

# **DEVELOPING ECOTOURISM AS AN ATTEMPT TO IMPROVE THE COMPETITIVENESS IN THE ECONOMIC GLOBALIZATION ERA IN BANYUWANGI REGENCY, EAST JAVA PROVINCE**

Nasikh<sup>1</sup>

***Abstract:** The development of ecotourism in Banyuwangi regency is able to economically contribute to the local citizen and the local government of Banyuwangi regency. It does not give any bad impact to the local culture and is able to preserve the environment, too. The economic benefit can be obtained by the local citizen of Banyuwangi by their involvement in developing the tourism potential. This study aims at identifying the ecotourism development as an attempt to improve the competitiveness in the economic globalization era in Banyuwangi regency. The research method that is employed in this study is descriptive, so the analysis explains data and information obtained from various data sources. The research finding shows that the ecotourism development in Banyuwangi regency has reached high competitiveness in the economic globalization era. This is reflected from the achievement of the tourism competitiveness indicators in Banyuwangi regency. Moreover, the ecotourism development in Banyuwangi regency is able to increase the per capita income and contribute to the Gross Regional Domestic Product.*

***Key words:** ecotourism, competitiveness, economic globalization*

***JEL Classification Codes:** D00, D01, A10*

## **1. INTRODUCTION**

The tourism sector plays an important role in Indonesian's economic condition, either as one of the income sources or as the place to create job vacancies and entrepreneurship opportunity (Lumaksono, 2012). The tourism industry is one of the most important aspects in the national economy, even in the international one. This industry is one of the sectors which contributes the highest to the national income. Even in ASEAN countries, the tourism industry is one of the biggest contributors to the Gross Domestic Product. The prospect of tourism in the future is highly promising and it can give a

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<sup>1</sup> Senior Lecturer, Faculty of Economics, Universitas Negeri Malang, East Java, INDONESIA, Email: n451kh\_feum@yahoo.com

big opportunity, particularly if looking at the prediction number of international tourists (inbound tourism) (Riyadi, 2011).

According to the Law Number 10 year 2009, the tourism aims to improve the economic growth, improve the citizen's prosperity, eradicate poverty, decrease unemployment, and improve culture, nature, environment, and resources. The ecotourism is mentioned in the Law Number 5 year 1990 article 16 as the group of objects and tourism attractions; this statement is supported by the Government Regulation Number 18 year 1994 which states that it is a journey to enjoy the natural uniqueness in the national park, forests, and natural tourism objects. The development of tourism sector in Banyuwangi regency has to be able to economically benefit the local citizen and preserve the natural environment and is not allowed to harm the social and cultural aspect of the society. The economic benefit is obtained from the involvement of the local citizen of Banyuwangi regency to develop the tourism sector.

Banyuwangi regency is one of regencies in East Java Province which is located in the eastern part of the Java Island; making it a door to Bali Island (Widowati, 2012). Banyuwangi regency has a lot of tourism potentials, either the natural tourism potential or the cultural tourism potential. The ecotourism in Banyuwangi regency has been developed as the attempt to improve its competitiveness in the economic globalization era.

