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Pathways to Tackle Regional Disparities Across the Archipelago

Community-Based Tourism Development in Ujungpangkah Sub district as Gresik Government Effort in Enhancing the Rural Areas Potencies

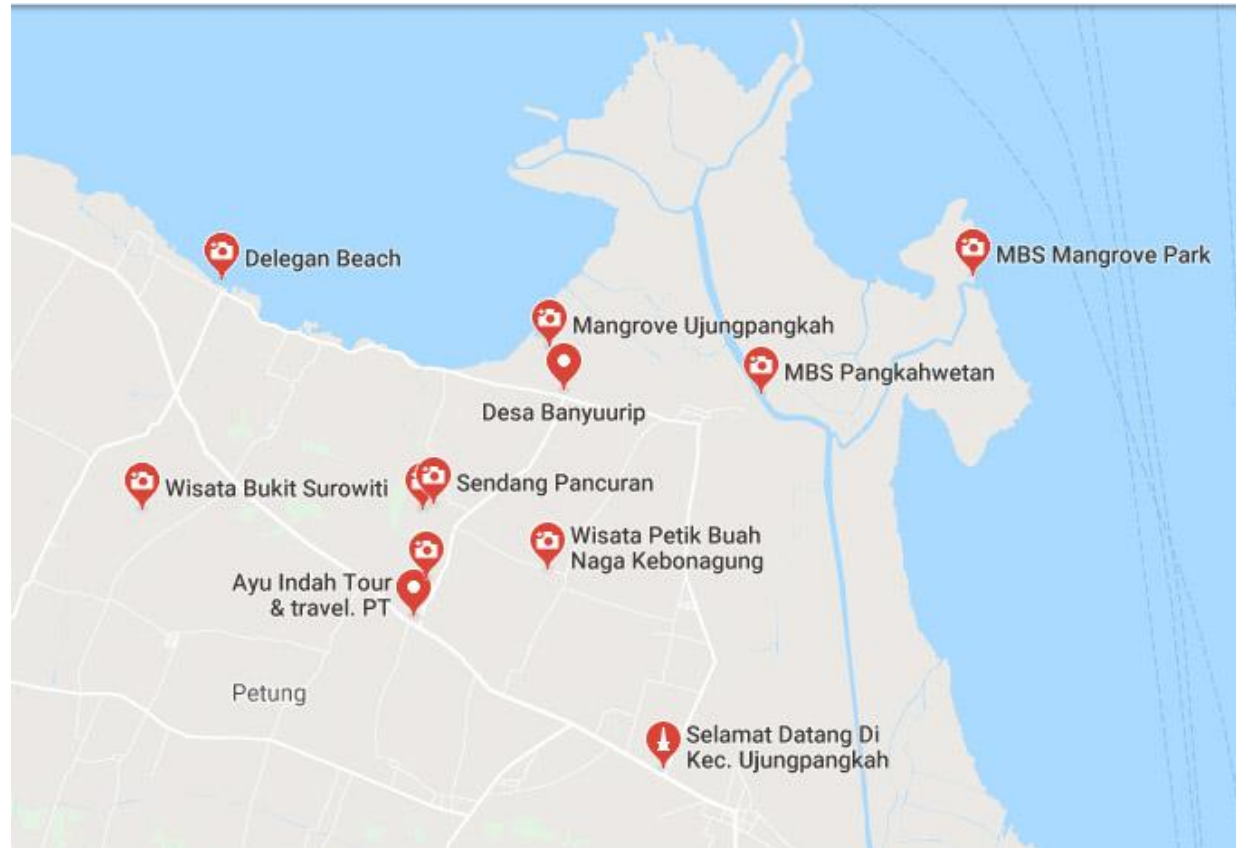
Achmad Room Fitrianto
Universitas Islam Negeri Sunan Ampel





