

## Eco-Tourism Development Strategy Baluran National Park in the Regency of Situbondo, East Java, Indonesia

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### ABSTRACT

Baluran National Park in the regency of Situbondo, East Java-Indonesia, highly prospective for development of sustainable tourism that can improve the welfare of local people. The suitable tourism type is eco-tourism with local people involvement. The purposes of this study are: 1). To know the local people involvement in eco-tourism development; 2). To know the potencies of Baluran National Park; and 3). To formulate Eco-tourism Development Strategy. Using the matrix analysis method of IFAS and EFAS, produce a common strategy; SWOT analysis generates alternative strategies. This research was exploring, to formulate policies and programs based internal and external conditions. Data were collected by questionnaire, interview and observation. The number of respondents 25 people who are competent in the field of tourism. The results showed, local people involvement of Wonorejo, Bajul Mati, Bimo Rejo, Watu Kebo, Sumber Waru and Sumber Anyaras buffer villages, in the development of eco-tourism in Baluran National Park needs to be improved through approach, training and community empowerment. Alternative strategy obtained eco-tourism product development strategy; development of basic infrastructure and facilities as well as supporting tourism; tourist market penetration and promotion; increased security; as well as institutional and human resource development strategy of eco-tourism. Eco-tourism development strategy is a strategic priority of generating eco-tourism product development programs and maintaining biological resources.

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## 1. INTRODUCTION

Tourism is an important element in the economic development process, both developing countries and developed countries. In general, the larger contribution of the tourism sector in a country with an open economy and has a multiplier effect to economic development directly and indirectly. Tourism is also a principal source of employment at the regional level. Tourism is a labor-intensive industry where hard labor is replaced by capital and equipment. Therefore, the state is interested in the tourism sector as a source of employment [1]. Eco-tourism defined as "traveling to relatively undisturbed or uncontaminated natural areas with the specific objectives of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas ...." Dependent on using natural resources in a relatively undeveloped state, ecotourism is based on natural features like scenic visits, wild rivers, pristine forests, and abundant wildlife and necessitates the high quality maintenance of these resources [2]. Ecotourism is advocated for its theoretical harmonious relationship between the natural and human environment. Protected areas are often being considered as destinations because of their naturalness

and high-quality tourism-related resources [3]. National parks were established primarily to conserve and enhance natural scenery, wildlife, and cultural heritage. For several decades, Indonesia has been facing the continuous degradation of its forest resources, despite a proliferation of regulatory texts and other policy issuances supposedly intended to ensure the sustainable use of forests [4]. Ecotourism in Baluran National Park (BNP) as a protected area plays an important role in establishing mutually beneficial relationships among local people, the protected area, and tourism that are essential in protected area management. To manage properly of the protected areas, local people should be major stakeholders in order to maximize local economic benefits and obtain support for conservation efforts [5].

BNP, designated as a national park since 1980 with a total area of 25,000 ha and highly prospective for sustainable development of tourism potential in conserving natural resources, the wealth of flora, fauna and ecosystems as well as to prevent negative impacts on the natural environment as a result of absence of tourists visit both foreign tourists and domestic. Considering that eco-tourism has a concern for preservation of environment and local people involvement, thus needed of local people education and training. Travelers who come are not only to enjoy the natural surroundings, but also study it as an increasing knowledge and experiences. The benefits of eco-tourism is closely related to the development of regional economy and society in the regency of Situbondo, especially for buffer villages they are Wonorejo, Bajul Mati, Bimo Rejo, Watu Kebo, Sumber Waru and Sumber Anyar. The local people involvement from buffer villages will support the eco-tourism because they feel first the impact of the tourism activities both positive and negative.

BNP consists of: a core zone of 12,000 ha forest zone covering an area of 5,637 ha (water = 1,063 ha and land = 4,574 ha). Intensive use zones with an area of 800 ha special use zone with an area of 5,780 ha and rehabilitation zone covering an area of 783 ha [6]. BNP can provide a positive impact for the future by creating empowerment of local people with jobs, so the dependency of living local people no longer depend to the BNP forest, which is the main problems encountered as forest degradations such as overgrazing, fuelwood and fauna theft. Thus it is necessary to formulate eco-tourism development strategy of BNP, which able to provide a positive impact for the environment and empowering local people to increase tourist arrivals and expanding market segment.

