

Development Strategy of The Tourism Industry in Banyuwangi Regency (Case Study: Natural Park Ijen Crater Banyuwangi)

Moh. Hoiri Zen¹, Dwi Wulandari²

¹(Faculty of Economics, Universitas Negeri Malang- Indonesia)

²(Faculty of Economics, Universitas Negeri Malang- Indonesia)

Abstract: This Research is aimed to analyzed the development strategy of the tourism industry in Banyuwangi especially in Ijen Crater. This Research uses a qualitative research design with a case study. The data used in this study were obtained through interviews, observation, and documentation. Secondary data were obtained from the section of conservation area V Banyuwangi, Department of Culture and Tourism Banyuwangi, Development Planning Agency at Sub-National Level of Banyuwangi, and Local Revenue Offices of Banyuwangi. The result showed Government of Banyuwangi have a cooperation with the Ministry of Forestry Indonesia in the development of nature tourism especially in Ijen Crater and related to the promotion, infrastructure development, tourism information center and the construction of society. The impact of the infrastructure of the road to Ijen Crater is getting better and the quality of tourism service trade, more and more, the construction of the special tour guide of Ijen Crater, as well as the promotion of Ijen Crater in electronic and printed media, billboards, as well as promotional activities in the form of Banyuwangi Tour de Ijen. So the number of tourist in Ijen Crater is increasing dramatically from 2013-2015. Obstacles faced by Ijen Crater are minimal human resources, increasing the amount of waste due to its frequent travellers, an accident on the road to Ijen Crater, Paltidung block, noexistence of permanent health care post in Paltidung and a lack of coordination between the management with Government Banyuwangi

Keywords: Development Strategy, Tourism Industry, Ijen Crater

I. Introduction

In the era of globalization, many countries are developing the tourism sector, including Indonesia. Indonesia has a huge tourism potential to be developed including a lot of natural charm, unique culture, and a variety of traditional art. That opportunity supported by the tendency to change the taste tourists in the world (consumer behaviour pattern) from conventional tourist into type of tourism diverse and the number of tourism travel the world in 2020 expected to reach 1,6 billion people (Kemenkeu, 2015). So, the government is committed to make tourism sector as a development priorities. Where foreign exchange contributions from the tourism sector always ranked 10 as a major contributor of foreign exchange in 2011-2013. Even, rising inflation in 2013, does not cause a decline in revenue on tourism sector. One of the areas build tourism has since 2010-2015 in Indonesia is Banyuwangi Regency.

Banyuwangi is one of the regencies in East Java that has the potential to develop into tourism industry. In four years, tourism sector regional income of Banyuwangi has exceeded the target. In 2010, the local revenue of Banyuwangi is 22 trillion, and increased significantly to Rp. 40.8 trillion in 2015, exceeding the target set at Rp. 35 Trillion (Amelia, 2015). While, per capita income is also increased from Rp. 15 million to Rp. 25,8 million. In addition, the number of visits of foreign and domestic tourists was more than the target. Tourists that visit Banyuwangi in 2013 reached 1.057.952 people, while foreign to tourists reached 10.462 people. While in 2014, there was an increase in foreign tourists of 30 % or reach 30.068 people and tourists reached 1.363.553 people (Bappeda, 2015). The negative paradigm the community about Banyuwangi as “witchcraft city” slowly start to change. Banyuwangi started to be known as the so-called the sunrise of Java, because it is located in the eastern end of the Province of East Java. Currently, the development of infrastructure in Banyuwangi include the construction of 300 km of roads / year, construction of the first green airport in Indonesia, supplying 1,400 wifi point, the railway network, and crossing port. This development is expected to be a door connectivity development and construction of Banyuwangi. Based on the background, tourism industry in Banyuwangi Regency interesting and important to researched. One tourism industry Banyuwangi is Natural Park Ijen Crater. Ijen Crater was including in development tourism first, that incorporated in “Triangle Diamond” concept. This research for knowing the development strategy of Ijen Crater. In development strategy, tourism required aspects to support the development of tourism such as the aspect of policy and tourism regulation, The aspect of environmental business and tourism infrastructure, with the aspect of human resources, cultural, and natural.