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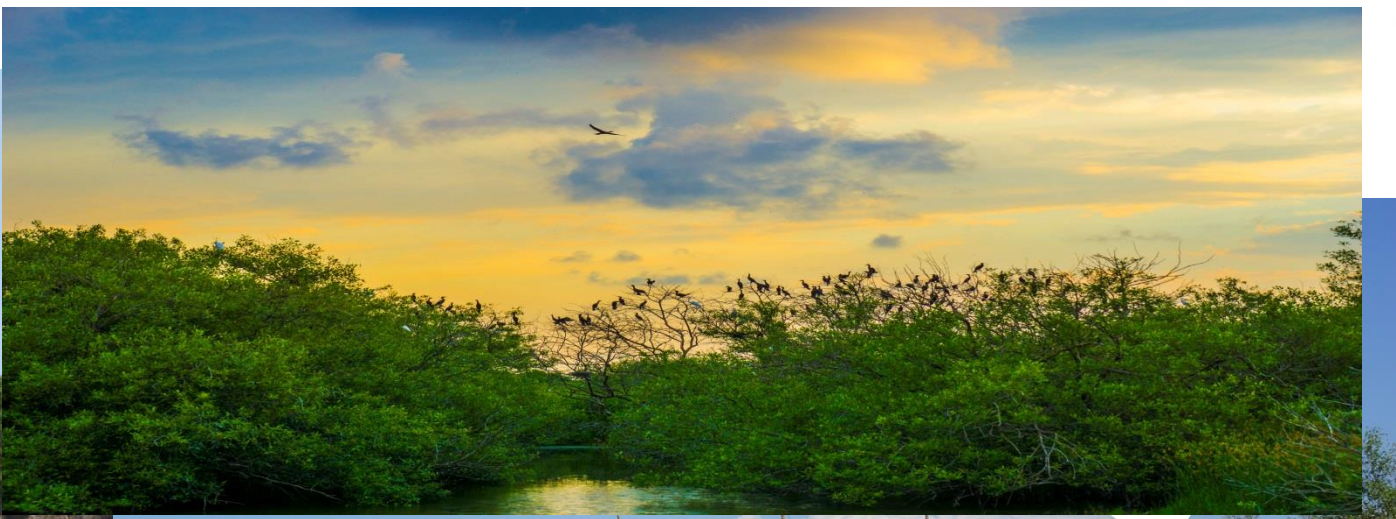
What we could find in Google about Ujungpangkah?





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SWOT Analysis of CBT development in Ujungpangkah

Villages	Strengths	Weaknesses	Opportunities	Threats
Banyuurip (3 tourist destination)	<ul style="list-style-type: none"> Support from the village Government PGN SAKA CSR 	Limit financial ability for further development	Located near to the northern road of trans Java	Mining compensation area
Pangkahwetan (2 tourist attractions)	<ul style="list-style-type: none"> Support from the village Government PGN SAKA CSR Has Pokdarwis 	Limited access	JIPE harbour area	Environments degradation
Pangkahkulon Have two saints tombs		The local government support still in early stage	DAD (village allocation fund)	Need district regulation
Kebonagung Have several fruit plantation area (dragon fruit)	Run by private farmer	Various awareness of the local community		
Gosari (2 tourist destination)	<ul style="list-style-type: none"> Have Support from the village Government 			
Sekapuk Bukit Sekapuk (setigi)	<ul style="list-style-type: none"> Support from the village Government Has adequate web Grand from PT Polowijo 			

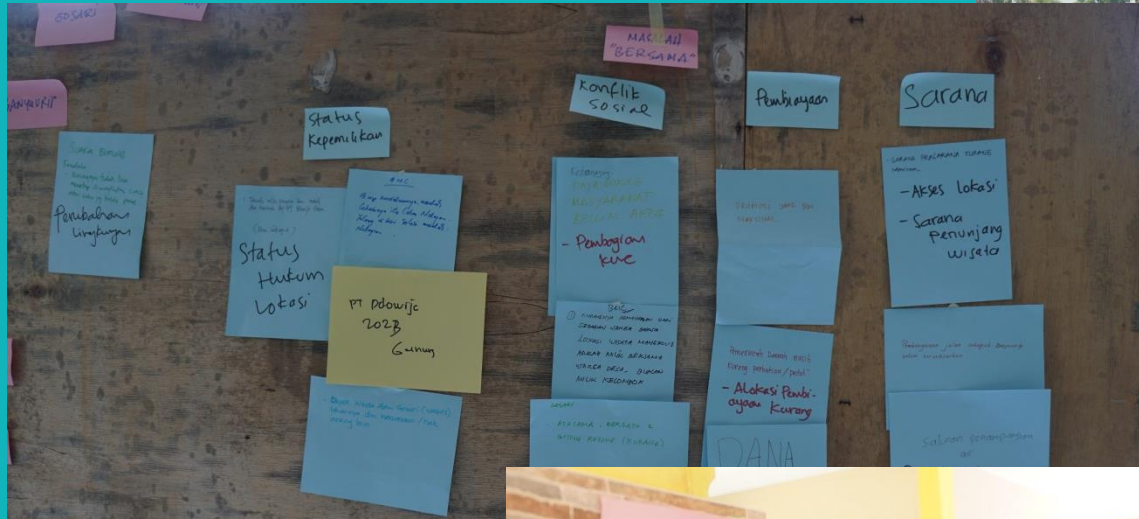


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Approaches

- Using rural appraisal
- Social media consultation





5 strategic planning constructed

Economic Logic	Increasing the village earning from tourism and the encourage other sector
Market	North Eastern of East Java
Media	Geographical advantages and community supports
Staging	Develop community awareness, develop the tourist destination, communicate with higher authority, promotion
Differentiations	Uniqueness, a combination between lime hills and beaches, Boating down the river and mangrove