## 2. LITERATURE STUDY

Previous research considered relevant to this study include is the research of Ecotourism, Sustainable Development, and Conservation Education and training: Development of a Tour Guide Training Program in Tortuguero, Costa Rica [7], indicated that eco-tourism was not environmentally benign and requires careful management in Tortuguero. Education and training were an important prerequisite for allowing local people to more fully participate in the economic benefits of the tourism system. Input from resource managers, current and potential tour guides, hotel owners and/or managers, and the tourists themselves was necessary to ensure that the objectives of the tour guide program could be achieved. The pilot program demonstrated varying degrees of success in achieving each of the four goals, namely to: (a) conserve natural resources and mitigate negative impacts of visitors on Tortuguero's nesting sea turtles, (b) provide conservation education and training to local residents, (c) provide environmental information to foreign and domestic tourists to Tortuguero, and (d) provide an additional source of income for members of the local community. This study also highlighted the need for and feasibility of an extensive training program for tour guides.

Based on the previous studies mentioned, the object under study is equally done on the park, but a different type of research conducted. In this study discussed related to the local people involvement, the potencies of BNP which adapted to the conditions of the internal environment as seen from the strengths and weaknesses as well as external environmental conditions as seen from the opportunities and threats, so as to set out the strategy and development program of eco-tourism adapted to internal and external environmental conditions. However, based on the results of the study, this research is very helpful especially regarding local people involvement in eco-tourism development, as in the preparation of a tourism development policy is very important that the common will of a community to develop eco-tourism. Local people considered most knowing the potential that exists in the region and has been deemed capable of managing the environment, because they have inherited the wisdom from generation to generation.

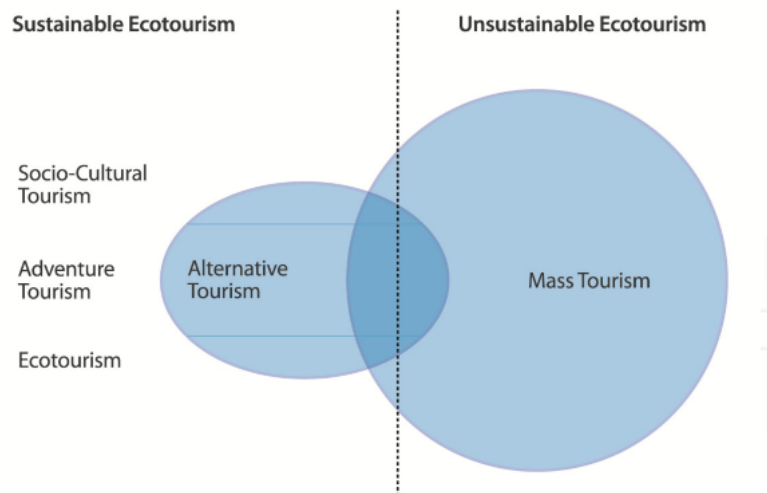
### 2.1. Description concept of Eco-tourism

Ecotourism tries to raise environmental consciousness by exploring ecology and ecosystems and by providing environmental type experiences. Taking part in ecology actively and getting first hand impressions of how ecosystems work influence peoples' ways of thinking, which finally raises awareness of conservation and protection [8]. According to Patterson [9], characteristics of an ecotourism business are that it: a). Have a low impact upon a protected area's natural resources and recreation techniques; b). Involve stakeholders

(individuals, communities, ecotourists, tour operators and government institutions) in the planning, development, implementation and monitoring phases; c). Limits visitation to areas, either by limiting group size and/or by the number of groupstaken to an area in a season;d).Supports the work of conservation groups preserving the natural area on which the experience is based; e).Orients customers on the region to be visited; f). Hires local people and buys supplies locally, where possible; g). Recognizes that nature is a central element to the tourist experience; h).Uses guides trained in interpretation of scientific or natural history;i). Ensures that wildlife is not harassed, and j). Respects the privacy and culture of local people.According to Chesworth[10], Ecotourism has six characteristics. These are: a) ecotourism involves travel to relatively undisturbed natural areas and/or archeological sites, b) it focuses on learning and the quality of experience, c) it economically benefits the localcommunities, d) ecotourists seek to view rare species, spectacular landscapes and/or theunusual and exotic, e) ecotourists do not deplete resources but even sustain the environment.

## 2.2. Concept of Sustainable and Unsustainable Eco-tourism

As shown in Figure1, there is just a thin line of differentiation between sustainable tourism and ecotourism, which also shows that there is as such no absolute boundary between sustainable and unsustainable eco-tourism [11]. According to Weaver [12],eco-tourism exists within the broader classification of tourism types which, at an initial level,can be divided into mass tourism and alternative tourism. Mass tourism is seenas the more traditional form of tourism development where short-term, freemarketprinciples dominate and the maximization of income is paramount.