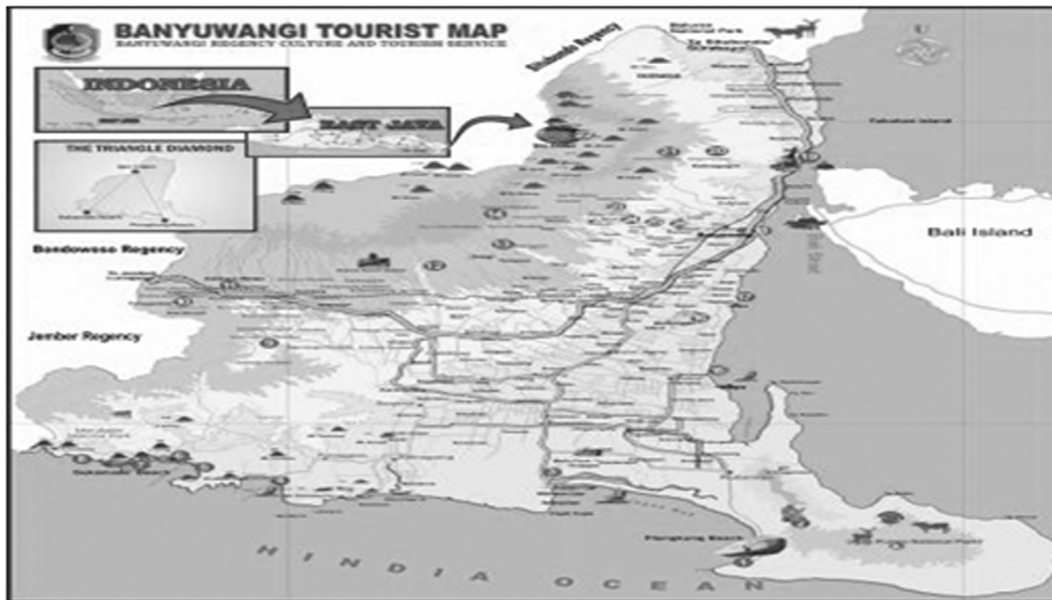


Figure 1: The Map of Banyuwangi Regency

Source: the Local Government of Banyuwangi regency <http://banyuwangikab.go.id/profil/peta.html>

In the dynamically-developed economy and open international economy, every country has their own flexibility to undertake their economic transaction. Indonesia is a developing country which applies the open economic system Hadiwijoyo (2012:75). The globalization era changes almost all sectors, including the tourism sector. The genuine element of the main tourism product is genuine quality, originality, uniqueness, exclusiveness, and local pride. The economic globalization is a state in which every country is free to interact with other countries related to their economic activities. Every country has to work hard to improve their economic competitiveness in this globalization era. The globalization has two sides; it gives challenges and opportunities. In this case, what is important is how Banyuwangi regency is able to use the globalization opportunity to improve their added value. The ecotourism concept can be applied to develop Banyuwangi regency so that their leading product is able to compete and reach the global market. Consequently, the balance between the demand and supply is needed as to fulfill the tourism demand, it requires the tourism supply.

In the globalization era and regional autonomy, the local stakeholders and citizen have to be able to develop their regional potential. The regional potential has to be managed professionally and able to maintain the local culture and originality for it is the main key to improve the competitiveness in the international area. The region has to wrap their tourism and culture potential with exclusiveness and originality of the region itself. Moreover, to improve the competitiveness in the globalization era, the local government has to be able to improve the quality of human resources, infrastructure, and tourists' safety. To improve the quality of human resources, the local government has to educate the citizen to create the safe and enjoyable tourism objects. The citizen must also receive trainings related to foreign languages, so they can communicate well with foreign tourists. Another important thing is giving knowledge to them regarding to maintaining culture and local wisdom.

Furthermore, a significant development has been seen in hotels, inns, places to eat, and stores selling local food and souvenirs of Banyuwangi regency. The development of tourism sector in Banyuwangi regency gives a lot of positive impacts to the economic sector of Banyuwangi regency. Besides, the tourism sector is also able to attract investors to develop Banyuwangi regency as the attractive tourism destination for the local or international tourists.

This study aims to identify the ecotourism development as the attempt to improve the ecotourism competitiveness in the economic globalization era in Banyuwangi regency. The benefit of this article is to identify the ecotourism competitiveness potential in Banyuwangi regency.

## **2. LITERATURE REVIEW**

### **2.1. Competitiveness**

The Regulation of Minister of National Education Number 41 year 2007 about the Standard Process defines the competitiveness as the capability to show better, faster,

and more meaningful result. The mentioned capability above is (1) the capability to strengthen the market, (2) the capability to relate to the environment, (3) the capability to improve the endless performance, and (4) the capability to stand on beneficial position.

Moreover, according to Porter (1995) in Putra (2012), the competitiveness can mean the capability of a company in the industry to face various environments. The competitiveness is determined by the superiority to compete and it depends on the level of the relative resources or the so-called competitive superiority. The competitive superiority concept is the way chosen by companies to strengthen their position to face the competitor and show their uniqueness. Furthermore, Porter explains the importance of the competitiveness, namely (1) to stimulate productivity and improve the capability to be independent, (2) to improve the economic capacity, either in the context of regional economy or in the economic entities so that the economic growth goes higher, and (3) to believe that the market mechanism can create efficiency.

