

COMMUNITY-BASED TOURISM IN BANGKALAN REGENCY AS THE GATEWAY OF MADURA

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ABSTRACT

Bangkalan Regency is the gateway to Madura Island from Surabaya. After the construction of the Suramadu bridge, access to Madura is relatively easier. However, high accessibility is not in line with the rapid progress of Bangkalan Regency. In other words, Suramadu bridge construction is unable to increase tourist visits to Bangkalan Regency significantly. This research attempted to formulate a community-based tourism development model in Bangkalan Regency, with the expectation that the community can be more prosperous through the development of the tourism sector. By using qualitative research method through intense observation and interview with some key informants, eventually obtained the following results: Bangkalan Regency community capacity is relatively low, this is proven from community education level which is dominated by primary school graduates. Besides, conceptual, communication, and negotiation ability are still low as well. Only the motor skills underlying congenital skills are considered sufficient enough as a provision for tourism sector development. Community capacity development in a short-term period can be carried out through routine and sustainable training. In terms of a long-term period, it needs more formal tourism education to prepare ready-to-use personnel in the tourism sector. The role of stakeholders, such as government, private, and society also has not run optimally. There has been no tourism development initiated by the public and private sector actors engaged in funding on a more formal scale, with the government as facilitator. The suggested community-based tourism development model in the tourism industry cluster, with more precise stakeholders roles, and local governments can have a role as cluster managers.

Key words; *community capacity, tourism industry cluster, community-based tourism development, stakeholders roles*

INTRODUCTION

Bangkalan Regency which is located in East Java Province is one of the regencys that are being intensively-incessant to fix up the tourism sector as a source of local revenue. This is reflected in the vision of Bangkalan Regency: "The Realization of Spatial Planning Bangkalan Regency as Madura Gateway Towards the City of Industry, Tourism, and Services". This vision is stated in Bangkalan Regency Regulation No. 10 of 2009 on Spatial Planning of Bangkalan Regency Year 2009 - 2029.

Bangkalan Regency is located at the edge of Madura Island, bordering the Java Sea in the North, Sampang Regency in the East, and the Madura Strait in the South and West. According to its location, marine tourism is a tourism potential that can be developed as one source of original income in Bangkalan Regency. Other potencies are varied, ranging from culinary tours, nature tourism, cultural and historical tours, and special interest tours. These potencies

need to be perpetually developed so that Bangkalan Regency has its distinctive characteristics compared to other regencys in Madura Island in particular, and in East Java Province in general. The biggest obstacle to developing tourism in Bangkalan Regency is the limited infrastructure to reach more remote local tourist sites.

The strategic development of local tourism in Bangkalan Regency is also based on the East Java Provincial Regional Regulation No. 02 of 2006 on Spatial Planning of East Java Province in article 09 which states that Bangkalan is a regency included in the *Gerbang Kertasusila Plus* which has one function as a center tourism infrastructure and regional service. *Gerbangkertosusila* is an acronym of Gresik, Bangkalan, Mojokerto, Surabaya, Sidoarjo, Lamongan. This area is intended in the Regional Spatial Plan (RTRW) of East Java as a region of economic development with its center in Surabaya.

Looking at the strategic position of Bangkalan Regency, it is reasonable if the regency tries to explore various regional potencies to increase the local revenue, including the tourism sector. Based on data published by BPS, Bangkalan Regency has approximately 18 tourism destinations located in several subregencys. Remote and difficult to access locations cause local tourism is less developed, and consequently the number of visitors also decreased. The role of local government to provide supporting infrastructure is needed so that this local tourism does not die and keep growing. The domestic tourist visits in Bangkalan Regency since 2011 have ups and downs, the first two years there was an increase in the number of domestic tourists, but in the last year, there was a decrease in the number of tourists to Bangkalan Regency.

Without significant improvements in terms of tourist sites, it is feared the number of domestic tourists will decrease as time goes by. This is in line with the statement of East Java Province Secretary H. Akhmad Sukardi that the Madura Island tourist destination has exceptional selling value, but has not been well managed and needs the attention of the local government. Therefore, he hopes the local government can make a breakthrough to be able to lift the existing potency. He said that the four existing regencys on the island of Madura have the potency of a diverse tourist attraction with uniqueness, distinctive feature, and beauty that mesmerize and attract tourists, both foreign and domestic tourists. The potency is not less beautiful than the existing beaches on the island of Bali. Exemplified Siring Kemuning Beach in Bangkalan, Camplong Beach, Nipah, and Toroan Waterfall in Sampang, Talangsiring, and Jumiang in Pamekasan, and Slopeng and Lombang Beaches in Sumenep.

