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The Tourism Regional Planning Concept to Minimalize Leakage and Stimulate the Local Workforce: a case study of Banyuwangi

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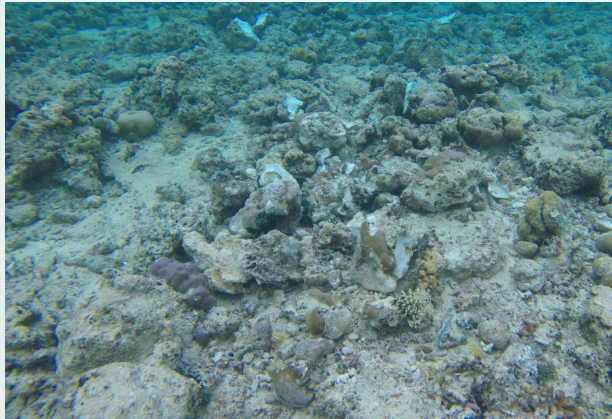


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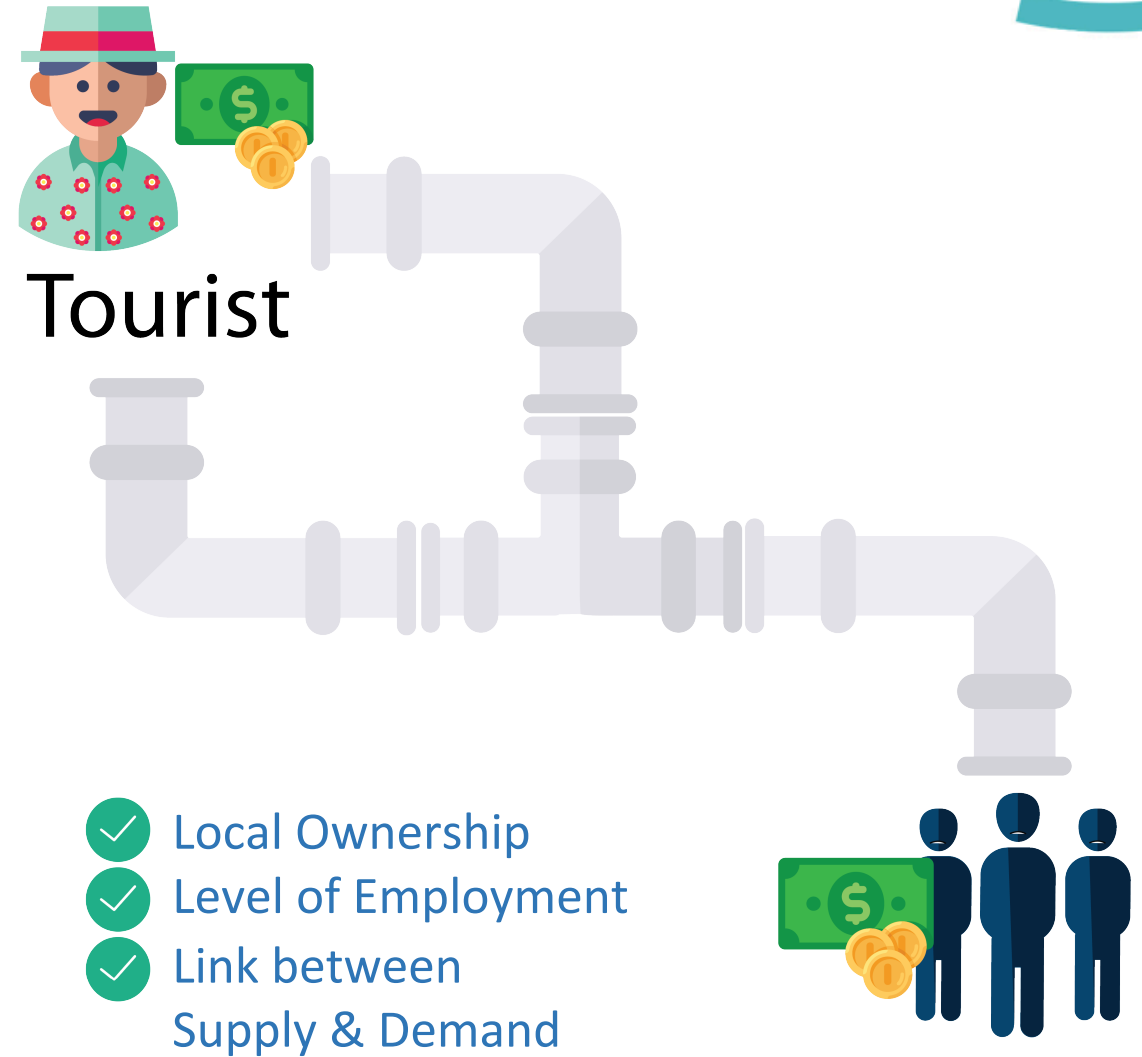
Australian Government



