

Ecotourism Development Strategy in Kemiren Osing Ecovillage at Banyuwangi District.

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ABSTRACT

This research is focused on ecotourism development strategy in Osing Kemiren Village, Banyuwangi Regency. The purpose of this research is to: 1) identify internal and external factors affecting ecotourism development in Osing Kemiren village, Banyuwangi Regency; 2) establish alternative strategies to develop ecotourism in the village of Osing Kemiren, Banyuwangi District; 3) determine the strategic priorities that can be applied in developing ecotourism in Osing Kemiren Village, Banyuwangi District. The method used in this research was analytical descriptive method through survey. Sampling technique used in this research was purposive sampling technique. The data were obtained from key informants who are involved in ecotourism development in the village of Osing Kemiren, Banyuwangi District. Stages of data analysis were: 1) IFE analysis (Internal Factor Evaluation), EFE (External Factor Evaluation), IE (Internal External); 2) SWOT (Strengths-Weaknesses-Opportunities-Threats) matrix, and QSPM (Quantitative Strategic Planning Matrix) analysis. The result of this study shows three things. Firstly, in the development of ecotourism in the village of Osing Kemiren, Banyuwangi District, the IFE analysis shows that the strategic factor that becomes the main strength is the local wisdom of indigenous Osing tribe, and the main weakness is the detail plan of the development of the area does not yet exist. The result of EFE analysis shows that the main opportunity is the government commitment in developing the tourism village, and the threat factor is the similarity of tourism types with other districts. Secondly, the position of Osing tourism village is in quadrant IV (Growth and Build). Strategies that can be done to optimize the development of Osing tourism village is to apply intensive strategy and integration strategy, merger and strategic alliance as well. Third, the first priority strategy to be done for ecotourism development in Osing Kemiren village is the synchronization of work programs between villages, local institutions, and district governments. The second priority strategy is guidance based on local wisdom. The third priority is the preparation of blue print development of tourism village in Osing Kemiren Banyuwangi District.

Key Words: Strategy, Development, Ecotourism