II. Theoretical Framework

According to Andrews in Untoro (2011) strategy is the pattern target, the purpose, and policies/the general plan to reach its intended purpose, expressed with define what business run by company, or that ought to be run by company. While is mainly, according to Zaini (2011) strategy is any attempts used to achieve a purpose to achieve, both in education or other. Strategy in principle related to the implementation: policy, determination to achieve the objectives, and determination of ways or method of the use of infrastructure (Suryono in Riyanto, 2013). The development of tourism is an attempt to create an integrated circuit in the use of tourism resources integrating all forms of outside tourism aspects relating directly or indirectly for the continuation of the development of tourism (Disbudpar Kab. Rejang Lebong, 2014).

Tourism is traveling from one place to another temporary, conducted individuals or groups in an effort to balance, harmony in dimension of social and cultural and sciences (Spillane in Hadiwijoyo, 2012). According to the Constitution of the Republic of Indonesia number 10 in 2009 about Tourism mentions that tourism is a great variety of tourism activities and supported a wide range of facilities and services provided by the public, employers, government, and local governments. Tourism as a complex activity that can be viewed as a large systems, which have various components such as economic, ecological, political, social, cultural and so on (Sudana, 2013). Components of the development of tourism can be broadly classified into six groups, among other attractions and tourism activities, accommodation (hotel and other facilities), facilities and services of other tour services, facilities and services of transport, infrastructure, elements of institutional (Inskeep in Hadiwijoyo 2012).

The tourism industry is not a stand-alone industry, but it is an industry that consists of a series of companies that produce services or products that are different from each other (Yoeti, 1990). The products of the tourism industry are all services provided by a variety of companies, since someone travelers leaving the residence, to their destination, to return to its original place (Yoeti, 1990). The benefits of tourism in the economy could boost employment, standard of living, and incomes (Famytyas & Kusumastuti, 2014). Tourism is expected to serve as a catalyst in the development of the economy in some sectors (Yoeti, 1990).

According to Yoeti (1990), demand in tourism can basically be divided into two major parts, that is potential demand and actual demand. Potential demand is several or a number of people who complete the minimum requirement to hold a tourism trip, for wealth or fortune, are still healthy physical state, but not yet to have a special time for traveling as tourists. Actual demand is several or a number of people who are traveling tourism to a specific destination /Tourism Destination Region. Important factors and other factors that affect the demand for tourism among other prices, income, socio-cultural, socio-political, the intensity of the family, the price of substitute goods, and the price of complementary goods. Meanwhile, "Tourism Supply" covers all the areas of interest is offered to tourists (Yoeti, 1990).

Tourism development is essential to the advancement of tourism. According to Yoeti (2008) there are some things that need to be considered in the development of tourism, among others tourist attraction that has something to see (special appeal), a tourist attraction that has something to do (have other activities that can be done), a tourist attraction that should have something to buy (there are shopping facilities). Components that belong to the tourism infrastructure consists of two kinds, that is real products (tangible products) and products that are not real (intangible product). Tangible product consists of tourism infrastructure (port facilities, telecommunications, roads, electricity, clean water, hospitals, etc.), means the product of tourism (travel agencies, travel agents, tour guides, conventions, incentive travel and exhibitions, consultants tourism, tourist information). Meanwhile, intangible products that contained human resources in the tourism industry and technical knowledge regarding service to the tourists. So, good service can make tourists stay longer. Because theoretically in Austriana (2005) the longer the tourists stay in a tourist destination, so the more money spent in tourist destinations such.

The concept of competitive advantage is a way that made by the company to strengthen its position in the face of competitors and be able to demonstrate the difference with other (Putra, 2012). Travel and Tourism Competitiveness Index (TTCI) published by *World Economic Forum* (WEF) based on three broad categories of variables that facilitate or encourage the competitiveness of T & T (Travel and Tourism). These categories are summarized into three subindexes that subindex policy and regulatory framework of T & T, subindex business environment and infrastructure T & T and the subindex of human resources, culture and nature of T & T (WEF, 2009). Each of the three subindexes are in turn composed of a number of pillars of competitiveness T & T are: regulations and policies relating to tourism, environmental sustainability, safety and security, health and hygiene, prioritization of travel and tourism, air transport infrastructure, land transport infrastructure, infrastructure tourism, infrastructure, ICT (Information and Communication Technology), the price competitiveness of tourism, human resources, affinity of T & T, as well as human resources, culture and nature of T & T. The indicator, an aspect that is needed in the tourism industry development strategy Nature Park Ijen Crater.

