

# Selection of Tourism Development Center in The Southern District Banyuwangi

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# Selection of Tourism Development Center in The Southern District Banyuwangi

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**Abstract.** Tourism development can be used as a basis for regional development. The South Banyuwangi Regency is currently undeveloped but can be used as a driver for the development of the South East Java region. There are many attractions in these places and can be used as a development base. For this reason, it is necessary to research the potential of tourist objects in the area. The purpose of this study is to find out one tourist attraction that can be recommended as a center for tourism development and can have an effect on the growth of attractions in the vicinity.

Selected research sites are the attractions of the Alas Purwo National Park, Bedul Ecotourism, Grajagan Beach, Red Island, and Sukomade Turtle Hatchery. Observations, interviews, measurements and documentation are used to obtain data on facilities, natural conditions, human resources, tourist attractions, merchant attitudes, accessibility and distance between attractions. Tourists, traders, and managers are used as respondents in this study. The data obtained were analyzed by scoring and ranking techniques to get the total score of each tourist attraction location. The highest total score is commended to be the center of tourism development.

The results of this study indicate that Pulau Merah received the highest score and was recommended to be a center for tourism growth in the Southern part of Banyuwangi. Red Island Tourism Objects are developed first and become a superior tourism industry. If it has developed, the surrounding tourism objects will develop due to the spread effect and polarization.

**Keywords:** *Tourism, Development Center, Tourism Objects, Scores.*

## I. INTRODUCTION

Economic development is important for a nation to improve the welfare of its population. The choice of development strategy has significance so that the expected goals can be achieved. The choice of strategy needs to be based on theories that develop and adapt to local conditions.

The economic development of an area is influenced by many factors, including accessibility, infrastructure, community activities, human resources, natural resources, disaster risk. Each factor is related to other factors and will influence each other. Economic development will be seen in the pattern of settlements, commodity exchange systems and flows, patterns of community movement and migration, the distribution of urban areas of influence, money and information.

The development of tourism is one of the strategies that can be used for the economic development of a region. The tourism sector is able to generate economic growth, because it can provide jobs, stimulate various production sectors and contribute directly to the progress of the business of making and improving infrastructure. Implementation of hygiene and

health programs, cultural preservation, environmental preservation, etc. can have a positive impact on both the local community and tourists.

As with other businesses, several aspects need to be studied in the context of developing their business. In the development of tourism there are 4 main aspects that will influence whether or not tourism develops, namely attractions, facilities, transportation, and hospitality. Other aspects that also affect are accessibility, location of attractions, and human resources.

In the aspect of tourism development, attraction as an agent causing growth will tend to be developed before facilities or transportation. Attraction is an important supply element in tourism and can be used to measure tourism potential. Attractions will attract people to come to a tourist destination, and it is possible that attractions are the first reason to come to that place

Attraction is a product that is sold, so it must meet the tastes of consumers who need it, namely tourists, not only the quantity of attractions but also the quality because it can affect the decision of tourists to visit or not. Thus a tourist attraction location is likely to be visited by many tourists if there are various attractions with good quality attractions. In tourism activities, various attractions must be coordinated in an integrated, harmonious and attractive presentation on a package of tourist attractions. The study of attractions is quite complicated because it deals with tourists who have different tastes. Attractions that are of interest to someone may not be of interest to others, so attraction development is not easy.

In another aspect, with the availability of many attractions, tourists can be distributed equally in all attractions to avoid overcrowding and saturation of tourists at certain attractions. At one tourist destination location there is usually one main attraction which is the main attraction of the tourist location and several additional attractions for temporary shelters for tourists who want the main attraction at times when the number of tourists is very crowded. Tourist attraction packages can be used to regulate tourist movements in tourist destinations so that tourists are not concentrated in the same place and time so that tourist comfort is maintained.

Accessibility is very important role in the economic development of a region, with spatial dimensions, accessibility is a strategic concept in all models of economic development and has been recognized for its superiority in many fields of economic research [1]. Accessibility can be defined as the ease of people, materials, or information to move from one location to another, within and between regions. The level of

movement of people, materials, and information is very important for the functioning of the regional economy [2].