The problems that occur in Madura Island, basically the same as the problems experienced by the Bangkalan regency. The strategic location that is the gateway to the island of Madura has not felt the benefits of the local community. The existence of Suramadu Bridge has not been able to boost the local economy significantly. Since the inauguration of Suramadu Bridge, Bangkalan Regency has

become the main gate of Madura Island as well as being one of the preferred tourist destinations in East Java, both from its natural beauty (Jaddih Hill, Mount Geger, etc); culture (karapan sapi, etc.), as well as culinary tourism such as typical Madura duck rice. As explained before, this opportunity has not been utilized optimally by the local government, so the positive impact for the surrounding community also has not been felt significantly. Suramadu Bridge (Surabaya-Madura) is the longest bridge in Indonesia. The gate of Madura from Java is Kamal Port, which is a ferry service that connects Madura to Surabaya (Port Ujung).

Before the existence of the Suramadu Bridge, the main building in the development of tourism in Bangkalan Regency in particular, and Madura Island in general, is the difficult access to reach Madura Island from Java Island. But, after the operation of Suramadu Bridge, accessibility is not the main obstacle anymore. The opening of the Suramadu Bridge on June 10, 2009, by the President of the Republic of Indonesia Susilo Bambang Yudhoyono, will change the "face" of the tourism industry on Madura Island. Suramadu bridge construction also will make accessibility much easier will be able to cut travelers' time to travel to Madura Island. The ease of accessibility and travel time to the tourist attraction is the main consideration of tourists in determining which tourist attraction to be visited.

However, the Suramadu Bridge operation by now still has not been able to change the "face" of the tourism industry in Madura, which is proven by the insignificant of the tourists visiting flow in Madura. This is indeed caused by the lack of supporting tourism in the area of tourism objects on Madura Island. Besides, the policy of tourism development in Madura does not give the role to villagers and coastal communities as the main actors.

Therefore, related to the necessity of the government to develop tourism object which involves and puts the community as the main actors, the local community-based concept of local development attractions Madura after Suramadu Bridge construction is an alternative concept as an effort of socio-economic society empowerment generally in Madura, and

particularly in Bangkalan Regency. Based on the existing conditions above, it is relevant to see how far community involvement in the tourism sector in Bangkalan regency. Thus, the researcher proposes the title of research: "Community-Based Tourism in Bangkalan Regency as the Gateway of Madura".

The implementation of community-based tourism (CBT) is one of the tourism development approaches with participatory planning. CBT definition is a tourism model that involves local communities by providing opportunities for managing and developing tourism, whether directly or indirectly related to the tourism industry or business so that the distribution of benefits spread equally to communities in rural/coastal and small islands (Putra, 2015). Thus, CBT is a tourism development approach that emphasizes the active role of local communities (whether directly involved in the tourism industry or not). The involvement is in the form of providing opportunities (access) in the management and development of tourism that leads to community empowerment, including in the profit-sharing of tourism activities (Putra, 2015).

CBT becomes an alternative form that tourism is submitted to be managed totally by the community. This approach focuses on the community as an important center when it comes to tourism development. The CBT approach certainly uses the bottom-up concept and leaves behind the top-down approach that has been conducted in tourism development. The importance of the community role in community-based tourism development causes community capacity development inevitable. A smart and capable society can be a mover in community-based tourism development.

Balint (2006) stated that community capacity development is an ability level, important skills, and knowledge that help to achieve community goals. Therefore, community capacity development focuses on skills and abilities which enable people to make decisions and take actions related to tourism development. Decision making and actions undertaken by the community are based on tourism development in the region. Thus,

community capacity in the tourism sector is closely related to capacity development.

Research on CBT has been carried out in many fields. Ginting & Selly (2016) researched the development of community-based Berastagi fruit tourism. This research has described the thinking of society in four aspects, namely: economic, social, environmental, and political. Purnomo & P.B. Anand (2014) offered a new concept of community-based forest management. The initial idea of this concept is the frequent conflicts between communities and governments related to forest management that result in disruption of forest conservation in Indonesia.

