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Analysis of Ecotourism Management Kampung Blekok in Situbondo, East Java

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Abstract

Kampung Blekok, as a one tourism destination in Situbondo Regency, has an attraction mangrove ecosystem and blekok birds. Adopt the concept of ecotourism makes this site necessary to pay attention for aspects of the natural environment, the social economy of the community, and education for tourists. This research purpose to determine the management capability by analyzing the Pressure State Response model. This research uses a quantitative approach with survey research methods. Based on the result of the analysis, it shows that the average score is 42,3% with not good. The low management capacity has as impact on the low interest of tourist returning to Kampung Blekok. Therefore it is important to optimize the availability of facilities and infrastructure, facilities, educating the local community about the importance of being environmentally conscious, as well as tourism management.

Keywords: Management; Ecotourism; Kampung Blekok.

Introduction

Pokdarwis (Kelompok Sadar Wisata) is an communites that manage and develop tourism object. Pokdarwis have a essential role in tourism development and a trigger for community participation in developing and developing tourism potential owned by the village (Purnawati, 2021). Inappropriate management results in low potential development. This encourages the need for sensitivity to tourism awareness by community. Pokdarwis must be able to take advemtages of potential tourism opportunities especially tourism based on nature environment (Rohyani et al., 2019). Nature-based tourism is defined as a journey in which it relates to nature to unite education, recreation, and the experience of tourist visits(Metin, 2019). One of the concepts of nature-based tourism is ecotourism.

Ecotourism is a concept of sustainable tourism development that aims to create a balance in the socio-economic and environmental sectors (Koens et al., 2009). Basically, the concept of ecotourism is related to three main aspects, such as education, evironmental preservation, and suistanable development of local communities (Wu et al., 2022). Management through the development of ecotourism has a positive impact, such as the protectio of natural areas and

provide employment opportunities for the surrounding community. The weaknesses in the development of ecotourism include waste problems, lack of adequate waste management, and uncontrolled development of tourism facilities (Koens et al., 2009). Indonesia is a country with many ecotourism destinations that have the potential to improve quality of life/welfare of the community while at the same time ensuring environmental sustainability (Husamah et al., 2022). Ecotourism provides an eco-friendly and educational tourism experience in the form of conservation. One of the tours that apply the concept of ecotourism in management is the Blekok Village tour. The ecotourism concept adopted is characterized by mangrove conservation and blekok bird preservation.

Kampung Blekok ecotourism is one of the leading tourist attractions located in Klatakan Village, Situbondo. Located on the Pantura traffic route and about 10 km from city center of Situbondo, making Kampung Blekok, a strategic destination. Kampung Blekok can be accessed by public transportation or private vehicles that pass either from or to the Province of Bali. The attractions such as tour the form of a mangrove forest walk, conservation and breeding of various types of blekok birds, and a sunset attraction. Kampung Blekok also offers a limited tour packages. These tour packages include Mangrove Education and Water Birds, Smart Farming Education, and 3R Education. Exclusive tour packages are also presented, including Adventure Tour, which is divided into Tour Boat (Fishing Spot and Family Boat) and Selangit with Thousands of Blekok Birds (Exclusive of Thousands of Blekok, Overnight in Kampung Blekok, and Bird Watch & Planting Mangrove). Offering a limited number of tour packages is a form of promotion strategy by Pokdarwis while still maintaining the preservation of the mangrove and blekok bird ecosystems.

Pokdarwis is role in the planning, implementation, monitoring, and evaluation stages. The success of management can be proven by good service quality and a stable number of tourist visits according to the concept of ecotourism. Data on average tourist visits in 2019-2022 totaled 27,694 tourists (Data from Pokdarwis, 2022). The data shows that the concept of ecotourism still needs to run optimally. In addition, the observation results show that the focus of tourism management and is only on selling tourist tickets. Limited supporting facilities and infrastructure, such as limited parking space, homestay management by the local community which still does not bellow standards, and inappropriate waste management, are one of the factors in the low development of tourism. Therefore, it is necessary to change the orientation of targeting tourist visits with an environmental perspective, changing market segments but still maintaining environmental sustainability.