Physical access and market access are interconnected access to assess the potential of an area. Physical access depends on the level of existing infrastructure, for example, roads, railways, airports or seaports. Market access depends on the distance traveled, travel time, or the cost of travel to urban areas, the capital of the district or province, so accessibility is not always related to distance but related to terrain conditions, degrees of transportation or communication facilities.

Accessibility will increase if supported by adequate infrastructure, and the role of infrastructure in regional development is important but difficult to determine quantitatively [3]. In regional economic development, four types of infrastructure can be considered for use, namely power generation capacity, roads, railways, and telecommunications [4]. Accessibility of an area can change with the development of the economy and technological progress, and the level of accessibility will affect the development of the regional economy.

A common problem that arises in undeveloped areas is the unavailability of adequate infrastructure, this will have an impact on the level of accessibility. In building infrastructure the interests of local residents to achieve market access need to be considered. Locations where economic transactions are markets that will be connected to other markets by the road network. Assuming that infrastructure will encourage economic accessibility, the road network in an area becomes a series of inputs that produce access to the market as output [1]. The facilities available at tourist destinations are facilities used to serve tourists while staying at the place. Supporting adequate tourism facilities will grow a tourist destination into a place that is more attractive and rapidly developing. Adequate and suitable accommodation facilities must be provided in order to succeed in its development, this depends on the type of tourist to be served. Accommodation is a temporary home for tourists who travel far and long, accommodation includes a place to stay, and a place to eat and drink.

Infrastructure facilities are important tourism facilities, but infrastructure development is sometimes not prioritized because the costs must be substantial. Even without adequate infrastructure the Tourism Destination Region can develop even though it is very slow. The availability of adequate and aesthetically pleasing infrastructure will be more noticed and liked by tourists. Infrastructure includes water systems, power sources, communication networks, transportation terminals, drainage and disposal systems, etc.

Humans are actors in development, will act as planners, actors or executors of activities and at the same time feel the results of their activities. Related to economic activities, human capital is an important determinant in regional development and shapes the spatial distribution of economic activities [5]. The spatial distribution of workplaces affects the level of wages that must be given so that it will have an impact on the level of welfare of workers [6]. Formal and non formal education, work experience, can be used to measure the level of human resources.

Community participation in the development of tourism is the willingness of a person or group of people to help the success of any tourism development program according to ability without compromising one's own interests. Such participation

is manifested in the form of activities by giving thought, energy, time, expertise, capital or material input. Participation can be done actively or passively. Community participation includes attendance at meetings, financial contributions, and the presence of organizations with appropriate leadership. Community participation is needed because the community has the right to maintain, manage their resources in a sustainable manner. It is recommended for the development of sustainable tourism that must consider the participation of the community, especially the local community [7].

Community support is needed in the development of community-based tourism, this support is one of the important factors that determine the success or failure of tourism development [8]. Examples of forms of support are caring, willingness, respect or love for the subject in their environment. Community participation will have a positive impact on the support of tourism development in the developed tourism areas [9]. The good reception received by tourists from the community at tourist destinations such as local residents, restaurant / hotel / shop employees, and so on is a form of hospitality.

Positive interaction between the host, ie local residents, employees or traders, with tourists is a moment of proof for tourists about the hospitality that must be given by the host. How the host interacts with tourists, can increase the meaning of a tourist visit or vice versa can damage all the promotions that have been made so that tourists visit the tourist destination. Therefore hospitality training may be needed to improve the quality of the host's self, but the basic capital of artificial hospitality is still needed.

The Java Southern Cross Road (JLS) was built to develop the area in the southern part of Java, which is relatively left behind compared to the northern part of Java. The southern part of Banyuwangi Regency is not much different from other regions on the southern part of Java Island and passed by JLS. Therefore South Banyuwangi Regency needs to be developed by utilizing JLS for the welfare of the population. The development of the South Banyuwangi Regency can be done by utilizing the existing tourism potential, namely natural tourism, cultural tourism and alternative tourism.

