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Sustainable tourism in Bangsring Underwater Banyuwangi

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Abstract. Sustainable tourism is carried out as a form of increasing community economic growth. Banyuwangi is one of the village have such extraordinary nature and culture. However, tourism is often the talk of being the biggest contributor to damage to environmental and community, one of which is the impact of infrastructure development. Banyuwangi Regency is currently one of the tourist destinations, facing the same problem shifting cultural, social, and environmental wisdom. Ecotourism is then considered as an alternative policy that can be used as a solution to this problem. Using a qualitative approach, this research was conducted with the aim of formulating sustainable ecotourism cultural values that will support the successful development of tourism in Banyuwangi Regency, specifically Bangsring Underwater. With this, it is expected to be a guideline for local governments in developing policies in the field of sustainable tourism to strengthen economic independence in the region.

1. Introduction

Tourism is a natural potential that has high economic value. The tourism sector currently has a strategic role in increasing economic development and is sought as one of the economies. Tourism is one of the sectors that can absorb labor. The government is trying to develop strategies and policies that can support the development of the tourism sector. Amazing natural potential can be used as an attraction of tourist attractions for the community. Management of a tourist area can produce very high economic value.

Nowadays, the concept of Tourism Planning has shifted into sustainable tourism development. Because of the slow movement in implementing the concept, many alternative approaches have been offered. One of the alternative approaches to gain the sustainable development of tourism is implementing the Cittaslow philosophy.

The Bangsring Underwater Floating House, located in Wongsorejo Village, Banyuwangi Regency, is a tourism area that has a strategic route, namely the northern coastline leading to the island of Bali, which is known for its various attractions. The Floating House is an attractive tourist area due to its unique ecotourism, but the ecotourism is threatened due to the activities of the fishing community that began to damage and exploit the marine and coastal ecosystems. The initial development is carried out by changing the mindset of the fishing community to protect and develop human resources.

Bangsring Underwater Floating House was not originally included as a tourist area included a conservation area that has the aim of building an organization carried out by way of community self-help. Form a group of fishermen and have several programs and socialized to community leaders. Fishermen who aim to form an organization called Samudra Bhakti.

The beauty of the tourist attraction proved successful in attracting tourists to visit the Bangsring Underwater Floating House. This is evidenced by the data of tourists who visit each year. Table



Tourist data of Bangsring Underwater Floating House in Wongsorejo Village, Banyuwangi Regency, 2015-2017.

Table 1. Tourist data of Bangsring Underwater Floating House in Wongsorejo Village, Banyuwangi Regency, 2015-2017.

No	Year	Number of Travelers
1	2015	156,940
2	2016	366,620
3	2017	616,781

(Source: Tourism Manager of Bangsring Floating Houses Underwater, 2017)

Multi-stakeholder partnerships between private, public, and nonprofit sector representatives are the driving force behind the development of community-based tourism destinations [1]. Heritage-based tourism must be managed in a sustainable way if not, its outcomes would be very vicious to a given destination and its occupants [2]. It tends to be either a gift or a revile, depending on how it is implemented and oversaw [3]. In other words, heritage tourism is known for its double-edged sword, whose results rely on the manner in which the industry is practiced and monitored [4].

It is also known as communal branding to develop the tourism sector. According to Zulianto et al [5], One of the marketing strategies that exist and is known is the strategy of communal branding or often termed the communal brand. Communal branding occurs when two known or more brands are combined in one offer. Tourism is a key sector in the sustainable development of rural environments. Its ability to create stable employment and an acceptable level of profits is conditioned by the stability of tourist activity throughout the year.

2. Methods

Type of research used is qualitative research with a descriptive approach. Qualitative research is used to describe the results of how sustainable tourism is the attraction of the Bangsring Underwater Floating House in Wongsorejo Village, Banyuwangi Regency.

3. Results and Discussion

Sustainable development has long been a concern of experts. However, the term sustainability has only emerged a few decades ago, although attention to sustainability has started since Malthus in 1798 who worried about the availability of land in England due to a rapid population explosion.

Sustainable Tourism is a form of tourism that is experiencing very rapid development, including an increase in the flow of accommodation capacity, local populations, and the environment, where the development of tourism and new investments in the tourism sector should not have a negative impact and can be integrated with the environment if we maximize positive impacts.

Sustainable tourism development is essentially related to efforts to ensure that the natural, social, and cultural resources utilized for tourism development in this generation can be enjoyed for generations to come. "Tourism development must be based on sustainability criteria, which means that development can be supported ecologically in the long run.