Competitiveness Monitor is a method that is used to see the competitiveness in the tourism industry. Analysis of Competitiveness Monitor was first introduced by World Travel and Tourism Council (WTTC) in 2001 as a tool to measure the tourism competitiveness. This analysis uses eight indicators to see the competitiveness. Those indicators include (World Tourism Organization, 2008):

1. Tourism Indicator, shows the achievement in the local economic development due to the arrival of tourists in the region.
2. Price Level Competition Indicator, reflects the price of commodity consumed by the tourist during their visit in the tourism destination place.
3. Infrastructure Development Indicator, explains the infrastructure development in the tourism destination place.
4. Environment Indicator, states the quality of the environment and the awareness of local people to preserve the environment.
5. Advanced Technology Indicator, displays the infrastructure and modern technology development which is indicated from the export of high technology products in the tourism destination place.
6. Tourism Human Resources Indicator, indicates the quality of the human resources to give better service to the tourist.
7. Openness Indicator, reflects the openness level of the tourism destination places to the international trading and tourists.
8. Social Indicator, displays the tourist's comfort and safety during their visit to the tourism object.

## **2.2. Ecotourism**

According to the Law Number 10 year 2009, the tourism aims to increase the economic growth, improve the citizen's prosperity, eradicate poverty, decrease unemployment,

and improve culture, nature, environment, and resources. The ecotourism is mentioned in the Law Number 5 year 1990 article 16 as the group of objects and tourism attractions, and it is supported by the Government Regulation Number 18 year 1994 which states that it is a journey to enjoy the natural uniqueness in the national park, forests, and natural tourism object.

According to UNESCO, the ecotourism has to be understood from two sides, namely (1) the ecotourism from the concept side and (2) the ecotourism from the market side.

### ***2.2.1. Ecotourism From the Concept Side***

The ecotourism is a responsible tourism which is held in the natural places and it gives contribution to the natural preservation and improves the prosperity of local people (TIES – The International Ecotourism Society, with little modification). According to the Department of Culture and Tourism of Indonesian Republic, the ecotourism is a concept of sustainable tourism development which aims to support the attempt to preserve the environment (nature and culture) and improve the citizen's participation in the management, so it can benefit economically to the citizen and the local government. The ecotourism has some definitions and its principle is activities which refer to five important elements as follows:

- a. To give experiences and to educate the tourist to improve their understanding and appreciation to the tourism destination place they are visiting. The education is given through understanding the importance of preserving the environment, while the experience is given through the creative tourism activities and great services.
- b. To minimize the negative impact which can harm the environment characteristic and culture in the tourism object.
- c. To involve people in its management and implementation.
- d. To give economic benefit, particularly to the local people, so the ecotourism has to have profitable characteristic.
- e. To be able to survive and sustain.

In the ecotourism, the principle of being responsible and respecting the nature and the local culture is very important. The tourists have to adapt themselves with the local culture and condition, not the other way around. The tourists also need to be aware to the importance of preserving the environment and respecting the culture of the places they are visiting.

### ***2.2.2. Ecotourism from the Market Side***

The word "ecotourism" always refers to the tourism activities which support the preservation. The ecotourism is developing, not only as a concept but also as the tourism

product (such as the tourism package). Recently, the tourism package with “eco” or “green” concept becomes a trend in the tourism market. The “back to nature” concept tends to be chosen by the majority of consumers who begin to be aware of the preservation and they want to participate in this attempt in the tourism object they are visiting. Other accommodation, tourism attraction, or tourism product which also offer the same concept attract the market. In the ecotourism, the tourists’ activities focus more on the observation and understanding the nature and culture of the place they visit, by supporting the preservation activity and emphasizing the facilities and services offered by the local people. There are five basic principles to develop the ecotourism in Indonesia, namely:

1. Preservation, the preservation principle in the ecotourism means that the ecotourism activities do not cause any harm and pollution to the environment and the local culture.
2. Education, it is suggested that the tourism activities have education element.
3. Tourism, tourism means that the activities involves the entertainment element with some motivations to visit a particular place.
4. Economy, the ecotourism also open economic opportunity to the local people; it is better if the journey utilizes the local resources, such as the transportation, accommodation, and tour guide service. The running ecotourism has to be able to earn income and profit so that it can survive.
5. Local People’s Participation, local people will participate if the nature/culture gives direct or indirect benefit to them. In order to give benefit, the nature/culture has to be managed and preserved. That is mutual relationship among the tourism attraction-management-and utilization which can be drawn from the ecotourism and participation. Local people’s participation is very significant to the success of the ecotourism in a tourism destination place.