III. Methods

This study uses qualitative research with the aim to explain the whole of the tourism industry development strategy in Natural Park Ijen Crater in Banyuwangi Regency. The scope of this research is case study. In qualitative research, case studies emphasize the full context analysis based on events or conditions that fewer and relationship with others (Purhantara, 2010). The main instrument in the study are researchers. The role of the researcher as planners, implementers, collecting data, analysis, interpretation of data, which in turn researchers into the reporting of research results. We choose this location because Ijen Crater is region of the development tourism first in Banyuwangi Regency, whereby tourist attraction objects is a favorite for the foreign and domestic tourists. The data in this research, collected by using a technique observation, in-depth interview and documentation. Process of analysis in the model covers a reduction process data, presentation of data, the withdrawal of drawing conclusions and triangulation.

In the final result a research, it is the validity of support the research. An attempt to maintain credibility in the problem is as follows:

a. Triangulation

According to Sugiyono (2008) said that triangulation interpreted as a technique of data collection to combine of a variety of techniques the data collection and the data existing.

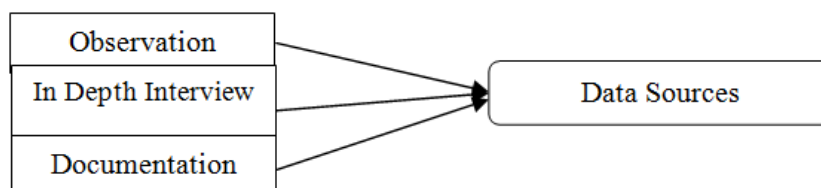


Figure 1 . Triangulation Data Collection Technique (Sugiyono, 2008)

b. Extra observation

Extra observation done by means of researchers returned to the field conducting observations. Then, we interview the respondent to ensure the validity of the data.

c. Increase perseverance

More careful and sustainable observation is one way to improve perseverance. That means with ascertaining data and sequence of events obtained researchers then we sorted systematically and distinguished. There are three research phases which is prior to the field, the work field, the data analysis, and the report.

IV. Result and discussion

The Ijen Crater set as the area of natural heritage with the area of 92 hectare designated as natural park. Ijen crater were previously managed by *Balai Besar KSDA Jawa Timur, Bidang KSDA Wilayah III, Section of Conservation Areas V Banyuwangi, Resorts Conservation Sempol Areas*. Natural Park Ijen Crater located in the middle of a Nature Reserve Ijen Crater Merapi Ungup-ungup.

In the aspect of Regulatory Policy and Tourism in Ijen Crater, Banyuwangi local government is already cooperating in a Memorandum of Understanding (MoU) between Directorate General of Forest Protection and Nature Conservation, Ministry of Forestry Republic of Indonesia and The Government of Banyuwangi about Nature Tourism Development in the Ijen Crater Natural Park, Alas Purwo National Park, Betiri Meru National Park and other natural tourism area. The development of tourism is in the form of promotion, development of infrastructure, construction of information centers, and community development. Ijen Crater is the authority of the Ministry of Forestry. Through this new agreement, can synergize to develop tourism while maintaining the principle of environmental sustainability.

Activities in Ijen Crater is an activity that is rare in the world, because it is only in Indonesia and Iceland. The potential is very important to be promoted. Department of Culture and Tourism of Banyuwangi will undertake activities to improve the utilization of information technology in tourism marketing is a visualization of potential crater. The activities include cooperation in the promotion of tourism promotion in electronic media, billboards installation, and manufacture of video streaming. The goal, to introduce other attractions besides the crater. Thus, tourists can stay longer in Banyuwangi. *Disbudpar* Banyuwangi training special local guides of Ijen Crater. These training programs related to tourism and human resource development.