The development of attractions in the Southern part of Banyuwangi Regency has been carried out but it is still not optimal and only for certain attractions. The Government of Banyuwangi Regency is still lacking in prioritizing the development of further tourism objects in the Southern part of Banyuwangi Regency, as indicated by the number of tourist sites experiencing a decrease in the number of visitors from year to year. There is a tourist attraction with a relatively small number of visits compared to other attractions.

For the development of all attractions in Banyuwangi Regency, it requires a very large cost and it is very difficult to implement because of limited funds. Therefore, other development efforts are needed at a lower cost. One of them is by developing one of the locations of attractions to be the center of tourism growth. Tourism sites that have developed and become leading industry locations are expected to influence tourism activities in other undeveloped locations (spread effects). The process will take place if the accessibility between tourism objects is good and the attraction of each tourist attraction is different (polarization).

JLS and previously built highways will increase the flow of tourists from one tourist attraction to another due to increased



accessibility. Tourist sites that have been developed will be visited by many tourists, but will also contribute tourists visiting other undeveloped tourism objects due to high accessibility. This means there is a spread of tourism from the center of tourism development to other attractions.

There are quite a lot of attractions in Banyuwangi Regency and several locations have the same attractions. The tourism objects in the southern part of Banyuwangi Regency need to be developed, but it is necessary to choose the location of the most potential tourism objects to be the center of tourism development and be able to have a positive impact on other attractions. Based on the number of tourists visiting and different types of attractions, 5 locations of tourist attractions were chosen to be a potential center for tourism development in Banyuwangi District. The locations of these attractions are Alas Purwo National Park, Grajagan Beach, Red Island, Bedul Ecotourism, and Sukomade Turtle Hatchery. Based on the considerations of accessibility, human resources, supporting facilities, attractions, natural conditions, and the distance between attractions, among the 5 attractions you want to know which tourist sites can be recommended as a center for tourism development.

## II. RESEARCH METHODS

This research was conducted in 5 locations selected tourist objects based on the highest number of tourists. These attractions are the Alas Purwo National Park, Bedul Ecotourism, Grajagan Beach, Red Island, and Sukomade Turtle Hatchery in the southern part of Banyuwangi Regency. The research subjects were tourists, managers, traders and tourist objects while the research objects were tourist attractions, attitude of traders, human resources, tourist facilities, accessibility and distance between attractions. Interviews of 185 tourists were conducted to know the attractions of attractions, and interviews with all traders to determine the participation of traders in each tourist attraction. Interviews were also conducted with managers to determine the level of human resources managing tourist objects. Observation and documentation are carried out to determine the tourism facilities, accessibility, distance between attractions, and natural conditions. Data from interviews, observations, measurements and documentation were analyzed using scoring and ranking.

The recommendation to become a center for tourism development is based on the high potential of tourism objects while the level of potential is obtained from the sum of the scores of all research objects. The steps to determine the location of attractions as a center for tourism development are as follows.

1. Calculate the scores of all research objects in each attraction.
2. Determine the ranking of each research object. The highest research object ranking is 5 and the lowest is 1, the highest score is ranked 5.
3. Summing the ranking scores of all research objects in each attraction.
4. The highest total number of ranking scores is recommended to be the center of tourism development in the Southern District of Banyuwangi.

## III. RESULT AND DISCUSSION

The South Banyuwangi Regency is a fairly long hilly and coastal area. Various tourist attractions there, natural attractions are the main attractions that can be used as capital for further development. Further tourism development will be faster if it has a greater tourism potential compared to smaller tourism potential. Therefore the tourism potential of each tourist attraction location needs to be examined in the framework of regional tourism development.