The development of ecotourism has to be able to preserve the nature, culture, and citizen’s prosperity. The ecotourism has a special characteristic, namely prioritizing the natural conservation, environmental education, and benefit for local people. It is expected that the development of ecotourism in Banyuwangi regency is able to improve the economic condition of local people. Basically, the tourism implementation is done to preserve and keep the originality of the nature and environment, keep and maintain the genuine custom as well as the habit, keep and preserve the flora and fauna, as well as keep the environment, thus the balance between the nature and human being is real.

The definition of foreign tourists, according to the United National World Tourism Organization (UNWTO) is everyone who visits a country outside their residence because of some businesses with no intention to earn income from the place they visit and their length of the visit is no more than 12 (twelve) months. This definition includes two categories of foreign tourists as follows.

1. Tourist is every visitor mentioned in the definition above who stays at least twenty-four hours and not more than twelve months in the place they visit with intention to:
  - a. Have holiday as well as recreation, and do sports
  - b. Do some business, visit friends and families, fulfill missions, attend meetings, conferences, and visit with healthy, study, and religion reasons.
2. Excursionist is every visitor mentioned in the definition above who stays not more than twenty-four hours in the place they visit (including the cruise passenger: every visitor who arrives in a country by ship or train, in which they do not stay in the accommodation available in the country).

The development of tourism needs to get special attention from the government, especially the ecotourism can be improved to be business trips and investment. The tourism can be a tool to encourage the Foreign Direct Investment (FDI), so the multiplier effect towards the economic activity can improve. The positive effect that the tourism brings to the economic condition does not only come from the expenditure or consumption of the foreign tourists, but also affect to other sectors, such as the agricultural sector.

Some benefits of the tourism to the economy are as follows: to be one of the national income resources; to increase the local people's income; to expand the job vacancy; to improve the economic structure, to improve the local people's income from the tourism industry, to make the economic structure better, to improve the lives of the citizen by working in the tourism industry, to open investment opportunity; and to encourage the entrepreneurship (Aryunda, 2011).

### **2.3. Economic Globalization**

Apridar (2012: 268) defines the economic globalization as a process of economy and trading activity, in which countries all over the world become one integrated market power with no territorial border. The economic globalization requires the eradication of a countries' border and it makes the national and international economy closer.

The economic globalization is the improvement of the economic integrity and dependency of national, regional, and local economy all around the world through the intensification of the movement of goods, service, technology, and capital limitlessly. The globalization is the series of process which involves various exchanging networks of economy, politic, and culture. The contemporary economic globalization is encouraged by the fast growth of information in all kinds of productive activities and marketing and the development of science and technology.

The economic globalization consists of product and financial, market and technology, organization regime and institutional, company and employment globalizations. Despite of the fact that the economic globalization has been widely spread since the existence of international trading, the countries gradually eradicate

the barrier in the trading and open their capital account. The modern economic explosion is caused by the integration among the developing and developed countries through the direct foreign investment, decreased trading barriers, and immigration regardless boundaries.

A study is conducted by Trisnawati (2008) entitled the Analysis of Tourism Industry Competitiveness to Improve the Region's Economic Condition (A Comparative Study of Tourism Competitiveness between Surakarta and Yogyakarta). By using the Competitive Monitor (CM), the index of tourism competitiveness can be easily seen and the region are classified into green, grey, or red. The analysis result drawn from this study is Surakarta region is classified into the grey area. The local government of Surakarta and Yogyakarta have to develop the tourism competitiveness due to the fact that this sector can improve the citizen's income.

A study carried out by Purwanto (2013) aims at identifying the contribution of small industries in tourism area to the Banyuwangi regency's income and the output effect and income multiplication made by the small industries to the economic growth. The approach used is the input – output. The research finding shows that the contribution of the small industries in tourism area is as much as 15.2% out of the total income. The Primary Input Coefficient of the small industries is efficient, because it can earn some money, high income, profit or company surplus, and indirect tax. It can also work as a motivating machine, especially for the citizen's activities in the small industry to improve the economic growth of Banyuwangi regency.