According to Sutiarto [6], tourism development is a planned and structured effort to fix existing objects and areas and build new tourist objects and areas that will be marketed to prospective tourists. The development of tourism is in principle the same as the development of tourism products, which in the development of tourism products which are tourism facilities should be adjusted to changes in tourist tastes that are very dynamic. To progress the development of tourism, there are several businesses that need to be carried out in an integrated and well manner, namely:

- 1) Promotion to introduce tourist objects and areas.
- 2) Smooth transportation
- 3) Ease of immigration or bureaucracy
- 4) The accommodation that guarantees comfortable lodging
- 5) capable tour guides
- 6) Offering goods and services with guaranteed quality and reasonable price rates.
- 7) Charging time with interesting attractions
- 8) Condition of cleanliness and health of the environment.

Sustainable tourism development can be identified through the principles elaborated below. These principles include participation, the participation of stakeholders, local ownership, sustainable use of resources, accommodating community goals, attention to carrying capacity, monitoring, and evaluation, accountability, training, and promotion.

1) Community Participation

Tourism object development is very much needed an active role in the surrounding community because the tourism sector will have an impact on improving the welfare of the community. The active role of the community is a major factor in the development of tourism. The first effort in developing a tourism area is to socialize to the community and involve the participation of local communities, as well as identifying resources that can be maintained. The management aims to improve the mindset of the community and implemented the strategies that have been prepared. The formation of community groups that are aware of tourism is called Pokdarwis (Tourism Awareness Group), a major factor in influencing people's creativity.

The local government program organizes counseling and coaching activities for local communities to create a tourism-aware community, involving the community in maintaining and preserving the tourist environment solely, and the community owns the tour. The community began to experience an increase in maintaining the tourist area by cleaning the location of the tourist area, which is done every day, as well as giving an appeal to all visitors to maintain tourism. The community is given the opportunity to open a business and is facilitated by the manager, and this aims to improve the economy.

2) Stakeholder Involvement

Program activities are supported by the Banyuwangi Regency government and the Bangsring Village government. The role of the community involved in the development of the Bangsring Underwater Floating Tourism area has a positive and influential impact in facilitating environmental control. Community creativity produces better progress towards the tourist area, for example, in the Bangsring Underwater Floating House often hold interesting events, one of which is the Underwater Festival which is held two years one time precisely in August. It can also attract tourists to visit and enjoy the beauty of nature in the Bangsring Underwater Floating Tourism area.

3) Local Ownership

Facilities and infrastructure are the main factors supporting the continuity of the production process for visitors. The conditions of existing facilities and infrastructure in the Bangsring Underwater Floating House tourist area are adequate. Facilities and infrastructure that have been provided at the Bangsring Underwater Floating House include Counters, Homestay or lodging, restaurants, reading places, toilets, relaxing areas, parking lots, traveling vendors, souvenir shops, snorkeling equipment, and sea games. This can be utilized to support the economic sector of the tourist area. Transportation facilities and infrastructure to the tourist area of the Bangsring Underwater Floating House are adequate, because visitors who come on average already use private vehicles.

Some souvenir shops and canteens have also been provided by the manager of the tourist area, but the provision of facilities and infrastructure of the infrastructure sector is inadequate in terms of less optimal road access when going to the tourist area so that the manager and the government work together to improve and provide better infrastructure for tourists who come to the tourist area.

4) Sustainable Use of Resources

Facilities and infrastructure are supporting factors for the welfare of visitors. Efforts by managers to increase the availability of tourism facilities by means of the income obtained will be developed by the manager of the tourist area to meet the renewal of facilities and infrastructure.

Managers do not provide special transportation accommodation facilities for tourists, because most tourists already use private vehicles. Provision of Rest Area for tourists in the Bangsring Underwater Floating House consists of 5 homestay units and bathrooms. Some gazebos on the beach have also been provided by the manager, and it aims so that visitors can enjoy the beauty of nature and the beach environment. Tourist attractions provided include snorkeling and equipment, packages to the island of wasp and deer, floating houses, diving, jet ski, banana boat, and canoeing.

5) Accommodating Community Objectives

With the formation of community groups that are aware of tourism called Pokdarwis (Tourism Aware Group) supported by local government programs such as the Underwater Festival which is

carried out two years one time precisely in August. This makes the Bangsring Underwater Floating House have promising potential in the future.

6) Promotion

The manager of the Bangsring Underwater Floating Tourism area conducts promotions through various electronic media with attractive designs by showing a variety of natural beauty that attracts tourists to visit the tourist area. Promotion is proven to be able to introduce the Bangsring Underwater Floating House tourism area to all domestic and foreign communities, sometimes the promotion is enough to do from a conversation with one of the people who have visited the Bangsring Underwater Floating House tour, then tell the condition of the tour to other people who have not ever visited.

Promotion conducted by the manager to introduce the tourist area in collaboration with the private television public relations. Promotions can be published through electronic media, but promotions are more effective and efficient through visitors. Visitors can quickly publish photos to electronic media during a visit to the Bangsring Underwater Floating House. Most of the electronic media used by society today, such as Facebook, Whatsapp, and Instagram.