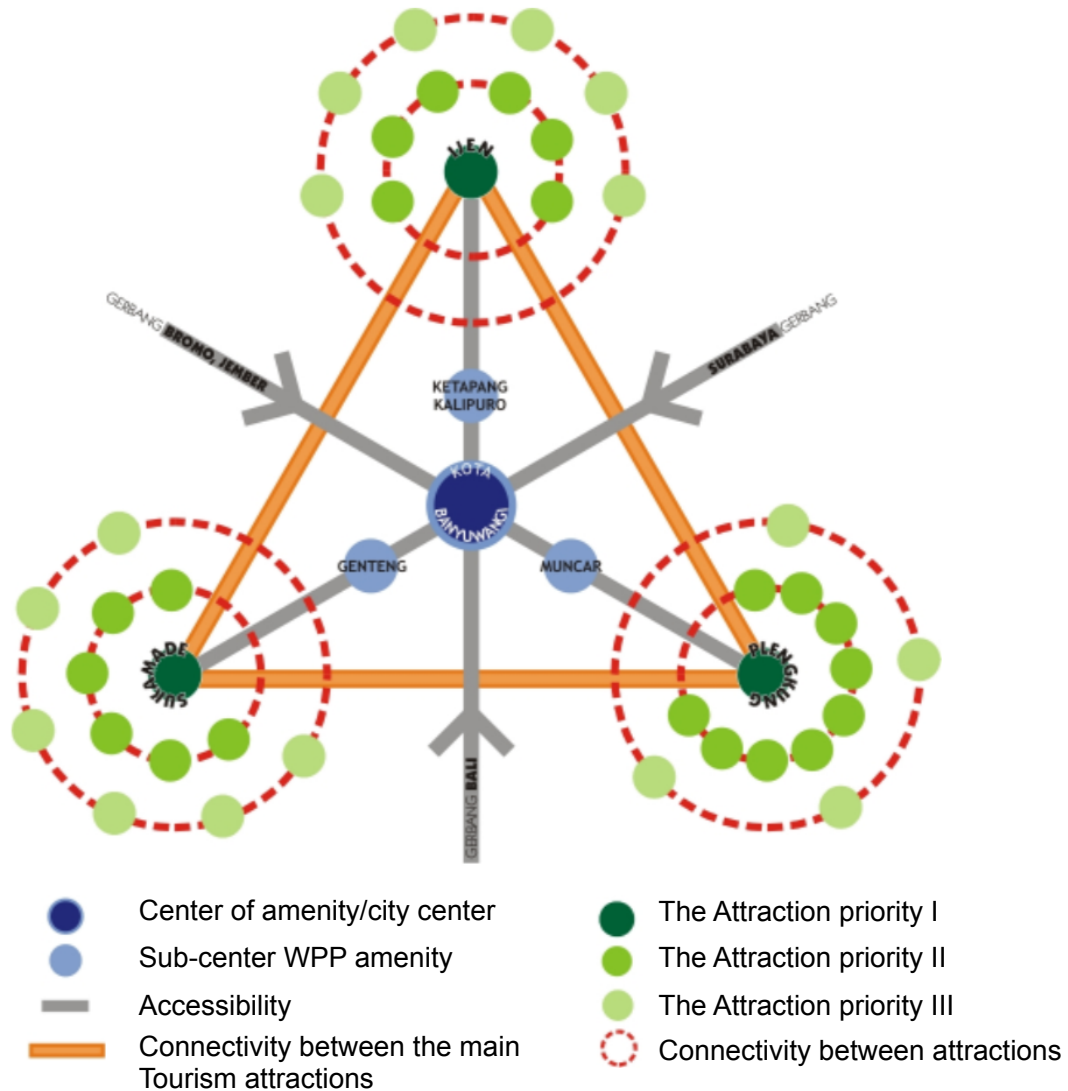
Leakage



Linkage



Orbit - Satellite Pattern & Diamond Triangle Pattern



Source: Banyuwangi Tourism Development Master Plan, 2012

Policies & Planning

- Policy to manage leakage & linkage
- Banyuwangi Tourism Planning: Amenities center in the city area
- Local participation in three centers point of attractions



Local Ownership

- Raise the level of entrepreneurship with the availability of initial capital
- Homestay program with private sector cooperation
- Using Village-Owned Business Entity (BUMDes)

Level of Employment

- Inadequate skill as the key challenge
- Lack of local people works in the management position
- Tiered training program with bottom up approach



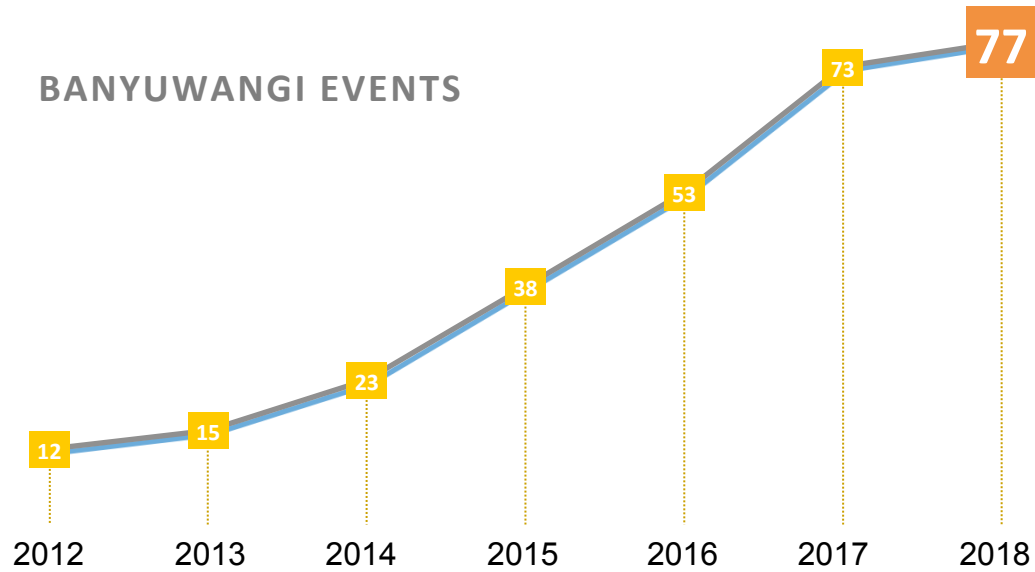


Ability to link local industry and tourism

- Local products often failed to meet the demand
- Identification of Supply and Demand and create link between stakeholders
- Tourism as priority in Banyuwangi

Stimulating Tourism

BANYUWANGI EVENTS



Source: Banyuwangi Tourism

- Reduce seasonality & maintain the number of tourist
- Expand length of stay
- Disperse the tourist



Recommendation for Policy Maker



Comprehensive regional planning



**Initial capital for
local business**



**Tiered level
training**



**Supply and
demand link**



Tourism Stimulation



Common mistake

- No space & capital facility for locals
- Top down & limited training system
- Lack of link between stakeholders

MAKE SPACE FOR LOCAL



“Pariwisata akan menjadi sebuah motor penggerak ekonomi Indonesia. Dan yang paling kita senangi, efek ekonomi dari pariwisata bisa menetes sampai ke bawah”.

- Presiden Joko Widodo



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Thank you