By actively involving the community, it is hoped that the forest can provide benefits for the surrounding community and can be sustainable for a long-term period. The development of community-based tourism is also applied in the maritime area (Nurdin, 2016), the spiritual community in Bali (Sukadi et al., 2013), as well as the tourist villages (Syafi'i & Djoko, 2015). Susanto (2016) developed the concept of social entrepreneurship as the fourth sector in community-based tourism. This concept emphasizes the importance of social interaction among stakeholders in community-based tourism development.

Community-based tourism is a sort of tourism that involves the community as the main actors in terms of tourism potency management in their region (Yusof, Ibrahim, Muda, & Amin, 2012). The community can not manage their tourism potencies, they need external encouragement. In the implementation of community-based tourism development, government and community have their respective roles. Government plays a role in generating policies that are oriented to the interests of the community. While the community is involved in the management of tourism potential in their surroundings (Sobandi & Sudarmadji, 2015).

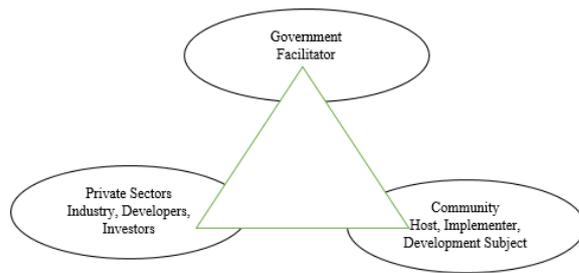


Figure 1. Stakeholders in Tourism (Sunaryo, 2013)

In tourism activities, several parties have a role and are directly involved in tourism activities. Here is a picture that illustrates stakeholders in tourism (Sunaryo, 2013).

Based on the picture above, it can be concluded that the role of the community in the implementation of tourism is very large and need to be balanced with the role of government and private sectors. But in reality, the role of the community is still very small compared with other stakeholders. This is caused by the absence or lack of access they have to exist tourism resources and their low involvement in the decision-making process.

Sunaryo (2013) said that to create a tourism establishment goes well and well-managed, the most fundamental thing to carry out is how to facilitate the wide involvement of the local community in the development process and maximize social and economic value from tourism activities for the local community. The local community has the same important position as one of the stakeholders in tourism development, in addition to government and private sectors.

Based on the description above, the development of community-based tourism in Bangkalan Regency as the gateway of Madura is focused on seeking answers to the following research questions:

1. How is local community capacity in tourism development in Bangkalan Regency?
2. What are the stakeholders' roles in community-based tourism development in Bangkalan Regency?
3. How is the community-based tourism development model in Bangkalan Regency?

METHOD

In line with the research purpose to be achieved, the used research design was qualitative research method with the descriptive approach, which is a method in researching an object, a condition, a system of thought, a group of people, or a certain phenomenon. Also, the qualitative approach was considered more relevant by researchers to be used in observing social phenomena in society and government including in finding a model for community-based tourism development in Bangkalan Regency.

The data source in this research consisted of primary data sources and secondary data sources. Primary data came from research informants which were determined by using the purposive sampling technique for informant from the government, while for the informant from the community, the technique used was the snowball sampling technique. The following table shows the research informant completely.

Table 1. Informant lists

No	Informant	Total amount
1.	Head of Development Planning Agency at Sub-National Level	1 person
2.	Secretary of Development Planning Agency at Sub-National Level	1 person
3.	Head of Economics of Development Planning Agency at Sub-National Level	1 person
4.	Head of Government Tourism Office	1 person
5.	Head of Village Community Empowerment	1 person
6.	Head of Economics Division	1 person
7.	Head of Legal Division	1 person
8.	Head of sub-districts in location of Tourism Development Area (WPP)	9 people; according to WPP Bangkalan District, there are 9 sub-districts related to WPP
9.	Community in tourism location	Based on snowball technique, obtained 9 people

Secondary data were obtained from indirect sources, about the object being studied as a reference for processing and describing the past events, whether in the form of documents, internet exploration and various relevant literature, including books on Bangkalan Regency Profile as well as relevant study results with the development of community-based tourism.

The data collection technique was conducted by interview, observation, and documentation study. Hence, the instruments which were brought to the research location were interview and observation guidelines. Interview guidelines were derived from a research focus consisting of community capacity and stakeholders' role which will be used as a reference in formulating a community-based

tourism development model in Bangkalan Regency.

