

**TARGET ANALYSIS AND DEVELOPMENT ACHIEVEMENTS HEALTHY
TOURISM IN REALIZING SUSTAINABLE DEVELOPMENT
IN BANYUWANGI DISTRICT**

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ABSTRACT

Targets and achievements of healthy tourism development are an evaluation of government policies in maintaining the function of public goods as an effort to realize sustainable development. This study aims to analyze the targets and achievements of the development of tourism areas in Banyuwangi Regency in accordance with macro healthy tourism indicators and in tourist destinations with the highest number of tourist visits. The sampling technique in this study used a purposive sampling method, then a sample of 12 research respondents was obtained, namely from Bappeda, Health Office, Culture and Tourism Office, and Tourism Awareness Groups in 10 tourist destinations with the highest number of visits in 2020. The analysis used descriptive statistical analysis. about the targets and achievements of the implementation of the Healthy Regency indicators in Banyuwangi Regency. The results showed that at a macro level, Healthy Tourism Development in Banyuwangi Regency had reached the target as a Regency that deserves to be categorized as healthy tourism by 82.5%, while in the top ten tourist destinations it shows that there are still tourist destinations that have scores below 80%.

Keywords: *Development, healthy tourism, Banyuwangi Regency*

INTRODUCTION

Village development, including the tourism sector, is based on the 3rd Nawacita, namely building from the outskirts. Banyuwangi Regency as an example of tourism development which is a place for comparative studies from several regencies/cities/provinces in Indonesia because tourism in Banyuwangi Regency is already well known internationally, which has 99 tourism sector supporting events that can be accessed via the web, so that information about tourism in Banyuwangi is getting more and more popular. easy for tourists to absorb (Banyuwangi Regency Government, 2019).

Banyuwangi Regency is geographically located at the eastern tip of Java Island. The area of Banyuwangi Regency is divided into highlands in the form of mountainous areas, which are producing areas of various developmental productions. Flat land with a variety of agricultural crop production, as well as the area around the coastline stretching from North to South which is a producing area

Marine biota. Astronomically, Banyuwangi Regency is located between 7°43'-8°46' South Latitude and 113°53'-114°38' East Longitude. Banyuwangi Regency has a coastline of about 175.8 km, and a total of 10 islands (BPS Banyuwangi Regency, 2020).

Law Number 10 of 2009 concerning tourism explains that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable and responsible manner while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, and national interests. In relation to tourism development, Law Number 10 of 2009 concerning tourism. Article 4 states that tourism objectives are to: 1) Increase economic growth; 2) Improving people's welfare; 3) Eradicating poverty; 4) Overcoming unemployment; 5) Preserving nature, environment, and resources; 6) Promote culture; 7) Raising the image of the nation; 8) Cultivating a sense of love for the homeland; 9) Strengthen national identity and unity; and 10) To strengthen friendship between nations.

Murphy (1985) in his book entitled *Tourism: A Community Approach* defines the tourism sector as the whole of elements related to tourists, tourist destinations, travel, industry and others, which are the result of tourist trips to tourist destinations throughout the trip. not permanent. Fennell (1999), which states that tourism is a system that includes tourists and the services provided (in the form of facilities, attractions, transportation, and accommodation) to satisfy and support their trip.

According to the WTO's agenda 21 for the travel and tourism industry, it states: Sustainable tourism development meets the needs of tourists and the community of tourist destinations while protecting and developing opportunities for the future. Viewed as something that leads to management, all resources in a way where economic, social and aesthetic needs can be met together with cultural integrity, essential ecological processes, biological diversity and life support systems are maintained. Strategic issues in Sustainable Tourism are as follows (Hidayat, M., 2011:37): 1) Increasing the responsibility of Corporate Stakeholders; 2) Produce suitable forms of tourism; 3) "Sustaining" Social and Cultural Resources; 4) "Sustaining" the Natural Environment; 5) The need for an effective plan for Tourism Destination Planning; 6) The role of "Carrying Capatities" and indicators in Sustainable Tourism. 7) Avoid conflict; 8) Increasing Community Involvement; 9) Directions for the future.

A destination can be said to be carrying out tourism development if previously there have been tourist activities. To be able to increase its tourism potential, what needs to be done

is to plan tourism development so that it can be better than before. There are three main principles in sustainable development (McIntyre, 1993:10): 1) Ecological Sustainability, namely ensuring that development is carried out in accordance with ecological processes, biology, and the diversity of existing ecological resources; 2) Social and Cultural Sustainability, namely ensuring that the development carried out has a positive impact on the lives of the surrounding community and is in accordance with the culture and values that apply to the community; 3) Economic Sustainability, namely ensuring that the development carried out is economically efficient and that the resources used can withstand future needs.

