Advancing **ECOTOURISM DEVELOPMENT**
toward Social Welfare & Green Economy in Banyuwangi Regency

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“Ecotourism can offer a viable combination of ecological and cultural protection, increase local awareness of the value of preserving the natural and cultural environments, and aid in economic development.”
Abdullah Azwar Anas, Regent of Banyuwangi: “We drive local development not only for Banyuwangi today, but also for the future. We arrange the spatial structure so that the economic magnet is not only centered in the city, but also spreads throughout the villages in Banyuwangi. In this way, urban congestion and social problems can be resolved.”

Ecotourism Development
(The Triangle of Diamond Concept)

- 3 Tourism Development Areas
- Arrange the spatial structure
- Spreads throughout the villages

TDA 1 Ijen Crater
Witness the beautiful sunrise and turquoise lake in the crater with blue fire phenomenon

TDA 2 Plengkung
One of The Seven Giant Waves Wonder. Plengkung Beach is a paradise for the surfing aficionados

TDA 3 Sukamade
The perfect landscape with white sand shore.
Ecotourism as a Sustainable Tourism Development concept 
Tourism Development Area (TDA) as a cross-regional life support system

ECOLOGY
- Maintaining the balance of the ecosystem
  - Preservation of natural resources
- Maintaining water system and soil fertility

SOCIAL
- Increasing public participation in destinations management
  - Empowering local wisdom
- STRENGTHENING OF LOCAL CULTURE: Banyuwangi Ethno Carnival local

ECONOMY
- Development of SMEs
- Creation of jobs
- Increase community income
- Increasing regional income as a multiplier effect of increasing economy

INSTITUTIONAL
- Initiating collaboration & Promotion
- Increasing stakeholder role.
- Not hire event organizers (EO), but empower existing bureaucrats
ECOTOURISM MANAGEMENT CONCEPT
(Tourism Development Area 1)

- Integrated management from upstream – downstream area
- Program Management: *Economically feasible, Environmentally viable, Socially acceptable, Technologically appropriate*
- Community Empowerment in area management

**Level 1: Banyuwangi Sub District**
- Contemporary event
  - Hotel (MICE)

**Level 2: Glagah, Kalipuro Sub District**
- Hinterland Destination
  - Kemiren village
  - Gombengsari

**Level 3: Licin Sub District**
- Main Destination
- Banjar Village
- Homestay

Upstream
Downstream
Banjar Tourism Village, Licin Sub District at TDA 1 level 1

Focus on conservation:
- Maintaining the balance of the ecosystem; integrated organic farming
- Increasing public participation in destinations management; **Pokdarwis (Tourism Community group)**
- Empowering local wisdom; **Bamboo crafts**
- Strengthening of Local Culture: **Using culture**
Gombengsari Village (TDA 1 level 2)

• Through the **ecotourism concept**, agriculture becomes a tourist destination.
• Farmers have implemented Good Agricultural Practices (GAP) and Good Handling Process (GHP)
Level 1-2: Available homestays near destinations, managed by the community

Level 3: Hotel in town to support MICE (Meeting, Incentive, Convention, and Exhibition)
There are many tourist attractions in Banyuwangi city, as a tourism event and a promotion of cultural and natural conservation:

- Green Recycle Fashion Week,
- Banyuwangi Batik Festival,
- Banyuwangi Ijen Green Run