### Grajagan Beach

Grajagan Beach is a brownish sandy beach with a distribution of rocks in the west and in the form of hills to the east. In addition to various beach attractions, and waves suitable for surfing (surfing), tourists can enjoy views of the beach and the open sea from the top of the hill after climbing, caves from the Japanese army can be witnessed as well. Tourists are of the opinion that the quality of attractions on the beach is good but the number of attractions is still lacking, the quality of activities that can be carried out by tourists is good but the number of activities that tourists can do is still lacking. The types of souvenirs that are sold are not so many that the quality is not good, while the attraction of goods sold is less attractive. Based on the opinion of tourist attractions attractions on Grajagan Beach, including less good with a score of 19.6.

Natural disasters such as landslides, floods, typhoons have never occurred on Grajagan Beach, but earthquakes and tsunamis have the potential to occur on Grajagan Beach even though the last few years have not occurred. Such conditions can occur because Grajagan Beach is located on the South Coast of Java which is prone to earthquakes and tsunami. The area of the Grajagan Coast tourist area is approximately 10 ha, and is relatively far from residential areas, which is 2 km. Under these conditions, the overall score is 12.

For tourists' eating and drinking purposes, the number of facilities available is insufficient, the number of bins available is inadequate. The number of toilets available is sufficient but not clean enough, the area of worship is adequate but the conditions are not clean. Parking space is quite extensive, and a place to rest or relax enough. Water supply for tourism needs is sufficient. In general, the score for tourism facilities on Grajagan Beach is 28.2.

In general, the attitude of traders in serving tourists and protecting the environment to remain comfortable for tourists is positive. All traders are willing to provide a sense of security to tourists and are willing to provide various information if tourists need help. Almost all traders are willing to keep their environment clean and willing to keep the situation orderly. Overall, the score of the attitude of traders in Grajagan Beach is 15.

The distance between Grajagan Beach and Banyuwangi is 52 km, while the travel time is less than 75 minutes. The general road condition is good, that is, a part of asphalt is smooth, and a small portion is rough asphalt, but approximately 1 km of the road surface is gravel. The road width is between 5 - 7 meters, and overall, the accessibility score of Grajagan Beach is 10.

There are 9 employees involved in managing Grajagan Beach, all with high school education. The average work experience is 10 years, 2 people have 8 years work experience, 3 people have 12 years work experience and 5 people have 10 years work experience. Participation in training in the field of tourism is rarely carried out by employees, of all employees

only 3 people have participated in it once. Overall, the score for the Human Sub-Power at Grajagan Beach is 8.5.

The closest tourist location from Grajagan Beach is the Bedul Ecotourism location with a distance of 18 km and can be reached within 45 minutes, while the longest distance is Alas Purwo National Park with a distance of 62 km and can be reached within 90 minutes. The average distance between attractions is from Grajagan Beach to all other attractions is 36 km.

#### Pulau Merah Beach

Pulau Merah Beach is a white sandy beach with a relatively shallow sea for swimming and surfing under the supervision of security officers. Across the beach you can see a small red hill in the afternoon when exposed to sunlight, and the sunset can be witnessed in this place. Various kinds of souvenirs, food and drinks are available at tourist sites, but in the opinion of tourists, the attractiveness of goods sold less and less attractive. Tourists argue that the quality of attraction attractions found on the Red Island Beach is very good with a considerable quantity. Meanwhile activities that can be carried out by tourists are quite interesting but the quantity is not much. As a place of recreation, the attraction of attractions on Pulau Merah Beach is interesting with a score of 24.

Natural disasters such as landslides, hurricanes, and floods have never happened on Pulau Merah Beach, but the location of this beach is quite prone to tsunamis in the event of a large earthquake as generally on the southern coast of Java. Even though there is a small hill as a barrier to waves from the high seas, the risk of a tsunami disaster remains high because of the long beach. The area of tourist sites is quite extensive, with a beach length of almost 1 km and close to residential areas. In general the score for Natural Conditions on Pulau Merah Beach is 9.

Facilities on Pulau Merah Beach are adequate eating places, insufficient number of toilets but less clean, places of worship clean but less extensive. Parking space for motor vehicles is wide enough, there are quite a lot of trash available, there are enough places to rest like a gazebo. Clean water is very important for bathing after swimming or surfing, the use of toilets and prayers, the amount of clean water available is insufficient. The overall score for tourism facilities on Pulau Merah Beach is 31.5.