Research conducted by Jauhariyah (2021) states that the priority of developing healthy tourism clusters in Banyuwangi Regency is Objects and Tourist Attractions by occupying the first position which shows that DTW is a priority to be developed into healthy tourism with a percentage of 33%. Based on the comparison of the number of tourist visits in 2015-2019, there was an increase followed by an increase in local revenue in the tourism sector and local revenue in Banyuwangi Regency. This shows that tourist visits can cause

optimizing local revenue in Banyuwangi Regency (Jauhariyah, et al., 2022). In addition, the importance of halal tourism in Banyuwangi Regency is also a trigger for economic growth in the district. Increasing economic growth in each region can be a success in alleviating poverty with the hope that the rate of economic inequality between sub-districts can decrease (Jauhariyah, 2017).

Based on the above phenomenon, it is accompanied by the attention of the Indonesian government through the Joint Regulation of the Minister of Home Affairs and the Minister of Health No. 34 of 2005 No. 1138/Menkes/PB/VIII/2005 on indicators of healthy tourism arrangements and refers to the importance of preserving the environment so that it is not only an increase in local revenue from the tourism sector but the importance of starting to develop sustainable healthy tourism in accordance with sustainable development goals (SDGs) in particular to realize Banyuwangi tourism that is comfortable, safe, healthy, clean, and beautiful for the whole community and tourists who visit it which can be applied to both pandemic and endemic conditions. The purpose of this study is to analyze the targets and achievements of the development of tourism areas in Banyuwangi Regency in accordance with macro healthy tourism indicators and in tourist destinations with the highest number of tourist visits.

METHOD

This study uses a quantitative approach (Creswell, J. 2003). This study took a research sample using the Judgment (purposive) sampling technique (Bungin. 2005). Sampling with the Judgment (purposive) sampling technique is a procedure usually carried out by "experienced" researchers in selecting samples based on "consideration" about several suitable characteristics related to the sample members needed to answer the objectives in their research. This study raises the policy of developing healthy tourism in Banyuwangi Regency, the respondents in this study are devoted to respondents who are experts and know the truth about the policy of healthy tourism development. Why is that, because not all respondents in the local government of Banyuwangi Regency know about the policy. Respondents in this study are policy holders who come from OPD:

- 1) Regional Development Planning Agency of Banyuwangi Regency;
- 2) Banyuwangi District Health Office; and
- 3) Banyuwangi Regency Culture and Tourism Office.

In the quantitative approach, in addition to the OPD, the next respondent is the Chair of the Healthy Banyuwangi Forum who is a partner of the OPD in carrying out activities related to the implementation of Healthy Districts and Pokdarwis.

Table 1. List of Research Expert Respondents

No	Responden Expert	Position	Amount
1	Banyuwangi Regency Regional Development Planning Agency	Education and Health Sector	1
2	Banyuwangi District Health Office	Head of Environmental Health Occupational Health and sports	1
3	Banyuwangi Regency Culture and Tourism Office	Head of Destination Development and Management	1
4	Healthy Banyuwangi Forum	Chairman	1
5	Boom Marina Wisata Tour	Manager	
6	Red Island Tourist Destinations	Pokdarwis Pulau Merah, Pesanggaran District	1
7	Cacalan Beach Tourism Destinations	Cacalan Beach Pokdarwis	1
8	Tamansari Village	Head of Pokdarwis Tamansari	1
9	Department	Head of Pokdarwis Djawatan	1
10	Green Bay (Alas Purwo National Park)	Pokdarwis	1
11	Green Bay Rajegwesi Tour (Meru Betiri National Park)	Pokdarwis	1
12	Grand Watu Dodol (GWD) Tourism Destinations	Head of Pokdarwis Grand Watu Dodol (GWD) Kalipuro District	1
Number of Expert Respondents			12