Accessibility to the tourist area is very important and should be easy to reach. According Inskep in Hadiwiyono (2012), a component of the development of tourism can be broadly classified into six groups, among other attractions and tourism activities, accommodation (hotel and other facilities), facilities and services of other tour services, facilities and services of transport, infrastructure, institutional elements. Based on the facts on the ground, the researchers found that the accessibility of the road to The Ijen Crater easy, convenient

and inexpensive. Due to road construction undertaken by the Government of Banyuwangi can be enjoyed until Paltuding. Associated with the promotion, the manager does not provide special funding campaign. However, the district government through Department of Culture and Tourism Banyuwangi maximally intensified promotion both through the festival Banyuwangi, print, electronic, and even the district government in cooperation with TV and radio stations. In addition, Department of Culture and Tourism Banyuwangi also working with a travel agent in Banyuwangi like Trans Ijen, Ijen charm, Ramayana, Sawerigading, BPS (Bureau Sukowidi) and others. The support of travel agents is very important to inform and market tourism in Banyuwangi, in particular Crater. Where the travel agent can help increase local revenues Banyuwangi. Because travel agents have cooperation with other tourism stakeholders such as hotels, tour guides, restaurants, and so forth. Thus, tourists can stay longer in Banyuwangi. The longer the tourists stay in a tourist destination, so the more money spent in tourist destinations such (Austriana, 2005).

Banyuwangi efforts to increase the amount of visits, especially in Ijen Crater. In terms of data Crater visitors Ijen in 2010 show the level of 8.347 foreign tourists and 4.553 tourists. While, in 2015 the higher visitors of 20.662 foreign tourists and 148.784 tourists. Besides promotion, of the seriousness of the government in providing the best way, airports in blimbingsari, has become a key factor in the development of tourism. The operation of Garuda Indonesia airways in blimbingsari open a great opportunity for some travelers in banyuwangi, especially Ijen Crater. But, the visitors in Ijen Crater make a much greater challenge for the management to maintain environmental sustainability. Because Section Conservation Areas V Banyuwangi, as the management Ijen Crater oriented that sustainability.

Based on the finding, efforts to the management Crater Ijen related to the environment are continuing between another, the limitation of tourist visits, about prohibition for tourist activities as the Ijen are idle, the cooperation with PT. Djarum foundation (rehabilitation) area, the cooperation with of community for a fire (volunteers deterrent fires) and other. Crater Ijen is the type of the natural attraction which is highly dependent on natural conditions as status mountain Ijen and forest fires. Natural Reserve and Park Ijen Crater Is the area in which prone fire every year. So, function water in Ijen Crater in addition to the needs of tourists and toilet. The main, also used to extinguish the fire. Cooperation with PT. Djarum foundation through "Program Menanam Trembesi 1.350 km Merak-Banyuwangi" that has been held since 2010. One of the objectives of the program is in order recovery ecosystem in Ijen Crater. Because after fire there are open spaces potentially the erosion. In addition, facilities tourism in Ijen Crater still to taste. Because of the construction of in Crater Ijen may not destructive area.

Ijen Crater has its pull and the number of a visit that relatively high. Although, has been applied the limitation of visiting hours, where tourists not go to the top of Ijen Crater, except by clock that determined between hours 01.00 WIB - 12.00 WIB. Then, when Ijen Crater expressed an absolute state of siege or danger, through cooperation between resorts Ijen Crater, PT. Candi Ngrimbi, and Vulkanologi Agency, so Ijen Crater can be closed tourism activities to the safety for visitors. These policies be done to security tourists.

Safety and convenience of the tourists more mainstream. During the tourists make the climb any security officers TWA Ijen always supervise the rating of Paltuding to Pondok Bunder. Although there have been appeals boards and prohibition boards around the hiking trail, but it is feared there are tourists who suddenly become ill. So it should be handled by officers. Only, in the area of the Crater is still no permanent place of health services. The plan, the manager will coordinate with BBKSDA Surabaya to hold a permanent health service in Paltuding. Additionally, in an effort handling when calamities occur unexpectedly or the rescue effort of the human soul lost in Ijen, then the manager of Banyuwangi cooperation with SAR (Search and Rescue) Independent. Thus, service of safety and security of tourists is relatively good.