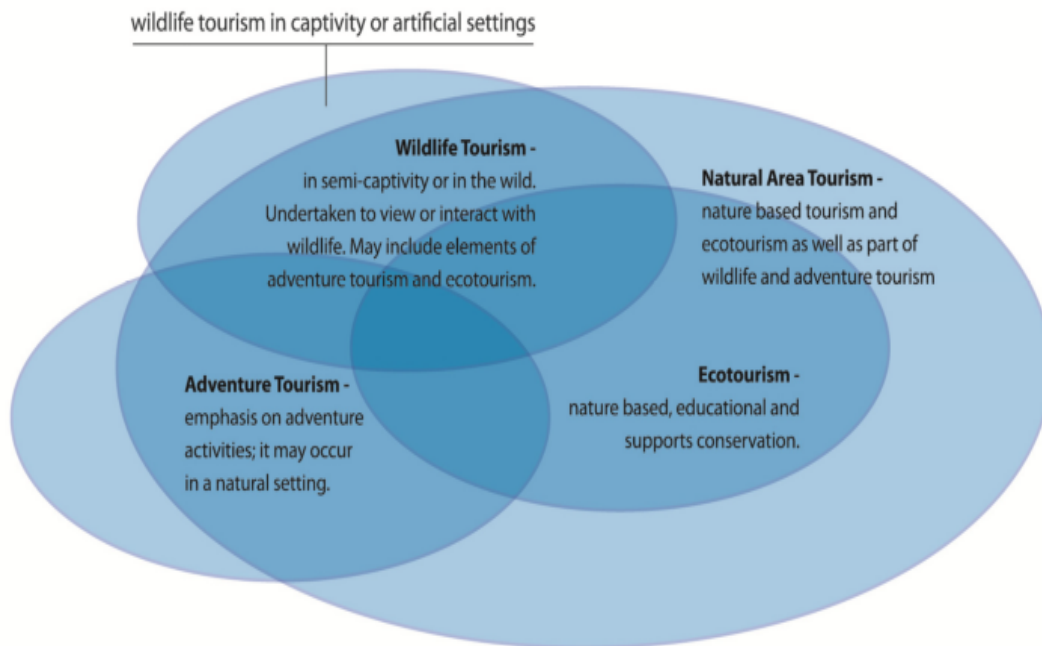
Source : Conceptual model of tourism (Eriksson,2003)

Figure1. Sustainable and Unsustainable Eco-tourism

As shown Figure 2, ecotourism as a very specific form is part of the broad concept of nature-based tourism, or it can be said that it describes a nature-based operation in the field of tourism. The most obvious characteristic of ecotourism is that it is nature based[12].

## TOURISM

**Mass Tourism** - large numbers of people seeking replication of their own culture in institutionalised settings.



**Alternative Tourism** - forms of tourism generally characterised by small scale sustainable activities.

Figure 2. The differences between mass tourism and ecotourism

### 2.4 Sustainable Tourism and Development

Sustainable tourism will focus on three areas: a). Quality – valuable experience for visitors and increased life quality for host communities through cultural identity, poverty reduction and environmental quality; b). Continuity – exploitation is made at the optimum level that allows the preservation and regeneration of the natural resources; c). Balance between the needs of tourism industry, environmental protection, and local communities by an equitable distribution of benefits among stakeholders[13].

The concept of sustainability first appeared in the public scene in the report put out by the World Commission on Environment and Development in 1987. The commission report advances the idea of sustainable development by noting that economic growth and environmental conservation are not only compatible but they are necessary partners. One cannot exist without the other [14]. Sustainable development is high potential for any community within economic, social, cultural, ecological and physical constraints[15]. Sustainable development has been defined in many ways, but the most frequently quoted definition is from Our Common Future, also known as the Brundtland Report: Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts [16]. The concept of needs, in particular the essential needs of the world's poor, to which overriding priority should be given; and 2). the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs".

### 3. RESEARCH METHOD

Location of this study in BNP, located in the regency of Situbondo, East Java-Indonesia and about 45 km or 1.5 hours by road from main city of Situbondo. Using the matrix analysis method IFAS and EFAS, produce a common strategy; SWOT analysis generates alternative strategies. This research was exploring, to formulate policies and programs based internal and external conditions for the eco-tourism development strategy[17].

### 3.1. Data Source

Data source both Qualitative and Quantitative in the form of numbers and can be counted or processed using mathematical or statistics to draw a conclusion, such as weighted average, ranking, and assessment of respondents to the development of eco-tourism in BNP.