Pokdarwis lacks consistency and innovation in the management and development. Low skills and understanding of tourism awareness are one of the factors causing the lack of professional management. Therefore, it is necessary to have a management model that can interpret the level of management capability. One model of ecotourism management can be analyzed with the Pressure-State-Response (PSR) model it (Li, 2004). The main indicators of management with this model are the natural environment, supporting facilities, and socio-economic environment.

PSR model was applied to the China Tianmushan Nature Reserve (TNR) case study it (Li, 2004). The results of this research show that the indicators proposed with the PSR model can be used in interpreting environmental conditions, socio-economics, and pressure caused by tourism through steps designed as a form of sustainable development. Therefore, this research aims to determine the level of ability to manage ecotourism, which is analyzed using the PSR model. Management is analyzed with variables and indicators that have been adapted to this research. The benefits of this research are expected to become evaluations and recommendations for managers in order to improve service capabilities.

Research Method

The research location was chosen because it is included in the leading tourism in Situbondo, which is based on environmental preservation. Environmental preservation is proven by the conservation of mangrove forests and the breeding of blekok birds in these areas. This research uses a quantitative approach with survey research design. The population in this research were Pokdarwis and tourists. Pokdarwis is role of manage in order to improve the quality of tourism products to achieve sustainable tourism development. Tourists were chosen as an indicator for assessing visitor satisfaction while traveling. The sampling technique in this study used purposive sampling, namely with certain considerations.

Collecting data in this research are observation, interviews, and literature studies. Observations were made to determine directly used for tourism and the surrounding residential areas, the breeding of blekok bird species, as well as the pollution of waste by tourists, which had an impact on the environment. Interviews with Pokdarwis were selected to find out the performance of local management. Interviews with tourists to determine the level of satisfaction of tourist visits. Interview

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guidelines adapted to the indicators in this research. The management of Blekok Village tourism in this study was analyzed using the Pressure-State-Response (PSR) model (Li, 2004). This model was chosen because it is considered to be able to interpret the success rate of Pokdarwis management based on the adjusted variables and indicators. Tourism activities are often understood as an exclusive development sector (Saefudin, 2022).

Sources of data in this research are primary data and secondary. The primary data includes the results of interviews with the selected respondents (Pokdarwis of Blekok Village and tourists) as well as observations and documentation on tour. Secondary data includes data on the types of facilities and infrastructure, documents on the area of use of tourist areas, captive breeding activities for conservation, as well as regulation documents and permits. The data and documents were obtained from the Pokdarwis Kampung Blekok, Environmental Agency of Situbondo Regency, and Tourism Youth and Support Office of Situbondo Regency.

There are two populations in this research, namely Pokdarwis and tourists. The manager was determined by purposive sampling technique, so the selected population was the Pokdarwis of Kampung Blekok, with a total of 19 people. The determination of tourist samples refers to the theory of Roscoe (1982) in Sugiyono (2012) that the minimum sample that can be used for research is 30 respondents. Tourist respondents were selected to determine the level of visitor satisfaction.

Data collection techniques through observation, interviews, and literature studies (supporting information). The following details the data collection techniques used: a) Observation. Observations were made to observe Kampung Blekok management by Pokdarwis directly. Observations were also made to assess the tourism area about mangrove conservation and blekok bird habitat. Observation activities refer to observation guidelines that have been adapted to the indicators in on this research. It purpose assessment of phenomena for analysis systematically; b) Interview. Interviews carried out on Pokdarwis and tourists have been determined. The type of interview used is a structured interview. The questionnaire in the interview contains questions is about psr indicator and has been adapted for this research; c) study of literature. The literature study was conducted in order to support data for this research. Sources of literature studies include books, scientific journals, articles, or other relevant literature. The purpose of the literature activity is to support the process of analyzing research results is more appropriate and in-depth.