Ijen is a wonderful tourist attraction and has diverse flora/fauna. Thus, the region needs to be maintained and preserved. Related to the problem of garbage, TWA Ijen get help from the East Java Provincial Tourism Office in the form of a plastic garbage bins. In addition, community groups aware of their tour, named "Association Local Guide" in the Crater could also help solve the garbage problem. Because if garbage is left unmanaged can be a serious threat to the survival and sustainability of nature tourism (Dephut, 2009). Based on observations, researchers found that the amount of garbage increases when events such as the Festival Banyuwangi Banyuwangi Tour de Ijen. However, the waste problem so far can still be handled by the manager or the Government of Banyuwangi. The management together with PT. Candi Ngrimbi still trying to maintain the cleanliness of Ijen Crater. Based on the facts on the ground, garbage evacuation effort is plagued with some of the following:

- a. Due to limited manpower and for the convenience of tourists, the cleaning is done when the tourists have returned home from Ijen Crater.
- b. The Landfill (Landfill) Waste Ijen Crater far enough.
- c. Evacuation of waste is still carried out by fire, with the impact on air pollution

Based on the findings indicate the potential utilization bahwasannya Crater more optimal. Support Banyuwangi in the development of nature in the form of promotion, development of infrastructure, construction

of information centers, and community development is already well underway. While, the management is consistent to preserve Ijen namely to improve cooperation pertaining rehabilitation area, and apply system time limitation tourist visits in two Crater Ijen. Meanwhile, the security and safety of tourists in the Crater is relatively unconditioned. Because all tourism stakeholders in the Crater together in creating security and safety. The constraints are found is the lack of human resources, so it is less the maximum services to tourists, yet the health ministry posts in Paltuding, yet manageable garbage modernly or with technology. Constraints are one of them due to a lack of coordination between government Banyuwangi with the manager in addressing the problems that exist.

Activities Ijen Crater is increasing, with good road conditions. This is an effect with cheaper transportation costs. Previously, travelers had difficulty and cost more to get access to Paltuding. However, after the construction raises positive and negative impacts. Based on the findings of researchers, the positive impact caused by the construction of the road to the Ijen Crater objects include:

- a. Travelers can drive up Paltuding more easily.
- b. The number of travel agency services to the Crater.
- c. The increase in the number of tourists TWA Ijen Crater significantly.
- d. Their festivals like Jazz Ijen Banyuwangi, Banyuwangi Tour de Ijen.

However, the development also have weaknesses in some of the following:

- a. Frequent accidents due to the negligence of the driver.
- b. The decline in the role of the jeep, which was previously very victorious in transportation services to The Ijen Crater.
- c. The number of vehicles entering the area could potentially cause air pollution.

The researchers found that the accident happened because the rider doesn't know the roads in the area. Especially when night, so road conditions to Crater Ijen sometimes appear fog. This may impair vision of a rider. So, if the rider has no experience through the road, so often the case of the accident. In addition, even though they were cutting on the way, but the road is still having a rocky road and several locations or place to accident. So, we needed the driver and car or vehicle ready to pass the road and no rules governing other kinds of vehicles are allowed in the area. Only when it is time in the village cashew, is the collection of levies of Rp. 3.000 for insurance. In intersection of in the village cashew to the Ijen Crater, formerly used to stops transportation jeeps. The transportation rent to travelers will lead to Ijen Crater.

Current intersection village cashew or the way that leads Ijen Crater is in the development cultural shows. The plan was for tourists who will enjoy blue fire in Ijen Crater, can stop first while waiting for approaching at 01.00 WIB. But, the development still in the form of government plan banyuwangi . If in the area there had been tourist destinations the the ticket sale in paltuding will be merged to the purchase of retribution in the village cashew. But, of course must be held coordination with the resorts Ijen Crater and the village community cashew. That travelers can enjoy their journey snug and safe. Meanwhile , facility provision of facilities and infrastructure in the natural attraction unlike in modern tourism where facilities fancy can be provided there.

The use of information and communication technologies such as mobile phones, internet in mountainous areas is quite difficult. However, the current use of technology in the Ijen Crater like a local communication between the officer using Handy-Talkiy, electric power using solar cell and other. In addition, the technology used to determine the activity of Ijen today is through technology that is used by the Agency for Volcanology. The management has a cooperation agreement with the agency. Thus, with the cooperation activities of Mount Ijen is always monitored. As Internet use in Ijen Crater, is only performed when a specific event by installing a satellite while in Paltuding.