### 3.2. Sampling Techniques

Using purposive sampling, with 25 respondents taken to the weighting and rating of internal and external factors of BNP and actually know and competent in the field of tourism as well as the internal and external conditions determine the development of eco-tourism. Respondents consisted of: Situbondo Governor Regent, Head of the regional planning agency, Secretary of the Department of Tourism Culture Youth and Sports, Secretary of the Department of Marine and Fisheries, Second Vice Dean of the Faculty of Law, University of Abdurrahman Saleh Situbondo, Secretary of the Department of Transportation, Communication and Information, Head of Environmental, Head of the General Department of Livestock, Secretary of the Department of Animal Husbandry, Chairman of the Section of the Department of Agriculture Forestry Enterprises, Head of the Food Resilience, Chief Administrative Statistics, Manager and staff of BNP, Chairman of the Conservation Section, Data, Reporting and Customer Service of BNP, Field officers, Conservation Staff, Forest Police of BNP and Tourism experts who know about the existence of BNP.

### 3.3. Analysis Techniques

This study used multiple methods of data analysis as follows: 1). IFAS and EFAS matrix analysis will produce a common strategy; 2). SWOT analysis using the SWOT matrix diagram will generate alternative strategy.

## 4. RESULTS AND DISCUSSION

### 4.1. Local people involvement in Eco-tourism Development of BNP

In the development of a tourist attraction, especially eco-tourism development, local people involvement and participation are very important and absolutely necessary in the development of tourism. One goal in the development of eco-tourism is to provide an additional alternative improving standards of living and employment, so that the community should be involved from the beginning of the planning process and implementation of eco-tourism development actively. Based on in-depth interviews and a questionnaire to community leaders, that is descriptive qualitative participation of local people in the development of eco-tourism is still not optimal, because the public is not involved in the development of BNP. Eco-tourism development program needs the involvement and participation of local people. The factors that influence the success of eco-tourism, depends to the local people involvement in eco-tourism by way of a dialogue with the feedback from the community, honesty and openness, involvement from the initial planning and development management commitment BNP to the functioning of local people involvement in eco-tourism.

Another important principle in the development of eco-tourism is to prioritize the involvement of community in the form of exchange of ideas, actions, decision-making and control in developing rural tourism activities. It is expected of the activities that were born later can provide a framework that symbiotic mutualism, community and mutual benefit between visitors. Eco-tourism development is the desire to pursue a populist kind of tourism that lifts and enhancing the quality of tourism Situbondo while providing a fair and equitable benefit the widest in the community. Local people involvement is a prerequisite for the success of sustainable tourism development. This refers to the reason that the local community has a moral responsibility higher than outside the building done in the area. In addition, the community is the most affected by the development. With the involvement of the community, the tensions that arise will be easily overcome, and the distribution of profits was more secure in a fair and equitable distribution.

The importances of local people involvement in eco-tourism development are as follows: a). Because of the natural and cultural resources are utilized as eco-tourism development, traditionally controlled and managed by the local community (local resource); b). Local people have local responsibility (local accountability) because their activities will directly affect their lives; c). The variation between regions (local variety) so that one village with other villages should not be treated the same, because they have different management systems in accordance potential; d). Local people feel ownership for the natural resources that exist in BNP, so it will be a growing awareness within the community to participate in preserving the environment; e). With the growing awareness of the community in the development of eco-tourism in BNP through the extension and it will help the local people in the provision of employment and improve their standard of living so there will be no dependence on the forest people resulting BNP disturbance of the area as a result of illegal or overgrazing, theft of animals, flora and other forest products.

## 4.2. Potencies of Baluran National Park

The Potencies of BNP include topography, savanna, various species of birds, large mammals, flora, forests and a wide variety of coral reefs. The existence of each of these potentials can be explained as follows: a). Topography varies from flat to rolling hills with the highest peak of Mount Baluran  $\pm 1,247$  m above sea level. Between 0-1247 m altitude, the climate type Monsoon rainfall between 900-1600 mm / year and the air temperature is between  $27^{\circ}$  -  $30^{\circ}$  Celsius; b). Having a natural savanna (an area of 10,000 ha or  $\pm 40\%$  of the total area), mangrove forests, coastal, swamp / marsh and season. Baluran typical plant is Widoro Bekol (*Zyzyphus rotundifolia*) and other plants such as tamarind (*Tamarindus indica*), Gadung (*Dioscorea hispida*), Tamarind (*Aleurites moluccana*), Gebang (*Coryphautan*) and others; c). There are 155 species of birds that are rare among other swallow tail needle (*Hirundapus caudatus*), peacock (*Pavonuticus*), jungle chicken (*Gallus sp.*); d). BNP has 444 plant species typical are: Pilang (*Acacia leucophloea*), billowing (*sterculia feotida*), Widoro Bekol (*zyzipus Lamkujuba*), Gebang (*Coryphautan*), Kesambi (*schleichereoleosa*), Manting (*zyzygium polyanthum*) and Ketapang (*Terminalia cattapalinn*); e). Various types of fauna in BNP are: Bull (*Bos javanicus*) which is the mascot of BNP, deer (*Cervus timorensis*), Bull Wild (*wild bull*), various species of primates, deer (*Muntiacus muntjac*), Dhole (*cuon alpinus*) as well as various species of birds; f). Coral Reef with different types of coral and the depths between 0.5 and 40 meters. Coral Reef can be found in Bama Beach, Lempuyang, Sijile Booths, Water Corals, Balanan and Kalitopo; g). BNP also has a beach that has some forest vegetation types include: Nyamplung (*Calophyllum*), Ketapang (*Terminalia catappa*), Waru Sea (*hibiscus tiliaceus*), Pandan Beach (*pandanustictorinus*) and others; h). Mangrove forests that have various types of vegetation such as *Avicennia*, *Sonneratia*, *Rhizophora* and *Spruguire*; i). Existing coastal forests and beaches around Padang Savana. Attractive coastal forests can be found in the north Kalitopo, Popongan, Gatel, Moringa and Bama Beach and Evergreen Forests that have potential and evergreen vegetation in the long dry season; j). Padang of Savanna to own the biggest and most exciting in East Java, with a total area of approximately 10,000 ha or about 40% of the total area BNP.

