare Potential

Community (coastal) welfare can be seen from the increasing income received by the community. In the context of blue bay tourism, the community around the blue bay tourist transportation service pier can economically enjoy the existence of this tourism. Based on the results of interviews and direct observation at the location, it shows that the existence of blue bay tourism has a significant impact on the surrounding community. This can be seen from the emergence of community economic activities due to the existence of this tourism, such as the emergence of stalls, fishing tackle shops, homestays and others.

Following are the impacts of the existence of blue bay tourism based on field observations:

Table 5. Economic Impact

No	Potency	Information
1	Homestays	15 units
2	Consumption provider	10 units
3	Diesel seller	15 units
4	Coffee shop and snacks	8 units
5	Fishmonger	5 Units
6	Bathroom service provider	2 units
7	Fishing equipment seller	7 units

Source: Processed Data (2024)

Based on table 5, it can be explained that the Banyuwangi Regency government's efforts to develop the Blue bay tourism area on a community basis have the potential to improve the welfare of the community around the pier in Wringinputih village. However, there are still several problems that continue to be corrected so that tourism can develop rapidly, such as branding and promotion that are not yet optimal, transportation costs to tourist locations which range from Rp.1,500,000 to 2,000,000 (depending on additional facilities such as snorkeling equipment, guide services and food).

Apart from that, the involvement of the tourism community, both from the local community and the community in general, which is managed by the tourism office, can directly boost the economy, such as involving women around the departure pier to provide consumption in the form of food, drinks and snacks worth IDR. 400,000 per trip. Involvement of a tour guide with a value of Rp.250,000 per trip

CONCLUSION

From the results of this study it can be concluded that: 1) based on the SWOT analysis, the internal factor value is + 0.719 and on the external position index of + 0.641 . So that in the SWOT diagram it is in Quadrant I , namely aggressive strategy, this means that the strategy used in the development of blue bay tourism uses strength as a basis of excellence (S) with support from opportunities (O) in its future development . 2) the development of this tourist area has the potential to create community income both directly (usual rental income) and indirectly such as homestays, providing food for tourists, stalls and others

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