The price of admission in The Ijen Crater is relatively cheaper when compared to other national parks. Determination entry fees Ijen Crater under PP 12 2014 About the Type and Tariff for Non-Tax Revenues Applicable in the Ministry of Forestry. When the change in rates, which makes foreign tourists have to pay 10 times the original price. From Rp.15.000 became Rp.150.000 under PP 59 of 1998. However, the magnitude of these levies are still very affordable for domestic tourists. Whereas, for foreign tourists enough to make spending increasingly larger. In addition, services such as travel in the Crater tour guide services, guide, travel is still quite affordable as services of travel "Trans Ijen". The rental price of the jeep ranges ± Rp.500.000 round-trip. Meanwhile, the passenger capacity of the car can load five people. Price changes can occur depending on the facilities provided by the travel. Based on their findings indicate bahwasannya infrastructure improvements to the Ijen Crater effect with the increasing number of tourists Ijen Crater. Thus, more and more services are also offered in the Ijen Crater at an affordable price. However, tourist facilities in the Ijen Crater is relatively simple according to the needs of tourists. Constraints faced by the vulnerability of an accident on the highway to Paltuding, due to driver's negligence.

Conditions personnel Crater is still very minimal. Officers consists of five personnel (3 Polhut, 1 and 1 TPHL PEH), as well as an additional six security personnel and one partner forest police. Thus, the number of

officers to be as many as 12 people. However, the number of officers charged with the area is not comparable. Because officers are not only keeping the Crater area (92 ha), but is also responsible in the area of Kawah Ijen Nature Reserve (2,468 ha), Nature Reserves (CA) ceding and Nature Reserves (CA) Pancur I and II. The task, of course, will not be performing optimally. Social and cultural conditions around the Crater there are four districts bordering the Crater or protected forest around the area of the District Kalipuro, Wongsorejo, Sleek and Sempol. Regular activities and unique in the Ijen Crater, one of which is the gas utilization activities sulfatara by PT. Candi Ngrimbi.

In general, the results showed that the Crater has natural attractions are very beautiful and easily accessible and charming and rarely found in tourist destinations in Indonesia, even in the world. Thus, the Crater has a relatively high appeal, and be able to attract tourists to elsewhere in the world to come and witness the real beauty of the Crater exotic. The beauty will be further optimized by the Department of Culture and Tourism Banyuwangi through visualization of potential Ijen Crater. Thus, it can increase brand or tourism image of the Crater. However, the human resources in The Ijen Crater is still very low and the lack of professional personnel. Therefore, coaching and training of human resources as well as forestry tourism needs to be improved.

Based on the research results reveal the general problems of the Crater as follows:

- a. Aspect Regulatory Policy and Tourism among other things: a) the lack of coordination between the Section Conservation Areas (SKW) V Banyuwangi as the manager of the Crater with the Department of Culture and Tourism Banyuwangi, b) still lack health posts in the Crater, blocks Paltuding, c) the absence of environmentally friendly waste management.
- b. Aspect of Business Environmental and Tourism Infrastructure among other things: a) the absence of rules or regulations related to the type of vehicles allowed in the Ijen Crater region, so as to reduce accidents on the highway to Ijen,
- c. In Aspects of Human Resources, Cultural and Natural among other things: a. still lack personnel Crater.

Based on the findings, the strategy of development of tourism industry in the Ijen Crater as follows:

- a. Aspects of the rules and regulations of tourism that is the strengthening of policy instruments and a strengthening of the regulatory system utilization and development of tourism in the tourism industry to support the tourism potential. As it is often the weakness lies in the system of coordination, which often cross-sectoral policy many abandoned because of bureaucracy. Thus, through the MoU between the Ministry of Forestry, Government of Banyuwangi need to strengthen coordination with the manager was in exploiting the potential of the Crater.
- b. Aspects of the business environment and tourism infrastructure, namely the increased infrastructure support representative in nature tourism. Development should not be destructive and cause environmental degradation.

Aspects of human resources, culture and nature, Efforts to improve capabilities and the ability of human resources professional and has ability to control science technologies in tourism area management and conservation area.

V. Conclusion

Aspects of regulations and policies related to the development of nature tourism in the crater accordance with the Regulation of Minister of Forestry of the Republic of Indonesia Number: P.85 / Menhut-II / 2014 on the Procedures for the Implementation of Cooperation Nature Reserve Area and Natural Conservation Area. The cooperation in the promotion, development of infrastructure nature, development information center and community development. Banyuwangi regency government is one of the first areas that have established direct cooperation with the Directorate General of Forest Protection and Nature Conservation, Ministry of Forestry Republic of Indonesia in the development of nature in the crater. Thus, the crater is one focus area Banyuwangi tourism development in the Tourism Development Area I. Efforts are made to optimize the potential of The Ijen Crater and increasing the number of tourist visits in Banyuwangi, in particular crater.