In general, traders on the Red Island Beach to be positive in maintaining the good name of the existence of tourist sites. Most traders are willing to give a sense of security to tourists, and are willing to provide information if tourists need help. All traders are willing to maintain cleanliness and order around their respective places of sale. Overall, the score of the attitude of traders on the Pulau Merah Beach was 16.3.

The distance between Pulau Merah Beach and Banyuwangi City is 69 km, while the average travel time is 100 minutes using a private vehicle. Road conditions are generally good, most are smooth asphalt, others are rough asphalt, road widths are between 5-7 meters. Overall, the accessibility score for Pulau Merah Beach is 11

There are 35 employees in Pulau Merah Beach, with an education level of 2 people at the undergraduate level, 28 people at the high school level and 5 at the junior high level. The average work experience is 5 years, mostly 5 years experience, while 2 people have 4 years experience and 2 7 years experience. Most of them have never participated in training in the field of tourism, and only 12 people take part in

training regularly every year, namely surfing training, and some people are training tour guides and environmental preservation. Overall the Human Resources score for Pulau Merah Beach employees is 15.

The closest distance from Pulau Merah Beach is the location of Sukomade Sea Turtle Breeding, which is 39 km and takes 60 minutes, while the longest distance is Alas Purwo National Park with a distance of 65 km and can be reached within 100 minutes. The average distance between attractions is from Pulau Merah Beach to the location of other attractions is 46 km.

#### Bedul Ecotourism

Bedul Ecotourism is a stretch of natural mangrove forest, there are 14 species of mangrove and as a breeding area and nesting area of several species of water birds. The community uses the location of mangroves as a place to look for shellfish, shrimp, crabs and fish. In the opinion of tourists the quality of the attractions is quite good but the number of attractions included is lacking [10]. Activities that can be carried out by tourists include less good quality. Souvenirs or items that can be bought by tourists are not many in number with poor quality, but the attraction of souvenirs sold is quite interesting. As a place of recreation, attractions in Bedul Ecotourism are quite interesting with a score of 19.3

The area of the Mangrove Forest in the Bedul Ecotourism site is 90 hectares, which can function as a buffer for the coming tsunami. Other disasters such as floods, landslides and hurricanes were not found but large earthquakes and tsunamis may emerge in the future. Bedul Ecotourism is relatively far from residential areas. Overall, the score for Natural Conditions in Bedul Ecotourism is 8.

The number of eating and drinking places in the Bedul Ecotourism location is relatively small so it does not meet the needs of tourists. The condition of the toilets is not clean although there are enough to meet the needs of tourists. The place of worship is large enough to meet the needs of tourists, but the conditions are less clean, and the supply or available clean water is lacking. The available parking for motorized vehicles is large enough to meet the needs, while the number of places to rest is also lacking. In general, the score of tourism facilities in Bedul Ecotourism location is 25.3.

The attitude of the traders in the Bedul Ecotourism location in general is positive. Almost all traders are willing to provide a sense of security to tourists in various forms and are very willing to provide the information needed by tourists while on tourist sites. All traders are willing to maintain cleanliness and maintain order around their respective places of sale. Overall, the Trader's Attitude score at the Bedul Ecotourism location was 15.4.

The distance from Bedul Ecotourism to the city of Banyuwangi is 55 km which can be taken for approximately 70 minutes using a private vehicle. Road conditions are generally good with most of the road surface is rough asphalt, and a small portion of the surface is smooth asphalt. The width of the road between 4 to 7 meters, divided into 2 segments, which is about 7 km before entering the tourist site with a width of 4 to 5 km while previously with a width of 6 to 7 meters. Overall, the Accessibility score for the Bedul Ecotourism location is 7.

The number of employees at Bedul Ecotourism is 96 people with the level of education of all employees is a Senior High School. The average working experience is 5 years with very



few employees who have attended tourism training. As many as 4 people have participated in environmental management training once. In general, the Human Resources score for Bedul ecotourism is 9.