A research done by Rahayu (2014) employed a descriptive qualitative research method. The research finding showed that the Indonesian's tourism competitiveness improved from the 74<sup>th</sup> position in 2011 to 70<sup>th</sup> position in 2013 in the world rank, while in ASEAN level, the rank improved from 5<sup>th</sup> position in 2011 to 4<sup>th</sup> in 2013.

### 3. METHODOLOGY

The data sources for this study are the secondary data. The data used are the Gross Regional Domestic Product of Banyuwangi regency, Per Capita Income of Banyuwangi regency, and tourism potential from Department of Tourism of Banyuwangi regency. Those data are obtained from the publication report of Central Agency of Statistics of Banyuwangi regency. All data are taken in 2010 to 2013.

The study takes place in the area of Banyuwangi regency based on some considerations, namely (1) Banyuwangi regency is only 5.782,50 kilometers square, yet it has unique and different economic activities compared to other regencies in which the economic activities are dominated by tourism activities, thus, it is appropriate to be the object of the study; and (2) in the economic development, Banyuwangi regency prioritizes themselves in agricultural, tourism, and industrial sectors, with no mean to abandon other sectors. The development of the tourism gives a positive effect to the economic performance, particularly in the improvement of the regional income, in which it improves the small industry in the tourism sector.



**Table 1**  
**Indicators to Measure the Tourism Competitiveness in Banyuwangi Regency**

<i>No</i>	<i>Indicator</i>	<i>Data Source</i>
1.	Tourism Indicator	Per Capita IncomeGross Regional Domestic Product
2.	Price Rate Competitiveness Indicator	The average hotel rate
3.	Infrastructure Development Indicator	Data of number of hotels and restaurantsData of highway infrastrusture
4.	Environment Indicator	Population Width of the area
5.	Advanced Technology Indicator	The use of telephone linePopulation
6.	Human Resources Indicator	Population of literate citizensPopulation of elementary, secondary, and high school graduates
7.	Openness Indicator	The increased contribution of PHR sector to the PDRB
8.	Social Indicator	The average length of stay

*Source:* World Tourism Organization, analyzed in 2015; Nurul (2012)

This study is a descriptive qualitative research, therefore the analysis explains the data and information that are obtained from several data sources. The Competitiveness Monitor is a method that is employed to see the competitiveness of the tourism industry. The Competitiveness Monitor Analysis was first introduced by the World Travel and Tourism Council (WTTC) in 2001 as the tool to measure the tourism competitiveness. To measure the ecotourism competitiveness in Banyuwangi regency, eight indicators based on the World Tourism Organization are used.

#### **4. RESEARCH FINDINGS AND DISCUSSION**

The Competitiveness Monitor was a method that was employed to see the tourism industry competitiveness. The Competitiveness Monitor Analysis was first introduced by World Travel and Tourism Council (WTTC) in 2001 as the measurement tool of the tourism competitiveness. To see the competitiveness of the tourism industry, eight indicators based on the World Tourism Organization were used. (World Tourism Organization, 2008).

##### **4.1. Tourism Indicator**

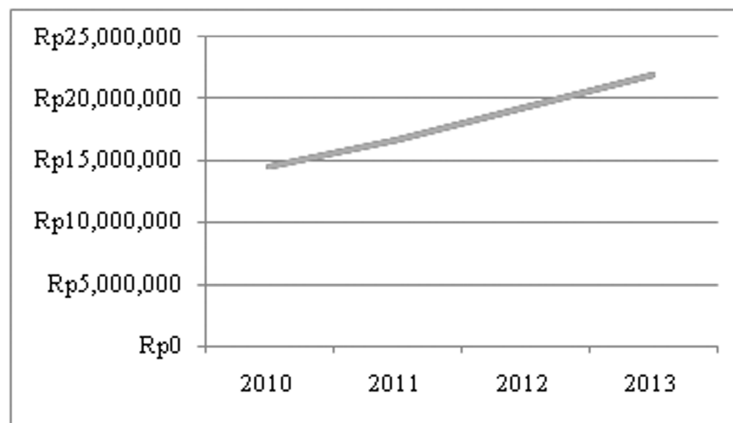
It was to show the achievement of the economic growth of the region due to the visit of tourists. This indicator could be seen from the development of the small industry because of the visit of tourists. The existence of globalization of the economic sector in Banyuwangi regency showed some improvement and good effect to the economic sector. The effect of the ecotourism development to the society's income could be seen in the graphic below.