Aspects of the business environment and tourism infrastructure in the crater, infrastructure lane road to Ijen Crater is already in good access. Because the Government of Banyuwangi already realizing the construction and maintenance works for the development of tourism and the development of the District of Licin and Glagah. Travelers can be more convenient and inexpensive facilities using road transport. Whereas, for the on-site facilities crater, only adapted to the needs of nature.

Aspect of human resources in the Natural Park of the crater was minimal, which amounted to 12 (PNS 5, 7 Honorary). Indeed, the number of human resources is not comparable with the area managed, however, the manager of a joint venture with the Government of Banyuwangi mainly for travel services in the crater as special guides coaching crater. Meanwhile, the culture in the crater that is the gas utilization activities sulfatara by PT. Candi Ngrimbi. Kawah Ijen has a natural beauty that is rare and beautiful like blue fire, sun rise and many more spots beautiful nature. Ijen has diverse flora / fauna rare and deserves to be guarded. Department of Culture and Tourism Banyuwangi plan to visualize some of the potential of the crater.

Strategy development of tourism industry in The Ijen Crater, among others:

- a. the need for the strengthening of policy instruments and a strengthening of the regulatory system of tourism in the utilization and development of the tourism industry to support the tourism potential,
- b. improvement of infrastructure support representative in nature tourism, and
- c. efforts improving the capabilities and the ability of HR professionals as well as having the ability in mastering science and technology in the area of tourism and the management of protected areas.

Some suggestions for some parties, among others: the manager of the need to increase the good cooperation with the Government Banyuwangi in the development of tourism in the Natural Park Ijen Crater. Furthermore, the Department of Culture and Tourism Banyuwangi, need to pay attention to the carrying capacity of protected areas while increasing the tourist arrivals in Banyuwangi. Meanwhile, travelers to the crater, visitors need to help preserve nature in Ijen Crater.