In this research, community capacity in Bangkalan Regency was analyzed by using Balint theory (2006), while to analyze stakeholders roles was used a theory which was developed by Sunaryo (2013). The formulation of the community-based tourism development model which is suitable for a long-term period derived from the Porter diamond model, developed by the Center for Technology Innovation Policy Assessment (2011) about industrial clusters.

While the data analysis technique used in this research was an interactive model consisting of three components of analysis, there were: reduction, tabulation, data presentation, and conclusion.

RESULTS AND DISCUSSION

A. Local Community Capacity in Tourism Development in Bangkalan Regency

Based on interview results with subregency heads in tourism development areas, there were obtained information related to the ability of community in terms of conceptual, motor, communication, coordination, and negotiation. Conceptual skill is low on average because this ability is obtained through formal education in school. While community education level, in general, is dominated by primary school graduates and followed by primary school dropouts. Only about 3% of people in Kabupaten Bangkalan have higher education. Specific assistance is needed to enhance community conceptual skills. This role can be taken temporarily by the local government or by hiring competent consultants in education and tourism. Sustainable assistance for a long-term period will be able to increase community conceptual skills related to tourism development. This technique also can be used to enhance community skills in terms of communication, coordination, and negotiation. Based on observation and interview results, communication, coordination, and negotiation community skills are relatively low. It is only the motor skills which still can be relied upon

from Bangkalan Regency people in general. They are quite nimble when it comes to work, especially those in tourism locations. Like the batik craftsmen in Tanjung Bumi and Karapan Sapi, they have good motor skills. The thing which needs to be done is to keep these motor skills and pass them to the people who are still inattentive.

This motor skill is related to skill possessed by Bangkalan Regency people. From the innate skill aspect, the most prominent ability in the Tanjungbumi sub-regency is crafting batik. Those skilled which craftsmen have from the beginning, not because they are trained, but more because of hereditary talents. This talent needs to be sharpened through some technical professional training. According to information obtained from the research location, technical training are seldom to be conducted formally due to financial issue. Technical training which may be given to the craftsmen is how to craft batik, mixing color, and designing with varied complexion from traditional to modern technique. Local Government of Bangkalan Regency, Department of Industry precisely can collaborate with local higher education which has fine art major. With additional skills, it is expected that batik products of Tanjungbumi have specificity and distinctive feature which can attract whether domestic and foreign tourists.

When it comes to the knowledge aspect, it cannot be separated from the educational background of the Bangkalan Regency community in general. As mentioned in the previous section, the highest education level of the Bangkalan Regency community is dominated by primary school graduates or equal to 40.12% and followed by primary school dropouts. Is needed special treatment to enhance school participation for the Bangkalan Regency community to make knowledge and skills in line with the needs of tourism development in the future. For the upcoming year ahead, it is important to establish a special tourism school that will produce talented and graduates who are ready to work in the tourism sector. The curriculum must be following the needs of tourism in Bangkalan Regency, ranging from hospitality, culinary, management, finance, and

marketing. Before the realization of tourism school, community knowledge, and skill in terms of tourism can be improved through training held by the local government. According to information from the research location, the training for the community is still rare due to financial problems. The local government should design routine and sustainable training for the community, especially those located in the tourism development area. Thus, tourism development in the future is certainly professional and involves the community completely. This is an absolute requirement in community-based community development. Community is involved thoroughly from planning, execution, and evaluation. Therefore, whether success or failure can be perceived by the local community. This condition can cause an increase in community intelligence and professionalism.

B. Stakeholders roles in Tourism Development in Bangkalan Regency

Stakeholders in tourism development can be categorized into three groups, namely: (1) government; (2) private sectors; (3) community. According to Susanto, 2016, the three sectors involved in community-based tourism development are often still run independently. The existing coordination between these sectors is only sporadic and not continuous. Most community-based tourism nowadays is not purely derived from community initiatives. Local governments compete to point a certain village to becoming a tourism village. On one side, the village craves appointment as a tourism village and requires grants from the government. However, follow-up from the government such as mentoring and maintenance is often not sustainable. Non-governmental Organizations (LSM) also is not able to manage community-based tourism intensively and continuously as organizations depend on the funding source.