The ecotourism development in Banyuwangi regency gave a significant impact to the per capita income of Banyuwangi regency. From the figure above, it could be seen

**Table 2**  
**Indicators, Data Sources, and Indicators' Benefits**

<i>No</i>	<i>Indicator</i>	<i>Data Source</i>	<i>Benefit</i>
1.	Tourism Indicator	1. Per Capita Income 2. The improved Gross Regional Domestic Product	To indicate the achievement of the economic development due to the tourists' arrival
2.	Price Rate Competitiveness Indicator	1. The average hotel rate	The commodity price consumed by the tourist during their visit in the tourism destination place
3.	Infrastructure Development Indicator	1. Data of number of hotels and restaurants 2. Data of highway infrastructure	To indicate the infrastructure development in the tourism destination place
4.	Environment Indicator	1. Population 2. Width of the area	To indicate the environment's quality and people's awareness to keep the environment
5.	Advanced Technology Indicator	1. The use of telephone line 2. Population	To indicate the infrastructure development and advanced technology reflected by the high-tech product exported in the tourism destination place
6.	Human Resources Indicator	1. Population of literate citizens 2. Population of elementary, secondary, and high school graduates	To indicate the quality of the human resources in the area, so they can give better service to the tourist
7.	Openness Indicator	1. The increased contribution of PHR sector to the PDDBR	To indicate the openness level of the tourism destination place to the international trading and tourists
8.	Social Indicator	1. The average length of stay	To indicate the tourist's safety and comfort to visit the tourism destination place

Source: World Tourism Organization, analyzed in 2015



**Figure 2: Per Capita Income of Banyuwangi regency**

(Source: Central Agency of Statistics of Banyuwangi regency, the analyzed data)

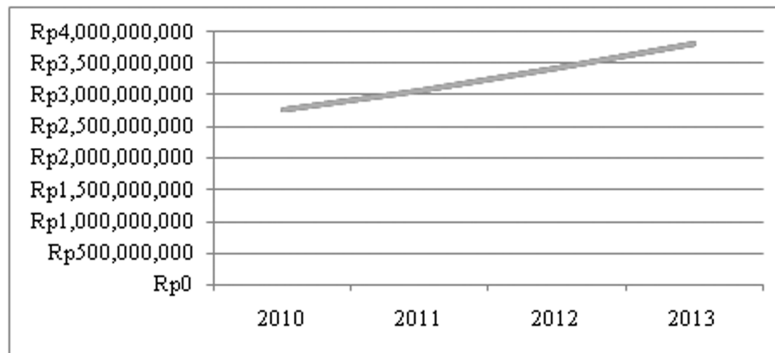


Figure 3: The Graphic of Trading, Hotels, and Restaurants

(Source: Central Agency of Statistics of Banyuwangi regency, the analyzed data)

that the per capita income of Banyuwangi regency increased from 2010 to 2013. One of the factors which affected the increased income of Banyuwangi regency was the implementation of ecotourism concept in Banyuwangi regency.

The increased income of Banyuwangi regency was a reflection that Banyuwangi regency’s citizens involved actively in the development of tourism sector. Besides, hotels, inns, eating places, and souvenir centers also showed their improvement. The development of tourism sector in Banyuwangi regency gave several positive effects to the economic sector in Banyuwangi regency. Moreover, the existence of the tourism sector was able to attract investors to develop Banyuwangi regency as one of the tourism destination places which attracted local and international tourists.

By the time went by, Banyuwangi regency kept improve themselves to implement the ecotourism, thus they could compete in the globalization era. This resulted well to the ecotourism development in Banyuwangi regency. The implementation of ecotourism did not only increase per capita income of Banyuwangi regency, but it also contributed positively to the Gross Regional Domestic Product of Banyuwangi regency. The government income from the trading sector, hotel, and restaurant increased since 2010 to 2013. The increasing income could be seen from Figure 4 below.

The government income form the trading sector, hotel, and restaurant got higher every year since 2009 to 2013. In 2009, the income from the tourism sector was as much as 2550878.59 billion rupiahs, in 2010 it increased to 2778110.25 billion rupiahs, in 2011 it got higher to 3077801.19 billion rupiahs, and it kept increase to 3412285.67 billion rupiahs and in 2013 it reached 379288.97 billion rupiahs. The contribution of the tourism sector to Gross Regional Domestic Product was reflected from the government income from the trading, hotels, and restaurants sectors. Those sector were sectors which highly contributed to the government income after the agricultural one.