### 4.2.1. Bekol Area Potencies

Bekol area with about 300 ha, is a place visited by many tourists and include site plan. In view of the tower there Bekol hilltop Bekol the altitude 64 m above sea level, the tower can be seen from various types of animals such as peacock, jungle chicken, bull, wild bull, elk, deer, wild boar and others in the morning and afternoon and the beautiful scenery around the area of BNP. For road conditions in Bekol area is paved, but many were damaged and many puddles at the time of the rainy season, so the road conditions are very unpleasant for tourists who come. Bekol has a natural tourist attraction that is quite diverse, a combination of a variety of landscapes ranging from mountains to ocean ecosystems, savanna Bekol, and diversity of wildlife species and variety of plant species. The facility in Bekol consists of 3 pieces Houses with a capacity of 28 people, Shelter, Pos guard, canteen and parking, cafeteria, transportation service and information center.

### 4.2.2. Bama Beach Potencies

Bama beach area with 1.063 ha, is gently sloping beaches and white sand, coral formations and beautiful ornamental fish and here can do snorkeling activities. Other facilities available 3 pieces Houses with a capacity of 20 people, the resort's Office, Shelter, Road trail, cafe, viewing tower. Around the Bama Beach can be seen wildlife attractions such as: wild bulls were drinking, deer and elk, wild boar foraging, dragons and hundreds of monkeys looking for food on the beach area at the time of low tide. In addition to wildlife can also be seen as the types of flora: Mangrove forest formations intact mangrove (*Sonneratia*). For marine tourism visitors can perform activities such as: boating along the beach, canoeing, swimming, diving and snorkeling. Bama Beach has a natural tourist attraction consists of a combination of a variety of landscapes ranging from mountains to ocean ecosystems, savanna, species diversity, plant and mangrove forests.

Bama Coast tourism facilities consist of: Office, cottage work, shelter, dirt roads, viewing towers, roads, clean water, rest house facilities as well as marine transportation. According to Law no. 5 of 1990 on Conservation of Natural Resources and ecosystem, that every visitor is prohibited disturb the flora, fauna and ecosystems. Based on Government Regulation No. 59 Year 1998 on Tickets in Conservation Areas, any visitors and vehicles entering BNP admission is required to pay fees in accordance with applicable regulations. Rates ticket BNP entrance varies based on the type of visitors. Revenues from entrance fees can be used as capital to finance all costs of operational especially to improve the quality of facilities and infrastructure in BNP whose purpose is none other than to increase the satisfaction and the comfort for tourists.

### 4.3. Eco-tourism Development Strategy BNP (BNP) in the Regency of Situbondo, East Java-Indonesia

To formulate eco-tourism development strategy, it first has to analyze the internal and external environment BNP eco-tourism what there is the potential that can be sustainable and have a positive impact local people. The analyses of the internal and external environment BNP are as follows:

#### 4.3.1. Internal and External Environment Eco-tourism Development BNP

Eco-tourism development is inseparable from the carrying capacity and the potential of the object possessed. The development of tourism in the BNP, based cycle stages of evolution shows the stages of discovery and development of local response is characterized by the number of tourists visiting the BNP still limited in number as well as an individual traveler and adventurer. Tourists who come to BNP are generally interested in the unique flora and fauna such as bull as a mascot of BNP, surrounding natural beauty and ecosystems.