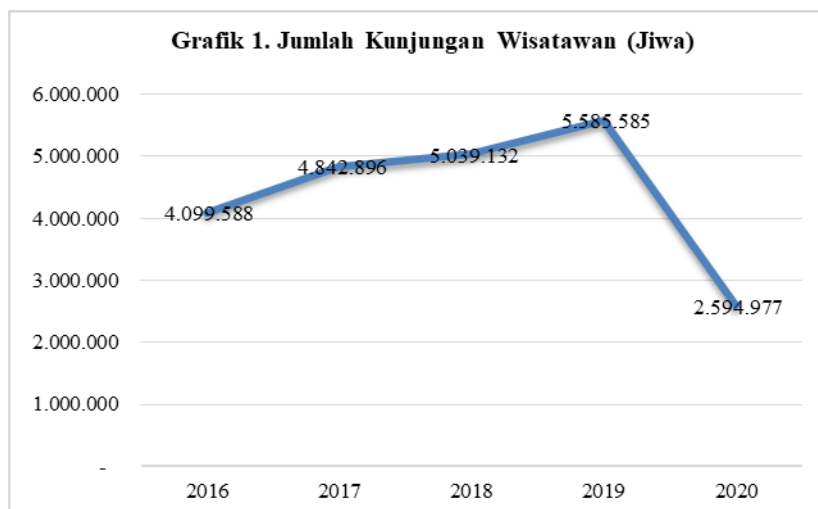
Source: Documentation in the Field, 2021

Data collection was carried out by means of observation, interviews, questionnaires, and documentation. The analysis used is the analysis of targets and achievements of the Healthy District standard, where if the score is above 80% it can be categorized as a Healthy District.

ANALYSIS RESULTS AND DISCUSSION

1) Targets and Achievements of Healthy Tourism Development in Banyuwangi Regency in Macro

Analysis of targets and achievements of healthy tourism development in Banyuwangi Regency on a macro basis was filled out by expert respondents from Bappeda, Health Office, Culture and Tourism Office, and Healthy Banyuwangi Forum.



Source: Banyuwangi Regency Culture and Tourism Office, 2021 (processed)

Based on the results of the analysis of targets and achievements of developing Healthy Tourism in Banyuwangi Regency, according to the score assessment from expert respondents from Bappeda, Health Office, Culture and Tourism Office, and Healthy Banyuwangi Forum (FBS) as follows.

Table 2. Targets and Achievements of Healthy Tourism Development in Banyuwangi Regency

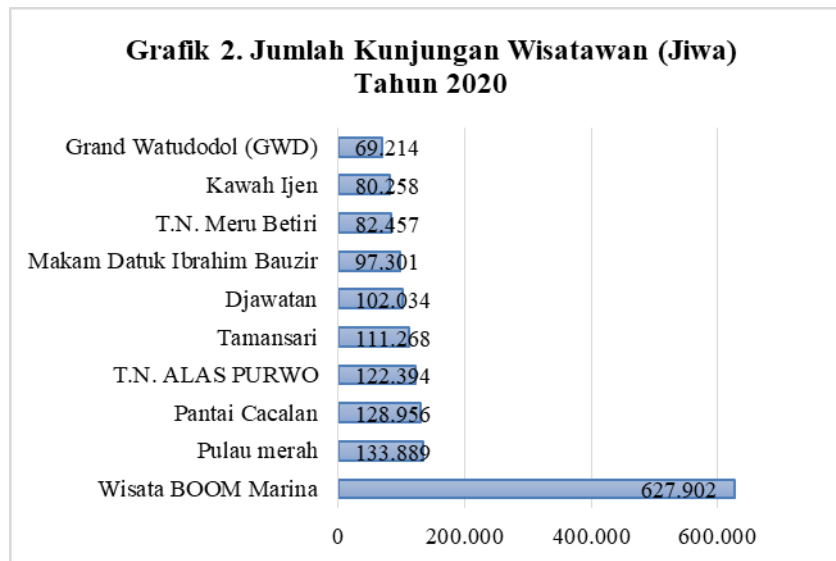
No	Indikator	Skor			
		Bappeda	Dinkes	Disbudpar	FBS
1	Tourism and Health Information	450	350	400	300
2	Tourism Facilities	350	350	350	350
3	Tourist Attractions and Attractions	400	400	400	400
4	Health services	350	350	350	350
5	Supporting facilities	500	500	500	500
6	Society	500	500	500	500
Amount		2550	2450	2500	2400
Percentage		85,0	81,7	83,3	80,0

Source: Primary Data, processed

Based on Table 2., it was obtained that the average of all expert respondents was 82.5%, meaning that at a macro level the Development of Healthy Tourism in Banyuwangi Regency has reached the target as a Regency that deserves to be categorized as healthy tourism. Although of course you still have to carry out the right strategies to improve the quality of each tourist destination in Banyuwangi Regency which consists of Nature Tourism, Artificial Tourism, Religious Tourism, Cultural Tourism which requires synergy from all Banyuwangi people in maintaining the continuity or sustainability of tourism in Banyuwangi. Banyuwangi Regency.