The increased contribution of the trading, hotel, and restaurant sectors indicated the development of the tourism sector. It meant that the development of the tourism

**Table 5**  
**The Contribution of the PDRB of Banyuwangi Regency Based on the**  
**Constant Price in Some Sectors (Percentage) in 2009–2013**

No	Sector	2010	2011	2012	2013
1	Agriculture	46,72	44,82	44,45	43,47
2	Mining and Digging	4,63	4,55	4,44	4,33
3	Management industry	5,46	5,4	5,32	5,24
4	Electricity, Gas and Clean Water	0,32	0,32	0,3	0,29
5	Building	1,05	1,09	1,09	1,14
6	Trading, Hotel, and Restaurant	27,84	28,83	29,91	31,14
7	Transportation and Communication	3,15	4,49	4,38	4,35
8	Finance, Rent, and Company Service	4,52	4,42	4,26	4,22
9	Services	6,2	6,07	5,89	5,82

*Source:* Central Agency of Statistics of Banyuwangi regency.

sector in Banyuwangi regency was influenced by the implementation of the ecotourism concept. The implementation of the ecotourism concept in Banyuwangi regency indeed met the expectation to increase the competitiveness in the economic globalization era. See its contribution to PDRB sector below.

According to Table 5, the trading, hotel, and restaurant sectors were in the second position in the sectorial contribution of PDRB of Banyuwangi regency in 2010 to 2013. The trading, hotel, and restaurant sectors had a good performance and it could be reflected from their contribution to the Gross Regional Domestic Product of Banyuwangi regency which kept increasing from 2010 to 2013. The increased contribution of the trading, hotel, and restaurant sectors was the effect of the development of the tourism sector in Banyuwangi regency.

The role of tourism could also be seen from its contribution to Gross Regional Domestic Product and the absorption of the employees, even though there was no certain numbers in the statistic for the tourism sector. However, the increased contribution of the trading, hotel, and restaurant sectors could display the role of the tourism sector (Aryunda, 2011). The increased contribution of those three sectors every year was affected by the increased number of tourists visiting Banyuwangi regency. The increased number of tourists visiting Banyuwangi regency every year was due to the development of ecotourism done by the government of Banyuwangi regency.

#### **4.2. Price Rate Competitiveness Indicator**

It reflected the commodity price consumed by tourists during their visit in the tourism destination place. The price competitiveness included the rate of hotel and inn in Banyuwangi regency, which was 50 thousand rupiahs to 485 thousand rupiahs. Moreover, the tourist also needed to spend some money to reach the ecotourism destination they chose. This was relatively cheap, less than 50 thousand rupiahs per person for the entrance ticket. Even some of the places were free, such as the Ijen Mountain ecotourism which was located in Kemitren village. In this ecotourism, the

visitor did not need to buy the entrance ticket, they just needed spend some money for parking and toilet retributions. Besides, the tourist could also enjoy some festivals held by the local government of Banyuwangi regency; some of them were free. The festivals held were such as Java Jazz Festival (charged for the ticket), 1000 Gandrung Festival, Kebo-Keboan Festival, and Banyuwangi Etno Carnival.

#### **4.3. Infrastructure Development Indicator**

It reflected the infrastructure development in the tourism destination place. Basically, the infrastructure development in the ecotourism place has been good enough, yet it needed to be improved to attract more visitors. The infrastructure condition, such as rest area and toilet were needed to be improved and added regarding to the increasing number of visitors.

#### **4.4. Environment Indicator**

It displayed the quality of environment and society's awareness to keep their environment. The quality of environment in the ecotourism area remained good. It was due to the fact that the society living near the ecotourism place were actively involved in keeping the cleanliness and safety. This was proven by the fresh air around the ecotourism area in Banyuwangi regency. The quality of environment would affect the tourist's comfort. Generally, the tourist wished to have clean, comfortable, and safe destination place as well as the fresh and natural situation.

#### **4.5. Advanced Technology Indicator**

It stated the infrastructure development and advanced technology which were reflected from the high-technology products exported to the tourism destination place. The infrastructure development and advanced technology in Banyuwangi regency kept improved. This had to be improved to give satisfaction to the tourist visiting the ecotourism area in Banyuwangi regency. Furthermore, the visit from foreign tourists would also affect to the development and advanced technology in Banyuwangi regency.