PSR model uses variables and indicators. The following presents the variables and indicators used according to the model in this research:

Table 1
Pressure indicators

Variable	Indicator	Operational definition
Natural Environment	1. Daily visitors (daily average) (person/day)	The number of visitors illustrates the pressure and impact on the natural environment caused by tourism
	2. Environmental damage caused by tourists	Describes the direct negative impact of the tourism sector
	3. Total waste from tourists (daily average)	Shows the impact on the landscape caused by waste
Supporting facilities	1. Daily visitors to inns/ *homestays* (daily average)	Shows pressure on accommodation
	2. Daily visitors to the parking area (daily average)	To analyze the need for parking space through changes in different years
Community social and economic environment	1. Visitor satisfaction	The impact of services
	2. Accidents related to the safety of visitors (within a year)	Shows the influence of tourism management by Pokdarwis

(Source: Research data processing, 2023)

State indicators of ecotourism environmental management

Table 2
State indicators

Variable	Indicator	Operational definition
Natural Environment	1. Area visited (%)	The visiting area is an area open to tourists. This indicator is used to show the spatial carrying capacity of tourism
	2. The number of endangered species both in natural areas and those found within captivity (type of species)	Species that are included as protected and or as education for tourists
Supporting facilities	1. Lodging/ *homestay*	To find out the average visit of tourists who use the inn
	2. Availability of parking area	Indicates the state of the traffic
	3. Length of road for motorized vehicles (km^2)	Indicates the state of the traffic
Community social and economic environment	1. Community income from the tourism sector (daily average)	Demonstrate the benefits of tourism to the local community's economy
	2.Society participating in the tourism business (people)	Shows the status of local community participation

(Source: Research data processing, 2023)

Response indicators for ecotourism environmental management

Table 3
Response indicators

Variable	Indicator	Operational definition
Natural Environment	1. Natural tourism feasibility assessment procedures or AMDAL documents	Preserving the natural environment
	2. Periodic (daily) environmental monitoring	To prevent damage caused by tourist visits
	3. Environmental appeals/education for tourists	Demonstrate management in response to environmental pollution as a tourist activity
Supporting facilities	1. Artificial attraction display facilities (all last year)	Demonstrates the influence of Pokdarwis management through changes in recreational facilities
Community social and economic environment	Travel marketing	Describe the marketing steps/strategies carried out by the manager in achieving the tourist target

(Source: Research data processing, 2023)

Then do the calculations on each criterion formulated using the tabulation of the results obtained during the study. Score obtained is calculated using the following formula:

$$SI = \sum criteria\ value \times weight \quad (1)$$

Information:
∑ = The number of values obtained for each criterion element
Weight = Total weight determined on each indicator
SI = Indicator total score

After the data processing is obtained, it can be seen that the management capability is in the form of development towards *sustainable tourism.* The ability to manage Pokdarwis with the following interpretation criteria:

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Table 4
Management capability classification

Score Acquisition	Information
0% - 25%	Not perfect
26% - 50%	Not good
51% - 75%	Quite good
76% - 100%	Good

(Source: Research data processing, 2023)

The ability to manage Pokdarwis can also be assessment from the level of satisfaction of tourists visiting. Tourist satisfaction with Pokdarwis services was analyzed using descriptive methods. The model used is the *Customer Satisfaction Index* (CSI) model (Bhote, 1996). The following is the CSI model formula:

$$\text{CSI} = \frac{\text{T}}{\text{S x Y}} \text{ x } 100 \quad (2)$$

Information:
T = Total score multiplied by the average X (satisfaction) and the average Y
Y = Average total score of importance (Y)
S = Maximum score on the CSI questionnaire scale

Decision-making with this model uses *a Likert scale*. The CSI interpretation criteria refer to

Table 5
Customer Satisfaction Index (CSI)

Score Acquisition	Information
0% - 20%	Very dissatisfied
21% - 40%	Not satisfied
41% - 60%	Quite satisfied
61% - 80%	Satisfied
81% - 100%	Very satisfied

Source: (Maryono et al., 2016)

Results & Discussion

The PSR model analysis in this research consisted of seven Pressure and State indicators and five Response indicators. Each of these indicators includes an analysis of the natural environment, supporting facilities, and infrastructure, as well as the socio-economic environment of the community. The model has been adopted in various studies as a sustainability assessment, including in the nature tourism and ecotourism sectors. Ecotourism is a type of tourism that supports the preservation of the natural environment and carries a sustainable concept (Chiu et al., 2014).