If the public is looking for information about promotions carried out by tourism managers can be accessed through the official website (www.bangsringunderwater.com). Various promotions are also available through other electronic media such as Kompas.com, Detik.com, and Trans TV media via the youtube keyword page (Herois CNN Bangsring-Underwater).

A development strategy for tourism is needed to improve the quality of tourism and increase tourist attractiveness. The results of the research stated above, and it can be seen that the attraction of the Bangsring Underwater Floating House has implemented a strategy of developing tourist objects including holding Underwater Festival events, Provision of Tourism Facilities and Infrastructure, Increasing the Role of Surrounding Communities, Quality of Service, and Promotion. Four strategies designed and used by the management to develop tourism objects will be successful if implemented properly.

The Underwater Festival was held to introduce the beauty of the underwater charm at the Bangsring Underwater Floating House. The activity is an annual agenda carried out by the tour manager. Underwater Festival is one of the favorite maritime destinations in Banyuwangi Regency because Bangsring is waters that do not have big waves and currents, so there is no high risk for sea play. Bangsring Underwater is a marine conservation tour managed by a fishing community. The creativity carried out by the fishing community can make Bangsring a marine tourism attraction in Banyuwangi Regency.

The facilities and infrastructure provided at the Bangsring Underwater Floating House include Home Stay or lodging, restaurants, reading parks, toilets, rest areas, parking lots, traveling vendors, souvenir shops, snorkeling equipment, and various sea game attractions. The development of facilities and infrastructure that is complete, tourists can feel the comfort and natural beauty when visiting the Bangsring Underwater Floating House. The manager of the tourist attraction has also provided complete facilities and infrastructure for marine attractions including snorkeling and equipment, packages to the island of wasangan and deer, floating houses, diving, jet ski, banana boat, and canoeing.

The community around the Bangsring Underwater Floating House attraction has improved very well. The active role of the surrounding community is one of the factors in tourism development by changing the positive and creative mindset, and solely the community also has the responsibility to protect the tourism, this can result in better progress towards the tourist attraction. In the opinion of Mustika [7] Community participation in tourism development is very good in tourism activities. The existence of the Bangsring Underwater Floating House tourism object can produce very good collaboration between the community, the management, and the government in improving the quality of tourism.

The manager of the Bangsring Underwater Floating Travel motorcycle taxi has divided the tasks of each employee. Based on the different expertise of employees, the services provided are also different. It is intended that the level of excellence of each service can achieve the ideal quality as expected by tourists. The facilities provided by the tour manager basically have a relationship with the service. In the opinion of Supranto [8] quality of service is something that must be done well.

In the opinion of Wyckoff [9] the quality of service is the level of excellence expected and control over the level of excellence to meet customer desires. Factors considered to be very influential in the

development of tourism are service quality because service quality tends to provide a high selling value to a business. If the service in tourism is not carried out maximally, it can reduce visitors, because in tourism the quality of service must take precedence.

Tourism promotion is aimed at all people in the country and abroad so that people are aware of the usefulness of tourism. The promotion of Bangsring Underwater Floating House tourism can be done through a variety of media. Tourism promotion cannot be separated from instruments, some kinds of promotional instruments can be through advertising, public relations and publicity, and direct marketing [10].

Underwater Festival is one of the tourism development strategies held in one of the maritime tourism in Banyuwangi, the Bangsring Underwater Floating House which aims to highlight the charm of its tourism so that the tour is known by the public in the country and abroad. This is a strategy of the manager to do something different in developing tourism. The development of better tourism can attract visitors to come to the Bangsring Underwater Floating House.

The existence of tourism developed at the Bangsring Underwater Floating House has a positive impact on the economic conditions of the surrounding community. The development of attractions is happening more rapidly, due to good cooperation between the manager of attractions and the community, so that it can produce contributions to the economic sector. At first, the economy of the community around the tourist attraction was classified as very simple, but since the existence of tourism became an opportunity for people to open businesses and seek profits.

The economic condition of the community that is making progress comes from community activities to open businesses around the attractions of the Bangsring Underwater Floating House such as, selling food and drinks needed by tourists, so that the community earns income that can help their needs. The economic development was also felt by the Bangsring Village government. The Bangsring Village Government earns income from managing admission tickets to the Bangsring Underwater Floating House attraction. The entrance ticket to the tour is managed by Bumdes (Village-Owned Enterprises) which is carried out by the Bangsring Village government. The tourism sector is very beneficial and influences the welfare of the surrounding community.

4. Conclusions

The results of research in the tourist area of the Bangsring Underwater Floating House obtained information that sustainable tourism is used in the development of the Bangsring Underwater Floating Attraction attraction. Sustainable tourism is prominent in the Bangsring Underwater Floating House location is the provision of facilities and infrastructure, increasing the role of the community, service quality, and promotion. The strategy undertaken by the manager has the aim to increase the tourism potential of the Bangsring Underwater Floating House, which is better so that it will progress and become an attraction for tourists to visit.

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