

**ABSTRAK**  
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**JUDUL**  
**INSTITUTIONAL DEVELOPMENT OF OSING TOURISM AREA**  
**TO FACE OF GLOBALIZATION**

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## INSTITUTIONAL DEVELOPMENT OF OSING TOURISM AREA TO FACE OF GLOBALIZATION

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### Abstrack

This research resulted in the development of institutional policies Osing tourism based on Governace Democratic to face of globalization which is done through the identification phase of the tourism potential, readiness tourism, infrastructure conditions and institutional as the carrying capacity of tourism development Osing. The method used is descriptive qualitative with data collection techniques through observation, in-depth interviews, focus group discussions (FGD) were analyzed in an interactive model of Miles Huberman.

The study states that Banyuwangi has a unique culture and have the potential attraction for tourists namely Osing tribal culture. Osing culture spread in some areas, but still strong in keeping the tradition of Osing is Kemiren Village Glagah District of Banyuwangi and in 1995 Kemiren Village designated as an Osing tourist destination. Kemiren village as an Osing tourist resort has a lot of potential and uniqueness of both the arts and culture community of Osing tradition, where is located very strategic to become the potential resource in the era of globalization.

In the Osing tourist development already institutionally managed, but not running optimally, due to the limited ability of management of tourism promotion and cooperation as a result of miss-communication between the various parties and unhealthy competition among actors. The role of government is still a dominant actor, involvement of stakeholders, especially the people still lacking, so constructed aware group travel, trained and educated to form a competent human resources. To face the globalization in order to Osing tourism to survive and thrive then through indigenous stakeholders, artists, community leaders and government institutions formed by Decree of the Head Village Kemiren No. 188/02 / KEP / 429.503.02 / 2015 on the Establishment of Board Institute of Indigenous "Using". Kemiren Village, District Glagah Banyuwangi Year 2015-2018 issued on May 23, 2015 for Osing tourism development that can lift Banyuwangi into international arena.

Keywords: *institutional, development of tourism, globalization. Using culture.*