1. Management Capability with Pressure Indicator

Pressure purpose identify the impact of tourism activities on the environment (Li et al., 2021). Based on the results of data acquisition in the field, a scoring recapitulation was carried out to determine the management achievement of each indicator. Social capital is often key to developing sustainable and inclusive concepts. However, it can also become a bottleneck when there are strong changes in social dynamics (Indratno et al., 2022). The following table presents the results of obtaining scores and achievements in managing the Pressure indicator :

Table 6
Results of *pressure management scores*

Indicator	SI	Achievements
Daily visitors (daily average)	1	Very appropriate
Damage caused by tourists	0.25	Quite appropriate
Amount of waste by tourists (daily average)	0.0625	Not in accordance
Daily visitors to the inn/homestay (daily average)	0.0625	Not in accordance
Parking area daily visitors (daily average)	0.0625	Not in accordance
Visitor satisfaction	0.25 _	Quite appropriate
Accidents related to visitor safety (within a year)	1	Perfect fit
Total	*37.5%*	*Not good*

(Source: Research data processing, 2023)

Based on the Pressure indicator, a total score of 37.5% was obtained with not good. The first indicator for the Pressure is the average daily visitor. The average number of visiting tourists can be a basis for knowing the pressures and impacts in the natural environment of tourist areas. That is because tourists play a role in environmental concern and can be an assessment of the importance of perceptions to understanding environmental sustainability when (Hedlund et al., 2012). Physical

Carrying Capacity (PCC) is the maximum limit of tourists who can physically travel in a certain space and time period (Ahmed, 2018). PCC is used as one of the foundations for calculating pressure in this study. The PCC equation is as follows:

$$\mathrm{PCC} = \mathrm{A} \times \frac{1}{\mathrm{B}} \times \mathrm{RF} \quad (3)$$

Information:
A: Areas used as tourist attractions
B: Tourist comfort area at a tourist attraction (each tourist attraction requires an area of 27 m 2 for swimming, 65 m 2 for picnics, and 90 m 2 *for camping*.
Rf: Rotation factor (opening time divided by average time per visit)

The results of the calculation with a tourist area of 3637 ha, the opening period is 10 hours (7 am – 5 pm), and the average length of tourist visits is 2 hours. The PCC results are 279 people/day. This figure is the maximum limit of tourists who are allowed to travel in one day. The results of observations and interviews show that in real data, the average tourist visit is 30-35 tourists a day. The indicator for the average daily visitor gets a score of 1 with *very appropriate results*. This shows that the low number of tourists visiting has an impact on low pressure on tourist areas so that the preservation of the natural environment is maintained. This factor is in line with (Simon et al., 2004) that the carrying capacity of the environment is a consideration in maintaining environmental quality and tourist safety. The lower the number of tourists visiting, the natural environmental ecosystem will not be negatively affected, and tourists will still receive good service (Rizky Maulidatur et al., 2022).

The low number of tourist visits correlates with the satisfaction of visits by tourists. The level of tourist satisfaction obtained a score of 0.25, with the results being *quite appropriate*. Tourist satisfaction can be assessed from the availability of facilities and infrastructure, accommodation, variety of attractions, as well as guarantees of security and safety of tourists. The accident rate related to the safety of visitors received a score of 1 with *very appropriate results*. This is because there have been no recorded tourist accident tragedies over the past year. Guarantees for the security and safety of tourists are recorded in the Main Policy of PT. Asuransi Jasa Indonesia (Persero) KC. Jember since 2019. This insurance guarantee proves that the management is committed to providing the best service, especially in the context of the comfort and safety of tourists while traveling. In addition to guaranteeing security and safety for tourists, management capabilities can also be identified in the management of waste that pollutes the environment.