#### 4.3.2. Internal Environment BNP Eco-tourism Development in Situbondo

Strength factors, include: 1). Accessibility is very smooth because of the cross-provincial highways that traverse BNP ; 2). Location BNP adjacent or not too far away with other attractions such as: the crater, Merubetiri National Park and Alas Purwo; 3). Market Share BNP consists of domestic and foreign tourists; 4). Potential Natural Resources consists of: natural beauty, forest type, type of ecosystem, diversity of flora and flora diversity; 5). Product diversity existing in BNP consists of: the culture surrounding rural people that potentially can be packaged and support eco-tourism program consisting of culture, traditional arts, agriculture and rural estates Wonorejo, pickpocket Dead, Watu Kebo, Ben rejo, Source Waru Sources and Newer; 6). Activities that can be offered by BNP consists of: observation of the kinds of birds / animals in nature/bird watching / animal watching, tracking, out-bound, snorkle, diving. Weakness factors, include: 1). Human Resources people averaged only primary and secondary education and training as well as the ability of people in the field of foreign language acquisition is still low; 2). Structuring and hygiene consisting of cleanliness location, arrangement and structuring development areas for the development of tourist infrastructure still needs to be improved; 3). Lack of community support that consists of six villages that are geographically very close to the National Park area, they are Wonorejo, Bajul Mati, Bimo Rejo, Watu Kebo, Sumber Waru and Sumber Anyar village; 4). Lack of cooperation between BNP with other stakeholders; 5). Overlapping land use by enclave people of Mount Gunitir in Labuan Merak area.

#### 4.3.3. Internal Environmental Analysis Eco-tourism Development BNP

Internal environmental analysis stage, in the form of eco-tourism development strengths and weaknesses, then do the weighting and ranking of the internal factors by the respondents. Based on the questionnaire given to the respondents, it turns out the weight given each respondent to different internal factors. To get equal weight to each factor, then look for the average of each weight given by the respondents. As for weighting and ranking the internal factors are shown in Table 1.

Table 1. Matrix IFAS Eco-tourism Development Strategy

No.	Internal Factors (1)	Value		
		Weight (2)	Rating (3)	Score (4 *)
Strengths				
1.	Accessibility	0.09	3.80	0.342
2.	Location BNP adjacent or not too far away with other attractions	0.15	3.04	0.456
3.	Market Share BNP consists of domestic and foreign tourists	0.09	3.08	0.277
4.	Potential of Natural Resources	0.07	3.32	0.232
5.	Product diversity existing in BNP	0.06	3.40	0.204
6.	Activities that can be offered by BNP .	0.14	2.84	0.397
Weaknesses				
1.	Lack of Human Resources community	0.07	3.40	0.238
2.	Lack of regional development arrangement.	0.13	2.52	0.327
3.	Lack of community support	0.07	3.08	0.215
4.	Lack of co-operation with other stakeholders	0.08	3.20	0.256
5.	Lack of support at a tourist attraction.	0.05	3.60	0.180
Total		1.00	-	3.124

Sources: Data analysis results, 2015.

Note: \*) The results of the multiplication of the weights (2) and rating (3).

Based on Table 1, appears that the factors comprised the internal strategies of factor strengths and weaknesses obtain different weights. Factors strength as the most important one, namely natural resources BNP gained weight 0.07. It is based on the potential of natural resources and BNP as the most exciting award in 2009. Based on the Table 1, Accessibility to and from BNP is the most important factor of the strength of the first gain weight 0.09. it's based on road conditions can be said to be very smooth, with the cross-provincial highways connecting the island of Bali and Banyuwangi to Surabaya crossing BNP. Thus BNP can be reached by land vehicles of various important cities around it.

The positions of internal environment of eco-tourism are in a strong position with the values obtained 3,124. However, the values of the internal factors that needs to be anticipated vulnerability factors (*weaknesses*) to be a force in the development of *eco-tourism*

#### 4.3.4. External Environment Eco-tourism Development BNP

Opportunity factors of *eco-tourism* development, include: 1). BNP has become a trend of alternative tourism are more concerned about the environments, such as eco-tourism is very likely to be developed especially in Situbondo or particular in BNP; 2). Advances in technology, information technology can be better utilized by BNP increase promotion through print media, electronic media and the Internet that can be accessed from around the world about the existence of objects BNP as well as technologies that facilitate the transport tourists to a tourist destination; 3). The existence pertumbuhan global economy, especially in industrialized countries as well as countries in Asia Pacific are likely to do the tour; 4). BNP as the most exciting award that has unique flora and fauna that is typical Baluran Bull Java, likely to become a tourist destination as well as the opportunity to increase market share larger; 5). Cooperation in an effort to improve cooperative relationships with community leaders and the public, non-governmental organizations, the private sector as well as with other tourism services such as travel agents and travel agencies.