#### **4.6. Tourism Human Resource Indicator**

It showed the quality of the human resources in the area, so they could give better service to the tourist. The society with higher education would affect positively to the service of the tourist. The educated human resources would be able to manage the ecotourism places and supporting facilities to develop the ecotourism in Banyuwangi regency. They would also be able to improve the professionalism to manage and give service to the visitor.

Thus, the tourist would stay longer in the ecotourism places and it meant that more income would be earned by the local people. The tourism human resource indicator could be measured by the level of education of the society and the rate of

illiterateness in Banyuwangi regency. Based on the data obtained from the Central Agency of Statistics of Banyuwangi regency, most of the hotel and restaurant managers were high school and bachelor degree graduates.

Whereas the managers of small industries such as the souvenir centers were mostly secondary school and high school graduates. Moreover, some illiterate citizens have joined the special training program held by the local government to improve the quality of the human resources. The training program has been successfully to help the illiterate citizens, especially adults aged 30 years old and above.

#### **4.7. Openness Indicator**

It showed the level of openness of the tourism destination place to the international trading and visitors. The visit from foreign tourists would give positive effect to the international trading. The international visit to Banyuwangi regency would affect the trading, so the government income would also increase.

This indicator implied that the visit from the international tourist would raise the trading between both countries, namely the country where the tourist came from and the country of the tourism destination place. It was important to highlight that the visit of the tourist was to have holiday, trade, and other business, such as seminar, education, and health. The various tourist coming from some countries to the tourism destination place would make some transactions, especially the local products which could be sold in the international market.

#### **4.8. Social Indicator**

It indicated the tourist's comfort and safety during their visit in the tourism destination place. The average length of stay in the tourism destination place implied that the longer they stayed, the more consumption they made. From the view of macroeconomic, the more consumption and spending made by the tourist in the tourism destination place, the more income the place made. The average length of stay of the tourist in the tourism destination place was affected by the comfort and safety level. As a consequence, the government and local people were required to give the good service to the tourist. Also, they had to keep the safety of the tourist during their visit in the ecotourism destination.

The implementation of ecotourism in Banyuwangi regency has had the good competitiveness in the national and international levels. The competitiveness was improved through development of tourism facilities in the ecotourism site. Moreover, the transportation and telecommunication facilities were also improved to make the tourism sector able to compete. A lot of events and festivals were held annually as the opportunity to promote the ecotourism in Banyuwangi regency to the national and international levels. The government of Banyuwangi regency also prepared their citizen to be able to speak foreign languages by making a language training for them.

The development of ecotourism in Banyuwangi regency has made a positive effect. The implementation of ecotourism in Banyuwangi regency was to preserve the nature of the Banyuwangi regency and to give positive impact to the economic condition to the citizen of Banyuwangi. The concept of ecotourism in Banyuwangi regency was to explore the nature of Banyuwangi while paying attention to the originality of the tourism potential, cleanliness, safety, and the genuine culture as well as gave the positive effect to the economic condition of Banyuwangi regency.

## 5. CONCLUSION

The development of ecotourism in Banyuwangi regency has reached high competitiveness. It can be seen from the achievement of the tourism competitiveness indicators. It is proven from the eight indicators to measure the tourism competitiveness in Banyuwangi regency. The tourism indicator can be seen from the increasing income per capita of Banyuwangi in 2010 to 2013 as well as the Gross Regional Domestic Product of trading, hotel, and restaurant sectors in 2010 to 2013. In terms of the price rate competitiveness indicator, the rate of inn and entrance ticket to the ecotourism places are relatively affordable. Moreover, the development of infrastructure in the ecotourism places has been good enough and it needs to be improved to attract more visitors. Whereas in the environment indicator, the quality of the ecotourism environment is clean and fresh. Furthermore, in terms of advanced technology indicator, the improvement can be seen from the website of the Central Agency of Statistics of Banyuwangi regency. Next, the tourism human resource indicator is measured from the education level of the citizen which is relatively good. The number of illiterate people has reduced since the existence of program to eradicate the illiteracy. Even, the local government of Banyuwangi regency also develops a program to learn foreign languages for the local people. Last but not least, the social indicator is measured from the length of stay of visitors in Banyuwangi regency.

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