Low waste management shows that low optimization in preserving the tourism environment. Plastic waste is waste that is often found in tourist areas (Jang et al., 2014). Damage caused by tourist activities earned a score of 0.25 with *quite appropriate results.* Based on the results of observations, it shows that there is still a lot of garbage in the Blekok Village area. The average daily waste area is 84 kg. This number is not small even though the average daily tourist visit is low. The high amount of waste comes from local community household waste. The high amount of waste as a result of the activities of tourists and the local community obtained a score of 0.0625 not in accordance.

The availability of trash bins at several points is one of the management's efforts to reduce improper waste disposal. There is still a lot of household waste found around residential areas which are used as tourist business locations, one of which is homestays. The accumulation of garbage will certainly reduce the comfort of tourists when visiting. In addition, the accumulation of organic waste on the shore has resulted in a lack of aesthetics for the beach area. It is important to manage and instill tourism awareness in the local community, including keeping the environment clean. A clean environment can add to the comfort of tourists in traveling. This is in line with the goals of sustainable tourism, especially tourism management, besides being expected to be able social, economic, and cultural, but can also protect the ecology/environment of tourist areas(Nguyen et al., 2019).

2. Management Capability with State Indicators

State describes the environmental conditions of tourism as the key to expansion in the development of nature tourism (Li, 2004). The following table presents the results of obtaining scores and achievements in managing *State indicators*:

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Table 7
Results of state management scores

Indicator	SI	Achievements
Area visited by tourists (%)	1	Very appropriate
Number of endangered species both in natural areas and in captivity (protected species)	1	Very appropriate
Number of inns/homestays available	0.0625	Not in accordance
Availability of parking area (number of parking bags)	0.25	Quite appropriate
Length of road for motorized vehicles (km)	0.5625	In accordance
Community income from the tourism sector (daily average)	0.1875	Not in accordance
Communities participating in the tourism business (people)	0.0625	Not in accordance
Total	***44.6%***	***Not good***

(Source: Research data processing, 2023)

The average total score tabulation result is 44.6% with *not good*. The poor results show that the condition of the tourist environment is still not in accordance with the standardization of natural tourism management. According to the Center for Environmental and Forestry Standardization SNI 80113: 2014 (Handisa, 2022), there are several principles and indicators that guide natural tourism management. State analysis it is studied in relation to the three principles of sustainable tourism management. The first principle is the sustainability of the ecosystem by preserving the unique flora and fauna and not changing the total function and form of the landscape. Areas visited by tourists get a score of 1 with *very appropriate.* Based on the results of observations and processing of imagery data, it does not show total changes that result in damage to the landscape or natural ecosystems of tourist areas. The total area is 20 ha, while the area used for tourism activities is 3.6 ha. It can be identified that the area used for tourist visits is 17.3% of the total area. The area used for tourist activities includes a wooden bridge crossing the mangrove forest, viewing towers, cafe, the Blekok bird sanctuary, and a child-friendly play area.