Stakeholders' roles in tourism development in Bangkalan Regency will be assessed firstly from stakeholders key, which is government. A key stakeholder is legally authorized stakeholders in decision-making. The key stakeholder is the executive element with its

level and legislative. As the key stakeholder, the government role in Bangkalan Regency can be classified as these:

- Preparing regulations which support the community-based tourism development in Bangkalan Regency;
- Allocating budget, in this case, local budgeting (APBD) for community-based tourism development in Bangkalan Regency;
- Preparing human resources in various sectors which support community-based tourism development in Bangkalan Regency;
- Preparing facilities and infrastructure which support community-based tourism development in Bangkalan Regency;

Special regulations related to community-based tourism development have not been prepared by the Bangkalan Regency government, either in the form of local regulations or the decisions of the regent. However, there are already initiatives undertaken by the Regional Development Planning Agency of Bangkalan Regency regarding the review of the existing Spatial Plan (RTRW). In this review, document tourism development is divided into 3 Tourism Development Areas, in the hope that tourism development can be more equitable and can be enjoyed by all levels of Bangkalan Regency community.

From the APBD of Bangkalan Regency, it is seen that personnel expenditure is still quite high with a high percentage as well. This shows that fund expenditure and goods expenditure for development are still lacking, including for tourism development. This problem needs to be solved immediately, which means that community-based tourism development requires sufficient budget allocation continuously. If there is also a private sector that can invest in the tourism sector in Bangkalan Regency, the local government role should be more dominant, not to everything controlled by the private sector. Therefore, budget allocations in APBD should be specific and sustainable each year, so that

community-based tourism development in Bangkalan Regency can be actualized soon.

The preparation of human resources needs to be improved, ranging from elements of managers to the community who will become the main stakeholders in community-based tourism development. The current condition of human resources sourced from the community is still weak. It is proven from the education level of the community, which is primary school graduates. The tourism development initiative has not come from the community, because the conceptual capability is still weak. Going forward, local government role should start from education preparation from the beginning which supports tourism development. Education and training for the community should also be carried out continuously and scheduled, particularly some training related to tourism development in Bangkalan Regency.

Another aspect is the infrastructure which is the government's obligation to reach tourist locations. Currently, the main road condition is already good, along 721,365 km is already paved and in good condition. Particularly with the presence of Suramadu Bridge with excellent conditions, causing access to Madura Island becomes easier. This condition is beneficial because Bangkalan Regency is the gateway to Madura Island. Only the road to a tourist attraction is still inadequate. Other inadequate infrastructures are parking areas, such as those in the Koni Konadi Fire location, the parking area is inadequate, the parking tariff is not clear. This can lead to the decline of tourist interest to visit tourist attractions. Other facilities that need to be improved are public toilets in every tourist attraction. The condition is still a concern, whereas the toilet is a vital need for tourists who are on a tour. A good community initiative is the establishment of kiosks in tourist attractions that sell tourists' needs, from food and drink to souvenirs that can be taken home by tourists. This needs to be maintained and styled more professionally so that tourists will feel comfortable and helpful when they travel.

The next stakeholder is a private party. Cooperation with private parties informal way for tourism development in Bangkalan Regency is still not implemented. There is no formal

cooperation scheme in the form of a memorandum of understanding between local government and private parties. Thus, there are no formal schemes of funds flowing in tourism development in Bangkalan Regency. Even if there is a private party involved, it is individually in the form of building a large souvenir shop or recreational rides that are managed by private parties. However, it has not involved the community formally and there is no road map for tourism development in the future. In the long-term period, when it comes to community-based tourism development, these three stakeholders should design together with the direction of tourism development in the future, including the procurement of funds.

Community involvement is needed in tourism development when it comes to community-based tourism development. Community involvement in Bangkalan Regency in the tourism sector is quite high, such as being a trader at a tourist site or a batik craftsman or other souvenirs. But this is not enough, for the long-term period, it takes active involvement from planning, implementation, to evaluation. The community can participate and have a role in planning. Firstly, giving donations in the form of support to planners and their activities. Secondly, giving contribution in terms of wisdom and knowledge for the development plan, as well as in identifying planning from planners. Thirdly, the most important role, namely as a warder in their rights and the rights of others in the design and submission of wisdom.

Community interest in the world of tourism also needs to be improved. Thus, tourism becomes the main livelihood which they can live from the tourism sector. Thus, there will be no desire to go to the big city to find a job, because the tourism sector in Bangkalan Regency is also quite promising and can be used as their life support.

C. Community-Based Tourism Model in Bangkalan Regency

There have been many models of community-based tourism (CBT) development designed by previous researchers. Susanto, 2016 designed a social entrepreneur that optimizes

each stakeholder's role in community-based tourism. This model emerged after identifying the strengths and weaknesses of each stakeholder role (see figure).

