



ASEAN-Japan Smart Cities Network High Level Meeting Yokohama, Japan



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

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ECOTOURISM CONCEPT



“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.”

Ecotourism Development (The Triangle of Diamond Concept)



TDA 1 Ijen Crater

Witness the beautiful sunrise and turquoise lake in the crater with blue fire phenomenon

TDA 3 Sukamade

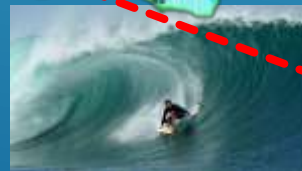
The perfect landscape with white sand shore.



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

TDA 2 Plengkung

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



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 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

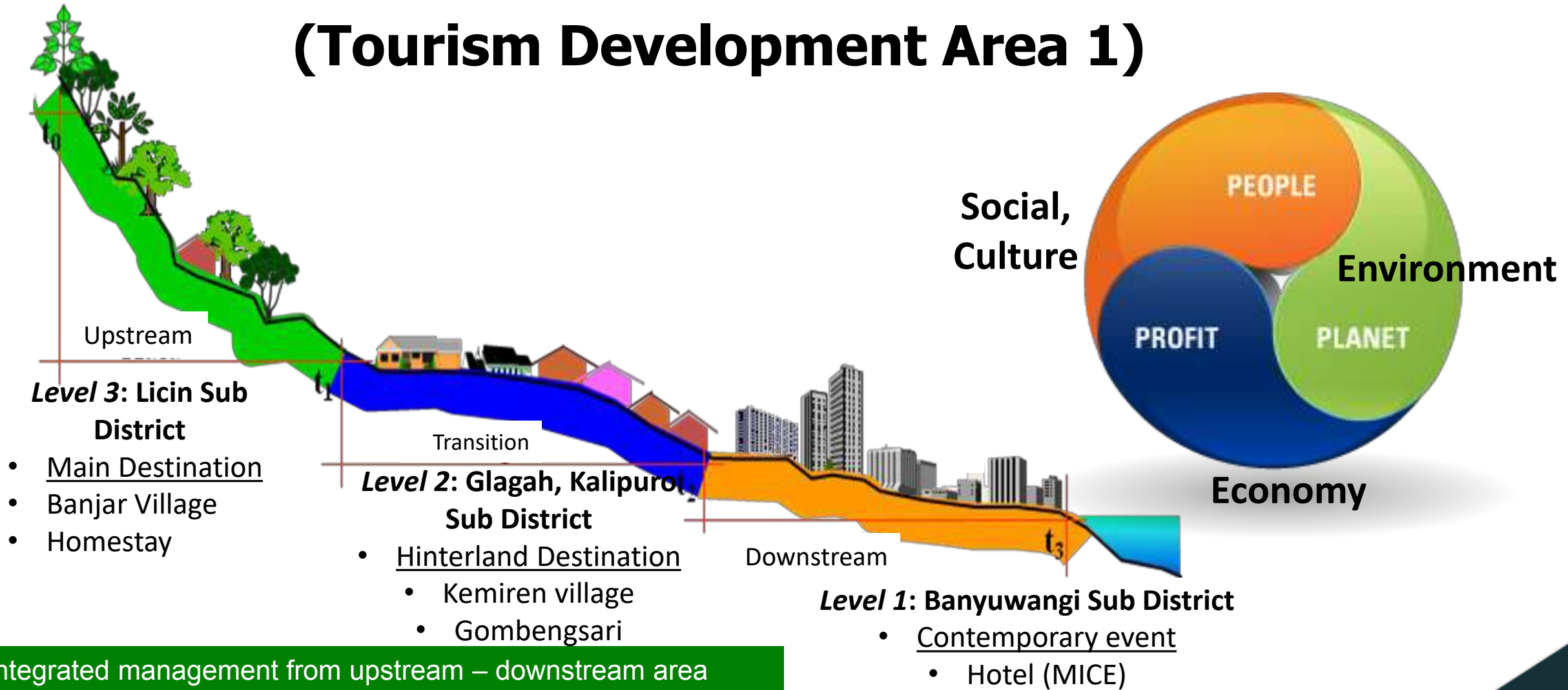
- Development of SMEs
- Creation of jobs
- Increase community income
- Increasing regional income as a multiplier effect of increasing economy

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

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**



Gombongsari 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)**



Contemporary Event At TDA 1 level 1



GREEN RECYCLE FASHION WEEK 2017



Banyuwangi Ijen Green Run

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

Banyuwangi Batik Festival



- To educate people to care about waste and change people's habits
- Making waste products into more valuable goods



www.banyuwangikab.go.id