The closest tourist location of Bedul Ecotourism is Grajagan Beach with a distance of 18 km and can be reached in about 40 minutes while the farthest distance is the location of the Sukomade Turtle Hatchery with a distance of 65 km and can be reached in approximately 100 minutes. The average distance from Bedul Ecotourism to the four other attractions is 49 km.

#### Sukomade Sea Turtle Breeding

Sukomade is a place to conserve turtles with the activity of hatching turtle eggs and releasing baby turtles (hatchlings) to the high seas. Another attraction is the view of the beach and coastal forest as a protected forest area. In the opinion of tourists, the attractions found in Bedul Ecotourism are of quite good quality but the number of attractions that tourists can enjoy is lacking. Activities that tourists can do at tourist sites are lacking in good enough quality. Goods or souvenirs sold are less varied with poor quality of goods, and attractions of goods sold are also less attractive. Opinion of tourists about the attractions in general at the tourist location Sukomade Turtle Hatchery is quite interesting with a score of 20.

Disasters such as landslides, floods and hurricanes were not found at the Sukomade Turtle Hatchery site, but this place is located on the southern coast of Java which is prone to earthquakes and tsunamis, and is likely to occur in the future. This conservation tourism location is far from residential areas so it is relatively safe from interference from local residents. Overall, the Natural Conditions score from the Sukomade Sea Turtle Breeding was 14.

Places to eat and drink tourists in Sukomade Turtle Hatchery are numerous so that they are sufficient for tourists. The condition of the toilets is clean but the numbers are small so that it is inadequate to meet the needs of tourists. Relatively large place of worship so that it can meet the needs of tourists and the conditions are clean, meanwhile the availability of trash can meet the needs because there are many. In the opinion of tourists, the parking space at the Sukomade Sea Turtle breeding site is less extensive, as well as the number of resting areas is small so it is inadequate for tourist needs. The available water is sufficient for tourists' needs, and the overall score for tourism facilities at the Sukomade Sea Turtle Breeding site is 24.6.

The attitude of the traders in Sukomade Sea Turtle Farm is less positive in serving the needs of tourists. Most traders are less willing to give a sense of security to tourists, as well as their willingness to provide information needed by visitors. The positive aspect is the merchants are willing to maintain cleanliness and maintain order around the environment where each sells. Overall, the attitude score of traders in the Sukomade Sea Turtle Breeding site is 16.

The distance from the city of Banyuwangi to the tourist location of Sukomade Turtle Hatchery is 89 km and takes about 2 hours. The road conditions are generally good with most of the road surface conditions being fine asphalt, only a small portion of rough asphalt ie about 10 km before entering the tourist site. The width of the road is between 6 to 7 meters while 10 km before entering the location the width of the road is narrower that is between 4 to 5 meters. Overall, the

Accessibility score for the Sukomade Sea Turtle Breeding location is 5.

The number of employees in the Sukomade Sea Turtle Breeding is 102 people with an average level of education being a high school. The work experience of most employees is 9 years, approximately 10% of employees have 6 to 8 years of experience and 5% of employees have 10 to 12 years of experience. Employee participation in tourism training was very small, only 7 people had attended environmental management training and turtle breeding. Overall, the Human Resources score at the Sukomade Sea Turtle Breeding site was 12.5.

The closest tourist location of the Sukomade Turtle Hatchery is Pulau Merah Beach with a distance of 35 km and can be reached within 60 minutes, while the farthest location is Alas Purwo National Park with a distance of 85 km and can be reached within 2 hours 15 minutes. The average distance from Sukomade Turtle Hatchery to the other four attractions is 61 km.