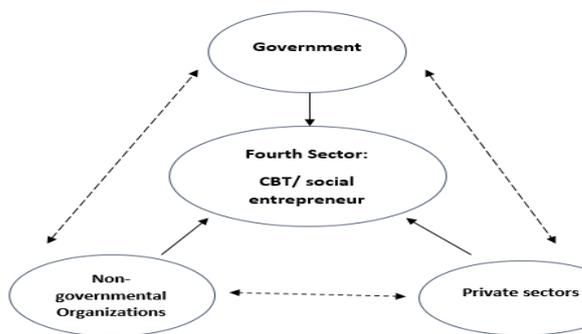


Figure 2. Social Entrepreneur Model (Susanto, 2016)

The role of the fourth sector is based on social entrepreneurship is needed because a CBT social entrepreneur can be developed in creating a new business that can generate profits, social awareness, as well as conservation. A social entrepreneur is someone who maintains a balance between the social impact and financial viability of a business.

Furthermore, Rahayu, 2016 developed a CBT model in Kulonprogo Regency. This model focuses on the integration of stakeholders' roles that must be implemented with full commitment. Community roles as the main actor, in this case, areas the initiator and executor. If the community has not been able to take this role, CBT will not run as expected. It is needed to increase the capacity of people in the tourism sector in this case Moreover, private sectors can have a role as investor and promotor. As an investor, the private sector is expected to invest the fund in the tourism sector run by the community with a mutually agreed scheme. The private sector is also expected to promote existing tourism according to its main attraction. The government's role is the most pivotal as the regulator, which is arranging some regulations which support the sustainability of community-based tourism development. On the other hand, the government is expected to become a facilitator that bridges the community and other parties. Other parties that have a role as a facilitator are NGO, LSM, and higher education.

The community needs to be supervised when executing massive tourism projects. This is where the roles of government, NGO, and higher education are teaming up (see picture below).

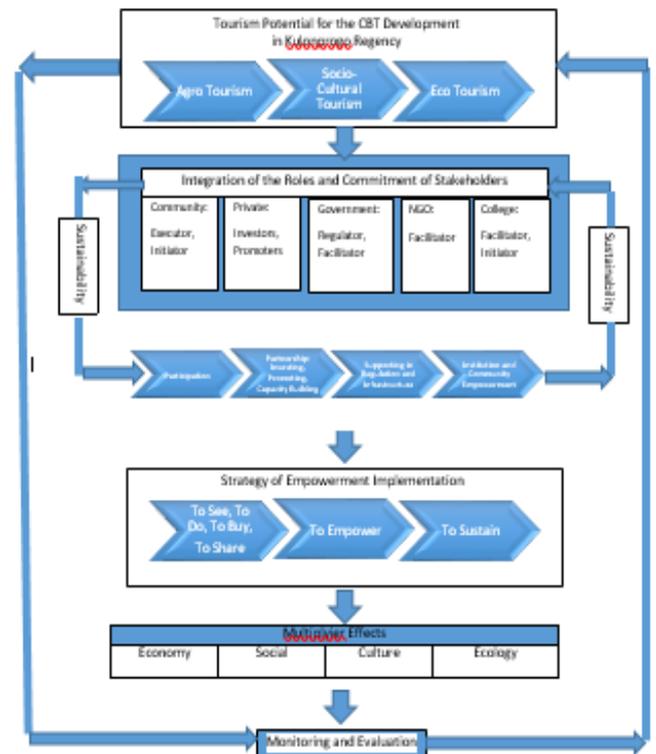


Figure 3. CBT Development Model in Kulonprogo Regency (Rahayu et.al., 2016)

The community-based tourism development model in Kabupaten Bangkalan is certainly inspired by the two models above, which means: it needs social entrepreneurship and there must be a well-integrated role integration among stakeholders with full commitment. However, the model core will be developed more to become the formation of a cluster of the tourism industry which can be detailed for various types of tourism objects. Generally, the model is the same.

The industry cluster is not an entirely new concept. However, in line with the development of the era, the study of concepts/theories from the empirical experiences of various parties evolves. Various definitions and concepts about industrial clusters can be found in various literature. The definition of industrial clusters, in summary, is: "Industrial clusters are a specific business group linked by a network of process-creating / value-adding links, both through business and non-business

relationships. The industrial cluster approach can be seen in the following figure.