Factors threats of eco-tourism, include: 1). Competition with other National Parks in Indonesia such as Bali Barat, Bromo and Merubetiri National Park, which have in common the flora, fauna and ecosystems will impact BNP if the potential is there not developed as assets that can benefit in increasing GrosNet Product; 2). Climate change is in BNP is that the greater the dry months than in the wet, it is very risky to the crisis of wildfires and water resources; 3). Disruption in the region BNP consisting of: wild grazing, poaching, forest harvesting; 4). Overlapping management and occupation of the area by the public in Labuan Merak and Masigit Mountain will affect the existence of the carrying capacity BNP; 5). Conservation of natural resources should not damage as much as possible, but should support the conservation of natural resources; 6). Socio-economic instability and safety factors resulting in the reluctance of tourists visiting. So that the socio-economic instability and security are important factors for the success of a tourist destination in an effort to increase tourist traffic and improve safety, fun and convenient for travelers while in tourist destinations.

Table 2. Matrix EFAS Eco-tourism Development Strategy

No.	External Factors (1)	Value		
		Weight (2)	Rating (3)	Score (4 *)
Opportunities				
1.	Alternative tourism is a tendency to become more concerned about the environments, such as eco-tourism.	0.05	3.88	0.194
2.	Advances in technology, both information technology and transportation.	0.09	3.40	0.306
3.	The existence global economy growth, especially in industrialized countries and the Asia-Pacific countries.	0.12	2.84	0.341
4.	BNP as the most exciting award and Situbondo town students.	0.07	3.28	0.229
5.	Increasing cooperation in tourism services business with other actors.	0.07	3.32	0.232
Threats				
1.	Competition with other national park in Indonesia.	0.14	3.04	0.425
2.	Climate change is greater than the dry months to wet months.	0.09	3.28	0.295
3.	Disorders such area: grazing, hunting, harvesting	0.12	2.76	0.331
4.	Overlapping management and occupation of Labuan Merak region and Mount Masigit	0.09	2.96	0.266
5.	The possibility of environmental damage.	0.03	3.68	0.110
6.	Indonesia's socio-economic instability	0.13	3.32	0.432
Total		1.00	-	3.161

Source: Analysis Data analysis results, 2015.

Note: \*) The results of the multiplication of the weights (2) and rating (3).



From Table 2, external factors consist of opportunities and threats factors acquire different weights. The first factor is the most important opportunities, namely technological advances; both information technology and transportation are the two most important factors opportunities gained weight 0.09. It is based on advances in technology, both the information technology that can be used to conduct a campaign through print, electronic media or the Internet which can be accessed from around the world about the existence of ecotourism as well as the technology as a means of transportation for tourists is provided by the National Park Baluran to provide comfort for tourists toward tourists.

Analysis of the external environment, the position of the external environment eco-tourism development, are in a strong position with a value of 3.161 obtained, however the value of the external factors need to be anticipated threat factors to be used in the development of eco-tourism opportunities.

#### 4.3.5. SWOT Analysis of Eco-tourism Development Strategy

Eco-tourism Strategy is one of the efforts aimed at improving the welfare of local people through sustainable tourism activities. In addition, the development of eco-tourism is also expected to improve the quality of tourism. With the tourism activities are developed, the existing potentials in BNP are expected to be empowered so that they can thrive and provide benefits to the local community. Through a strategic approach to the development of appropriate and expected local people will have the opportunity to further develop and become the main actors of the development implemented. Correspondingly, the understanding and awareness of the local community to be responsible for the preservation of natural and cultural environment is also expected to increase, as it has got and feel the benefits that can be gained through the development of tourism activities.

Based on the strengths and weaknesses found in BNP, which has been described above, it will be found through the SWOT analysis of development strategies that can support the feasibility and natural attractions planned. The use of SWOT analysis in this study aimed to examine the feasibility of potential areas to be developed and utilized as an attraction eco-tourism. SWOT Matrix used for determine the development options in addition to the main strategies that have been previously determined. Matrix built based on the results of the SWOT analysis of strategic factors both internal and external factors consisting of strengths, weaknesses, opportunities, and threats. SWOT analysis can be seen in Table 3.

Based on Table 3, each strategy derived a variety of programs that supports the developments of each of these strategies include:

SO strategy, uses force to take advantage of opportunities, generate: eco-tourism product development strategy (S 1,2,3,4,5,6; O 1,2,3,4,5), with programs such as: a). Develop eco-tourism products; b). Maintaining the potential of natural resources; c). Developing activities for tourists.