#### Alas Purwo National Park

Alas Purwo is a conservation forest with a diversity of flora and fauna, there are also natural caves and caves made by the Japanese army. Conservation forests consist of tropical forests and coastal forests, as well as wildlife sanctuaries. As a national park has a function as a nature preservation that can be used for research, education, tourism and support cultivation. Based on the opinion of tourists, the number of attractions in Alas Purwo National Park is a lot with good quality, and tourist activities that can be done by tourists, including quite a lot with good quality. Souvenirs or items sold at tourist sites are less diverse with less good quality of goods, as well as the attractions of souvenirs, including less attractive tourists. Overall attractions in the Alas Purwo National Park are interesting with a score of 22.8

The forest in the location of the Alas Purwo National Park is very large at 43,420 Ha, and is relatively safe from natural disasters such as landslides, floods and hurricanes. In the event of a tsunami, the affected area is only in the coastal part while in the middle of the forest it is safe from the tsunami because it is far from the coast. However, in the event of an earthquake, the disasters caused vary depending on the characteristics of the earthquake. The location of Alas Purwo National Park is far from residential areas, and overall the Natural Condition score obtained is 13.

There are sufficient places to sell food and drinks for tourists in Alas Purwo National Park, there are insufficient toilets and conditions are not clean. The place of worship is large enough to meet the needs of tourists and the conditions are clean [11]. Spacious vehicle parking space and enough to meet tourist needs. There are not enough bins available, while there are enough places to rest but there are only a few bins. The availability of clean water for tourist needs is sufficient, and the overall score for tourism facilities in Alas Purwo National Park is 30.

The attitude of the traders in Alas Purwo National Park in general is positive in serving the needs of tourists. Most traders are willing to provide a sense of security in various forms to tourists and are willing to provide information needed by tourists. All traders are willing to maintain cleanliness and maintain order in the environment around their respective places of sale. Overall, the attitude score of traders in Alas Purwo National Park is 16.5.

The distance between Banyuwangi city and Alas Purwo National Park is 59 km, taken in approximately 75 minutes by private vehicle. Road conditions are generally good with a smooth asphalt surface and road width between 5 to 7 meters. In general, the accessibility score for the Alas Purwo National Park location is 8.

The number of employees working in the Alas Purwo National Park is 96 people, with an average level of education being a High School (SMA), but there are 3 undergraduate people and 15 people below the High School. The average work experience of employees is 9 years, there are 8 people with less than 9 years of work experience and 10 people with more than 9 years of work experience. Not all employees get tourism training, only 10 people have received training in the field of tourism such as tour guidance, knowledge about flora and fauna habitats, how to talk to tourists. Overall, the Human Resources score in the Alas Purwo National Park is 15.

The closest tourist location from Alas Purwo National Park is Grajagan Beach with a distance of 20 km and taken within 45 minutes, while the longest distance is the Sukomade Turtle Hatchery with a distance of 85 km and can be reached within 2 hours 15 minutes. The average distance from Alas Purwo National Park to the other four attractions is 51 km.

Center for Tourism Development in South Banyuwangi Regency

The center of tourism development is determined by adding up the total score of the ranking of research objects at each tourist attraction location [12]. The location of the tourism object with the highest ranking score is recommended to be the center of tourism development in the South Banyuwangi Regency. The highest total score is Pulau Merah Beach with a score of 30 (Table 1).

Table 1. Scores of research objects in the locations of tourism objects in the southern part of Banyuwangi Regency

subjek objek	Pulau Merah Beach		Alas Purwo National Park		Grajagan Beach		Bedul Ecotourism		Sukomade Sea Turtle Breeding	
	Scores	Rank	Scores	Rank	Scores	Rank	Scores	Rank	Scores	Rank
Attraction	24	5	22,8	4	19,6	2	19,3	1	20	3
Natural Condition	9	2	13	5	12	3	8	1	14	5
Accessibility	11	5	8	3	10	4	7	2	5	1
Facilities	31,5	5	30	4	28,2	3	25,3	2	24,6	1
Attitude of Traders	16,3	4	16,5	5	15	1	15,4	2	16	3
Human Resources	16	5	15	4	8,5	1	9	2	12,5	3
Distance between attractions	46	4	51	2	36	5	49	3	61	1
Total Ranking Score		30		28		19		13		17

As a center for tourism development, Pulau Merah Beach still has many shortcomings, so further development is needed in order to attract more tourists. Tourism development can be done by adding attractions or improving the quality of existing attractions so that it is more interesting. The development of Pulau Merah Beach needs to add attractions and improve the quality of attractions [13].