References

- [1] Amelia, R.2015.Abdullah Azwar Anas Bangun Pariwisata Banyuwangi, (Online), (<http://www.beritasatu.com/ekonomi/253408-abdullah-azwar-anas-bangun-pariwisata-banyuwangi.html>), accessed on January 3, 2016.
- [2] Andi, P. 2010. *Menguasai Teknik-Teknik Koleksi Data Penelitian Kualitatif*. Yogyakarta: Diva Press.
- [3] Attar, M. 2013. Analisis Potensi Dan Arah Strategi Kebijakan Pengembangan Desa Ekowisata Di Kecamatan Bumiaji – Kota Batu. *Journal of Indonesian Tourism and Development Studies*, (Online), (<http://jitode.ub.ac.id>), accessed on February 6, 2016.
- [4] Austriana, I. 2005. Analisis Faktor yang Mempengaruhi Penerimaan Daerah dari Sektor Pariwisata. Fakultas Ekonomi:Universitas Diponegoro.(online),(https://www.google.co.id/search?q=Analisis%20Faktor%20yang%20Mempengaruhi%20Penerimaan%20Daerah%20dari%20Sektor%20Pariwisata&gws_rd=ssl#safe=active&q=Analisis+Faktor+yang+Mempengaruhi+Penerimaan+Daerah+dari+Sektor+Pariwisata+oleh+austriana), accessed on November 21, 2015.
- [5] Bappeda (Badan Perencanaan Pembangunan Daerah) Kabupaten Banyuwangi, 2015. Rencana Kerja Pembangunan Daerah Kabupaten Banyuwangi Tahun 2015, Banyuwangi: Pemerintah Daerah Kabupaten Banyuwangi.
- [6] BBKSDAJATIM. 2016. Balai Besar Konservasi Sumber Daya Alam Jawa Timur: Taman Wisata Alam Kawah Ijen, (Online), (<http://bbksdajatim.org>), accessed on January 10, 2016.
- [7] Dephut. 2009. SAMPAH: Ancaman bagi Kawasan Wisata Alam, (Online), (http://www.dephut.go.id/Halaman/STANDARDISASI_&LINGKUNGAN_KEHUTANAN/info_5_1_0604/isi_4.htm), accessed on January 5, 2016.
- [8] Disbudpar Kabupaten Rejang Lebong. 2015. Menelaah Tentang Pengembangan Pariwisata, (Online), (<http://pariwisata.rejanglebongkab.go.id/menelaah-tentang-pengembangan-pariwisata/>), Accessed on June 6, 2016.
- [9] Famytas & Kusumastuti, S. Y. 2014. Peranan Sektor Pariwisata Dalam Perekonomian Indonesia: Analisis Input-output, *Jurnal Ekonomi Pembangunan Trisakti*, 1(2) : 93-108, (Online), (<http://www.online.fe.trisakti.ac.id/ejournal/ekonomipembangunan/Vol1No2September2014/1.pdf>), Accessed on February 22, 2016.
- [10] Hadiwijoyo, S. S.2012. *Perencanaan Pariwisata Perdesaan Berbasis Masyarakat (Sebuah pendekatan konsep)*. Yogyakarta : Graha Ilmu.
- [11] Kemenkeu.2015.Analisis Sektor Pariwisata Dan Dampaknya Terhadap Kemandirian Fiskal Daerah,(Online),(<http://www.kemenkeu.go.id/Kajian/analisis-sektor-pariwisata-dan-dampaknya-terhadap-kemandirian-fiskal-daerah>), Accessed on January 6, 2016.
- [12] Purhantara, W. 2010. *Metode Penelitian Kualitatif untuk Bisnis*. Yogyakarta: Graha Ilmu.
- [13] Putra, F. I. 2012. Analisis Daya Saing dan Faktor-Faktor Yang Memengaruhi Industri Pariwisata Kabupaten Cianjur. *Fakutas Ekonomi Dan Manajemen : Institut Pertanian Bogor*, (Online),(<http://repository.ipb.ac.id/>), Accessed on November 22, 2015.
- [14] Republik Indonesia. 2014. Peraturan Pemerintah Republik Indonesia Nomor 12 Tahun 2014 Tentang Jenis dan Tarif Atas Jenis Penerimaan Negara Bukan Pajak yang Berlaku Pada Kementerian Kehutanan.
- [15] Republik Indonesia. 2007. Peraturan Menteri Pendidikan Nasional Republik Indonesia Nomor 41 Tahun 2007 tentang Standar Proses.
- [16] Riyanto. 2013. Analisis Strategi Pengembangan Pariwisata Daerah (Studi Pada Dinas Kebudayaan Dan Pariwisata Daerah Kabupaten Nganjuk). *Jurnal Administrasi Publik (JAP)* 1(4).
- [17] Sudana, I. P.2013.Strategi Pengembangan Desa Wisata Ekologis di Desa Belimbing, Kecamatan Pupuan Kabupaten Tabanan. *Jurnal Pariwisata* 13(1):11.
- [18] Sugiyono. 2008. *Metode Penelitian Kuantitatif, Kualitatif, dan R & D*. Bandung: ALFABETA.
- [19] Untoro, Y. A. 2011. Skala Volume Penjualan Jasa Pada Bengkel Sepeda Motor Ahas Di Wilayah Daerah Istimewa Yogyakarta Ditinjau Dari Strategi Bisnis Dan Faktor Kunci Sukses. *Thesis*, (Online), (<http://e-journal.uajy.ac.id/1574/3/2EM16271.pdf>), Accessed on June 7, 2016
- [20] WEF.2009. *Kriteria Penilaian indeks Daya Saing Pariwisata 2009*, (Online), (<http://caretourism.wordpress.com/2009/>), Accessed on January 22, 2016.
- [21] Yoeti, O. A.1990. *Pemasaran Pariwisata Tourism Marketing*. Bandung: Angkasa.
- [22] Yoeti, O. A. 2008. *Ekonomi Pariwisata, Introduksi, Informasi dan Implementasi*. Jakarta:Kompas.
- [23] Zaini, M. 2011. Strategi Pengembangan. Lembaga Pendidikan Melalui Usaha Kecil Masyarakat Di Pondok Nurul Jadid. Skripsi, (Online), (<digilib.uinsby.ac.id/9256/5/bab2.pdf>), accessed on June 7, 2016.