1) Targets and Achievements of Healthy Tourism Development in Banyuwangi Regency in the 10 Tourist Destinations with the Highest Visits

Analysis of targets and achievements of healthy tourism development in 10 tourist destinations that have the highest number of visits by data in 2020 is filled out by each tourism-aware group / DTW manager. The data are as follows:



Source: Banyuwangi Regency Culture and Tourism Office, 2021 (processed)

Based on Graph 2. shows that Boom Marina Tourism has the number of visits which occupies the top position in 2020, which is 627,902 tourists. Although in that year an open and closed system was also implemented at each destination to break the chain of transmission of Covid 19, but due to the ease of accessibility and amenities and services from the beach because it is open day and night, and the beautiful view at night makes the beach much in demand. by visitors.

**Table 3. Growth of Tourist Visits in 10 DTW
in Banyuwangi Regency**

N o	Tourism site	2019	2020	Growth (%)
1	BOOM Marina Tour	280.907	627.902	55
2	Red Island	176.844	133.889	-32
3	Cacalan Beach	181.157	128.956	-40
4	T.N. Alas Purwo	110.730	122.394	10
5	Tamansari	371.428	111.268	-234
6	Department	197.075	102.034	-93
7	Tomb of Datuk Ibrahim Bauzir	118.682	97.301	-22
8	T.N. Meru Betiri	116.938	82.457	-42
9	Ijen crater	285.911	80.258	-256
10	Grand Watudodol(GWD)	139.545	69.214	-102

Amount	1.979.217,00	1.555.673,00	-27
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Source: Banyuwangi Regency Culture and Tourism Office, 2021 (processed)

Table 3. shows that BOOM Marina tourism has the highest growth in the number of tourist visits in the last two years at 55%, followed by Alas Purwo National Park at 10%.



Source: Banyuwangi Regency Culture and Tourism Office, 2021 (processed)

Meanwhile, other destinations experienced a decrease in the number of visits due to the policy of opening and closing destinations to prevent the spread of Covid 19 transmission. Based on the results of the analysis of targets and achievements of healthy tourism development in ten destinations with the highest number of visits, as follows

Table 4. Targets and Achievements of Healthy Tourism Development in 10 Tourist Destinations

No	Indikator	1	2	3	4	5	6	Total Scor	%
1	BOOM Marina Tour	450	350	450	500	500	250	2500	83,3
2	Red Island	450	350	350	400	450	450	2450	81,7
3	Cacalan Beach	400	350	350	400	450	450	2400	80,0
4	T.N. Alas Purwo	400	350	450	400	400	250	2250	75,0
5	Tamansari	450	350	350	400	450	450	2450	81,7
6	Department	450	400	400	400	450	250	2350	78,3
7	Tomb of Datuk Ibrahim Bauzir	150	300	350	300	300	250	1650	55,0

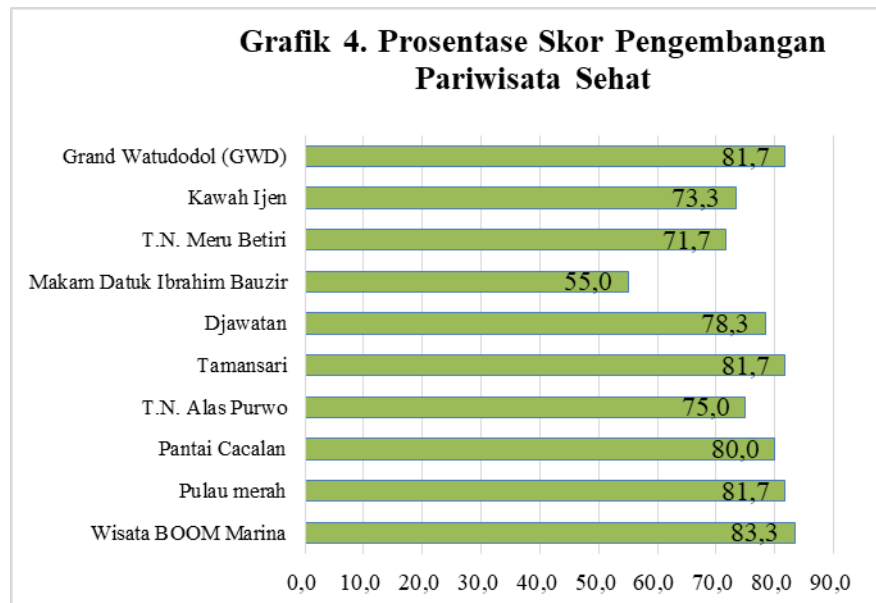
target analysis and development achievements healthy tourism in realizing sustainable development in banyuwangi district

8	T.N. Meru Betiri	400	350	350	400	400	250	2150	71,7
9	Ijen crater	450	350	350	400	400	250	2200	73,3
10	Grand Watudodol (GWD)	450	350	400	450	450	350	2450	81,7