ST strategy, to address the threat to use force, resulting in: eco-tourism development strategy for improving security (S 1,2,3,4,5,6; T 1,2,3,4,5,6), with programs such as: a). In cooperation with the police, Officer Forest Ecosystem and forest police /ranger in the local security environment BNP ; b). Enhance security by involving the entire local community.

WO strategy, minimizes the weaknesses to take advantage of opportunities, generate: Strategy development and basic infrastructure and support facilities for the development of eco tourism (W 1,2,4; O 1,2,3,4,5) with programs such as: a). Improvement of road infrastructure in particular towards Bekol and Bama and supported by the availability of adequate transportation facilities; b). Provision of *local guides* taken from BNP ; b). Provision of accommodation is equipped with the facilities in accordance with the standards of service that can satisfy travelers; c). Provision of tour package of eco-tourism to the area that has natural attractions besides Bekol and Bama are inclined as mass tourism, namely Kajang Beach, Cape Candibang, BilikSejile, Evergreen and bars are guided by a local guide.

WT Strategy, minimizes the weaknesses and avoid threats, produces: Strategic institutional development and human resources development of tourism to eco-tourism (W 1,2,3,4,5; T 1,2,3,4,5,6) , with programs such as: a). Forming specialized institutions in charge of managing eco-tourism; b). Improving the quality of human resources, especially local people with training and empowerment programs; c). Entered into a collaboration with the tourism education and training institutions; d). Conducting outreach to the community about tourism awareness; e). Foster and develop the unique handicrafts made by local people from buffer villages as a tourist attraction.

Table 3. SWOT Matrix Analysis of Eco-tourism Development Strategy BNP

IFAS	Strengths		Weaknesses	
		Accessibility 1). Location BNP adjacent or not too far to the other attractions; 2). Market Share BNP consists of domestic and foreign tourists; 3). Potential of Natural Resources ; 4). Product diversity existing in BNP ; 5). Activities that can be offered by BNP.		1). Lack of Human Resources community; 2). Lack of regional development arrangement; 3). Lack of community support; 4). Lack of cooperation with other <i>stakeholders</i> ; 5). Lack of support at a tourist attraction.
EFAS	SO Strategies Strategies that use strengths to take advantage of opportunities. <i>Eco-tourism</i> development strategies. (S 1,2,3,4,5,6.; O 1,2,3,4,5)		WO Strategies Strategies that minimize weaknesses to take advantage of opportunities. Strategy development and basic infrastructure and supporting eco-tourism. (W 1,2,4; O 1,2,3,4,5) Market penetration strategies and the promotion of <i>eco-tourism</i> travel. (W 3,4,5; O 1,2,3,4,5)	
	Opportunities 1). Alternative tourism is a tendency to become more concerned about the environments, such as <i>eco-tourism</i> ; 2). Advances in technology, both information technology and transportation; 3). The existence pertumbuhan global economy, especially in industrialized countries and countries of the Asia-Pacific; 4). BNP as <i>the most exciting award</i> and Situbondo town students; 5). Increasing cooperation in tourism services business with other actors.			
	ST Strategies		WT Strategies	
	1). Competition with other national park in Indonesia; 2). Climate change is greater than the dry months to wet months; 3). Disorders such area: grazing, hunting, harvesting; 4). Overlapping management and occupation of Labuan region Peacock and Mount Masigit; 5). Possibility of damage to the environment; 6). Indonesia's socio-economic instability growth		Strategies that use strengths to overcome the threat. <i>Eco-tourism</i> development strategy to improve security. (S 1,2,3,4,5,6; T 1,2,3,4,5,6)	
			Strategies that minimize weaknesses and avoid threats. Institutional development strategy and human resource development of tourism to <i>eco-tourism</i> . (W 1,2,3,4,5; T 1,2,3,4,5,6)	

Source: Data Analysis, 2015

## 5. CONCLUSION

The local community participation in ecotourism development BNP in Situbondo is still not optimal, because the public is not involved in the development of tourism in BNP. Ecotourism development program to succeed, it is necessary the involvement and participation of local communities in development. Potencies of BNP consisting of: 1). The potential of biological resources; 2). Surrounding natural beauty; 3). Type - the type of forest; 4). Flora diversity; 5). Baluran unique wildlife; and 6). Ecosystem types. All of these potentials, the potential BNP to develop ecotourism which is a type of sustainable tourism and provide a positive impact on the empowerment of local communities. Ecotourism development of alternative strategies in BNP, include: ecotourism product development, increased security ecotourism development, the development of basic infrastructure and facilities as well as a means of supporting the development of ecotourism, as well as the development of institutional and human resources for ecotourism.

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