ABSTRACT

Bangkalan regency has a number of potential tourist destinations that recently has not yet developed. However, the scattered tourism sites have been considered as the main inhibitor for the progress of further development. Therefore, it is of greater importance to develop integrated tourism complexes in the region. This paper presents a conceptual planning of tourism development in Bangkalan area. There are various methods of analysis have been carried out in this study including: i) identification of potential of tourism attraction using scoring method ii) analysis of integrated tourism development zones using a qualitative descriptive method iii) analysis of factors influence the development of integrated tourism area using Delphi method. Once the factors that may affect the potential development are defined, triangulation analysis has been used to formulate the concept of development for integrated tourism area. The results contain of macro and micro spatial concepts including nucleus zone, inviolate belt, and zone of closure. The results suggest nine concepts for further development that could be introduced in the Bangkalan municipality region including: 1) providing tour package services and integrated tourism sites network equipped with adequate traffic signs 2) developing innovative programs that may attract the interest of tourists and improve local welfare 3) conserving cultural heritage as a local identity for tourist attractions 4) revitalizing mangrove forest areas to protect coastal zones 5) Encouraging professional entrepreneurships and improve market share of local commodities, especially seasoned-fish crackers from Socah fishing village, and snake fruit from Bangkalan agriculture tourism village 6) Improving the service quality and tourism infrastructure facilities 7) Endorsing the inter-sectoral coordination among the government, private sectors and local communities 8) Improving the image and develop a brand for integrated tourism areas in Bangkalan as a centre for religious tourist destination; (9) The connection between of public transportation and object destination of Bangkalan region.