

The development of ecotourism in pulau merah banyuwangi east java / Mohammad Hamsal

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Abstrak

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This study aimed at evaluating the performance of one ecotourism spots namely Pulau Merah, the beach which is located within the forest area in Banyuwangi, East Java. According to number of its visitors, Pulau Merah is potential to be developed as an ecotourism destination. In addition, it is located near the Sukamade beach, one of the Triangle Diamond which is set as main tourism destination by the local government of Banyuwangi. The IPA (importance-performance analysis) was conducted to assess performance of Pulau Merah and its development priority by distributing questionnaire to visitors. The research reveals that the main priority of improvement for Pulau Merah are road access to location, increase of electricity and telecommunication network, improvement of beach area cleanliness, improvement of public toilets and washing facilities quality, addition number of trash can and addition of warning boards of danger, and warning boards not to exploit plants and animals in the beach areas.