Source: Primary Data, 2021 (processed)

Information :

1. Tourism and Health Information
2. Tourism Facilities
3. Tourist Attractions and Attractions
4. Health Services
5. Supporting Facilities
6. Society



Source: Primary Data, 2021 (processed)

Based on Graph 4. shows that of the ten tourist destinations that have the highest number of visits, the top ten in 2020 show that the results of the percentage scores of special indicators in the development of healthy tourism in tourist destinations are in accordance with the standards of the Joint Regulation of the Minister of Home Affairs and the Minister of Health No. 34 of 2005 and No. 1138/MENKES/PB/VIII/2005 Dated August 3, 2005 that the category of healthy tourism area if the area has a minimum score of 80%. Tourist destinations that have a score percentage above 80% are Grand Watu Dodol (GWD), Tamansari Village, Cacalan Beach, Red Island, and Boom Marina Tourism. Meanwhile, other tourist destinations such as Ijen Crater, Alas Purwo National Park, and Meru Betiri National Park have a percentage of less than 80%.

Based on the results of the analysis in Table 1. it was obtained that the average of all expert respondents was 82.5%, meaning that at a macro level the Development of Healthy

Tourism in Banyuwangi Regency has reached the target as a Regency that deserves to be categorized as healthy tourism. Although of course you still have to carry out the right strategies to improve the quality of each tourist destination in Banyuwangi Regency which consists of Nature Tourism, Artificial Tourism, Religious Tourism, Cultural Tourism which requires synergy from all Banyuwangi people in maintaining the continuity or sustainability of tourism in Banyuwangi. Banyuwangi Regency.

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The tourism condition of Banyuwangi Regency supports the efforts of the Sustainable Development Goals (SDGs) or Sustainable Development Goals (TPB) which include comprehensive social, economic and environmental development dimensions and are interrelated with one another. Efforts to achieve one dimension of development cannot be separated from the achievement of other development dimensions so as to achieve a balance of achievements in the three dimensions of development.

The principles or aspirations of implementing the TPB are known as the 5 Ps, namely: People, Planet, Prosperity, Peace, and Partnership. On the principle of People, TPB is committed to ending poverty and hunger, in all its forms and dimensions, and to ensuring that all human beings can fulfill their potential with dignity and equity and in a healthy environment. Meanwhile, for the Planetary principle, TPB is determined to protect the planet from environmental/natural degradation including sustainable consumption and production patterns, sustainable management of natural resources and taking rapid action on climate change so that the planet can support the needs of current and future generations. come. As for the principle of Prosperity (Welfare). TPB is determined that all human beings can enjoy a prosperous life and have their needs met, and that economic, social and technological progress will take place in harmony with nature. Fourth, namely the principle of Peace, TPB is determined to maintain a peaceful, just and inclusive society that is free from fear and violence and considers that TPB cannot be achieved without peace. And lastly, the principle of Partnership, mobilizing the necessary means for the implementation of the 2030 Agenda through global cooperation for sustainable development carried out by strengthening global cooperation based on the spirit of global solidarity.

CONCLUSION

Targets and Achievements of Tourism Area Development in Banyuwangi Regency in accordance with Healthy Tourism Indicators based on the results of the analysis obtained an average of all expert respondents of 82.5%, meaning that at a macro level the Development of Healthy Tourism in Banyuwangi Regency has reached the target as a Regency that deserves to be categorized as healthy tourism. Although of course you still have to carry out the right strategies to improve the quality of each tourist destination in Banyuwangi Regency which consists of Nature Tourism, Artificial Tourism, Religious Tourism, Cultural Tourism which requires synergy from all Banyuwangi people in maintaining the continuity or sustainability

of tourism in Banyuwangi. Banyuwangi Regency. Based on the results of the analysis, it shows that of the ten tourist destinations that have the highest number of visits, the top ten in 2020 show that the results of the percentage scores of special indicators in the development of healthy tourism in tourist destinations are in accordance with the standards of the Joint Regulation of the Minister of Home Affairs and the Minister of Health No. 34 of 2005 and No. 1138/MENKES/PB/VIII/2005 Dated August 3, 2005 that the category of healthy tourism area if the area has a minimum score of 80%. Tourist destinations that have a score percentage above 80% are Grand Watu Dodol (GWD), Tamansari Village, Cacalan Beach, Red Island, and Boom Marina Tourism. Meanwhile, other tourist destinations such as Ijen Crater, Alas Purwo National Park, and Meru Betiri National Park have a percentage of less than 80%.

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