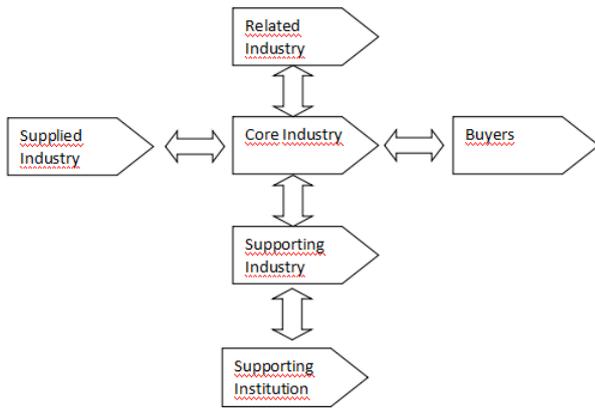


Figure 4. Model Generic Cluster Industries (Porter, 1990, in the Center for Technology Innovation Policy Assessment, 2011)

Stakeholders in a cluster are usually grouped into core industries, supplier industries, supporting industries, related industries, and buyers, and supporting institutions ("non-industries"). Core, supportive and related terms indicate the role of the perpetrator in a particular industry cluster and have no relation to the level of importance of the perpetrators. That role can be carried out by anyone depending on the economic level of a particular value chain relationship.

Cluster of Bangkalan Regency (Core Industries, Supplied Industries, Buyers)

<p>SUPPORTING INDUSTRIES</p>	<ul style="list-style-type: none"> They include services and goods industries, including financial services (Bank, Venture Capital). Business Development Service Providers 	<ul style="list-style-type: none"> Extra School Activities; Newspapers and Magazines; Mobile Phone Operator; Social Media Provider; TV Station; School of Tourism; Event Organizers; Bank and Financial Institutions.
<p>RELATED INDUSTRIES</p>	<ul style="list-style-type: none"> Industries that use the same infrastructure Industries that use the same resources and sources 	<ul style="list-style-type: none"> food processing; handicraft industries; supporting infrastructure providers.
<p>SUPPORTING INSTITUTIONS</p>	<ul style="list-style-type: none"> Government agencies that are policy makers Professional associations who work for the benefit of members Developer Non-Governmental Organizations working on specific and supported areas 	<ul style="list-style-type: none"> Department of Youth, Sports, Culture, and Tourism; Development Planning Agency; Department of Cooperatives, Small and Medium Enterprises; Department of Industry and Commerce; Department of Transportation; Department of Education; Department of Public Works

Figure 5. Mapping of Tourism Industry Cluster of Bangkalan Regency (Supporting Industries, Related Industries, Supporting Institutions)

CONCLUSION

1. Bangkalan Regency community capacity in tourism development can be concluded is still weak, in terms of conceptual devices, communication, and negotiation. This is also supported by the low level of education of the Bangkalan Regency community which is dominated by primary school graduates. A good ability is the motor skills that form the basis of learning formation that supports community-based tourism development.
2. Stakeholders' roles consisting of government, private sector, and society are not yet optimal. There is no tourism development from community initiative and is supported by investor funds with a clear scheme, and the government as a facilitator. Supporting regulations and budgets have not been seriously prepared to support community-based

PERPETRATORS	GENERIC MODEL	TOURISM INDUSTRY OF BANGKALAN DISTRICT
<p>CORE INDUSTRIES</p>	<ul style="list-style-type: none"> Industry which becomes the entry point of study Can be an industrial center The advanced industry is characterized by innovation 	<p>TOURIST ATTRACTION:</p> <ul style="list-style-type: none"> Religious tourism Natural tourism Marine tourism
<p>SUPPLIED INDUSTRIES</p>	<ul style="list-style-type: none"> Industry which provides specific products Specific distributor which is a cluster development support Materials supplied are: main raw materials, support materials, or accessories 	<ul style="list-style-type: none"> Travel agents Bangkalan typical food industries Souvenirs Tanjungbuni Batik Handmade
<p>BUYERS</p>	<ul style="list-style-type: none"> Can be a distributor or end users Demanding buyers which trigger cluster development 	<ul style="list-style-type: none"> Individual Family Tour group Company Sport teams Forum groups

Figure 4. Mapping of Tourism Industry

- tourism development. The ability of the community is still relatively low.
3. The community-based tourism development model offered is the concept of industrial clusters, with its main industry is tourism.

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