The basic capital for tourism development is attractions, Pulau Merah Beach has interesting attractions, for further tourism development, the number of attractions needs to be increased by utilizing the potential attractions that exist in the surrounding community. Community culture is something that is interesting and liked by many tourists, especially foreign tourists [14].

In the development of tourism, community participation is needed so that the community around the tourist attraction benefits [15]. The location of Pulau Merah Beach is close to residential areas, so the community needs to be involved with various activities. The participation of the surrounding community not only gets employment and income but is better if it plays a role in the preservation of nature and culture. Community Based Tourism can be applied on Pulau Merah Beach [16]. However, it needs to be considered in advance, to implement Community Based Tourism on Pulau Merah Beach, research is needed about community potential.

The success of the development of tourism relates to the perceptions and attitudes of the people involved in it [7]. Traders at tourist sites will interact directly with tourists, therefore the attitude of traders will affect the pleasure, satisfaction, and comfort of visitors at the tourist site. The positive attitude of traders in the Red Island Beach tourist area will have a positive impact on tourists who visit so that traders in these places are a supporting factor for the development of tourism.

Security is one of the factors that influence the interest of tourists to visit tourist sites, both security due to political, social, and natural disasters. Pulau Merah Beach is a safe place for several types of natural disasters that need to be watched out for are the earthquake and tsunami disasters. Both disasters are difficult to predict when they occur and how much risk they pose is also difficult to know. Natural disasters will damage infrastructure and disrupt the lives of people in an area, this has a negative effect on economic development that is being carried out, so disaster mitigation needs to be done [17]. Consideration of the risk of natural disasters is a priority in the development of tourism because it is related to tourist security.

Tourism facilities are one of the important factors in the development of tourism in addition to attractions and accessibility. Tourism facilities such as restaurants, toilets, parking lots, etc. are sometimes not needed by tourists, but still must be provided. At the moment, tourism facilities on Pulau Merah Beach are still adequate for services to tourists, but need to be planned again in the future due to the growing number of tourists.

Economic development requires the right strategy to run it, it requires the right human resources, because they are both planners, implementers and connoisseurs. Therefore the success of development needs to be supported by superior human resources [18]. One of the roles of human resources in the development of tourism is service, suitable human resources can improve services for visiting tourists. The quality of human resources supporting the development of Pulau Merah Beach needs to be improved with a variety of training related to the field of tourism to improve services to tourists. Better service will increase tourist satisfaction and can bring more tourists.

Connectivity between attractions will increase if supported by quality infrastructure, high connectivity will increase regional economic growth. [2]. Connectivity between objects in the southern part of Banyuwangi Regency has not been maximized because public transportation facilities do not yet exist even though the road network is good, thus preventing individual tourists. High connectivity will make it easier for tourists to move from one object to another. This is also

consistent with the opinion of [3], that better transportation infrastructure will increase movement.

Accessibility can be used as an indicator of regional development, good accessibility between locations in an area will support the development of the region. Accessibility is influenced by terrain conditions, existing technology and the economic capacity of the community [19]. Accessibility between locations of attractions in South Banyuwangi Regency does not yet support regional tourism development due to relatively far distances and unfavorable terrain conditions. For further development, it is necessary to develop adequate transportation facilities and improve the quality of the highway so that the movement of tourists from one tourist attraction to another is easier.

#### IV. CONCLUSION

Based on the potential of human resources, tourism attractions, natural conditions, attitudes of traders, accessibility, tourism facilities and distance between attractions, the location of the Red Island Beach tourism object can be recommended as a center for tourism development in the Banyuwangi District Section. To improve Pulau Merah Beach as a center for developing tourism industry, it is necessary to 1) increase the quantity and quality of tourist attractions, 2) increase the quality of human resources, 3) increase the quantity and quality of supporting facilities, 4) increase transportation facilities between locations of attractions, 5) involvement local communities, and 6) disaster mitigation.

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