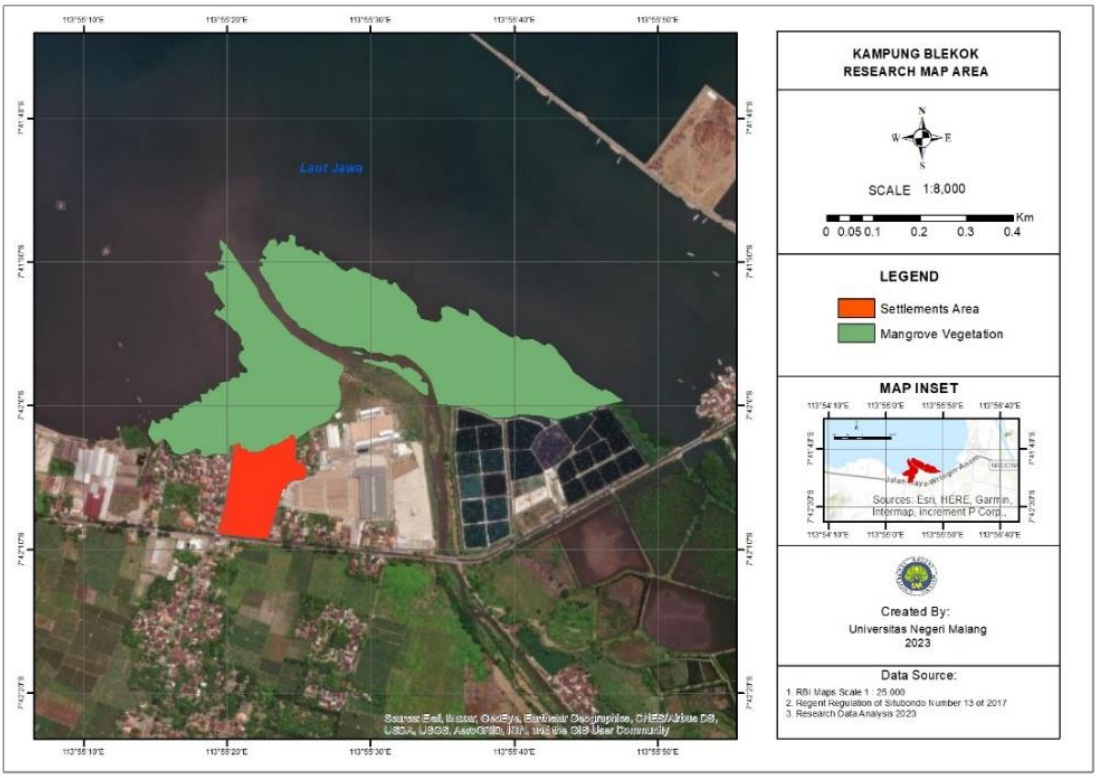

Figure 1. Research site

The next principle is related to the preservation of tourist attraction objects. According to the Center for Standardization of Environment and Forestry SNI 80113: (2014) that the preservation of tourist attraction objects is reflected in the maintenance of the main tourist objects. The main tourist object in Blekok Village, which is also a tourist icon, is the blekok bird ecosystem. The number of natural species bred received a score of 1 with *very appropriate*. Based on the results of observations

and interviews with the Head of Pokdarwis, captive breeding is carried out as a form of education for tourists. In addition, captive breeding is carried out as a preservation of blekok birds to be released back into the wild. Blekok bird breeding is recorded in the Regulation of the Village of Klatakan. Number 10 of 2017concerning the Protection and Development of Local Economic and Cultural Biodiversity. The regulation states that there are eleven types of protected water bird/blekok species and nine types of mangroves in the Blekok Village area. The permit for breeding blekok birds is recorded in the Decree of the Head of the East Java Natural Resources Conservation Center concerning Permits for Breeding Wild Animals Not Protected by the Law on Types of Blekok Sawah *(Ardeola Spesiosa).* This written breeding permit is a form of Pokdarwis commitment to preserve the habitat of the Blekok bird. Blekok bird breeding as a conservation and educational facility is in line with the concept of ecotourism, namely nature conservation activities in one location to build environmental awareness for tourists (Chiu et al., 2014).

The third principle is that natural tourism management is expected to be able to make a real contribution to the economic sector of society, tourism service businesses, and the government. The results of observations and interviews show that the income from the tourism business sector is divided into craft businesses (unique souvenirs of Kampung Blekok), food and drinks, tickets, and parking. The average daily total income earned from this sector is less than Rp. 500.000,-. That income earned a score of 0.1875 *not in accordance*.

The low daily income from the tourism business sector is due to the low number of tourist visits. This correlates with management capabilities. The better of management by Pokdarwis, the better the quality of tourism, so as to increase the satisfaction of visiting tourists. The high satisfaction of tourists can be one of the motivations of tourists to make return visits. Management capability can be assessment from the provision of facilities and infrastructure, supporting facilities, as well as the diversity of attractions. Supporting facilities available include parking space and homestay.

The observation results show that there are only two parking pockets available. The parking area can accommodate around 50 motorcycle and 3 cars. Meanwhile, for vehicles with large capacity (bus), there is not enough parking space, making it difficult for tourists to visit in large numbers. Availability of parking space obtains a score of 0.25 with *quite appropriate*. Based on the results of interviews with tourists, most of the tourists who visit are local tourists from Situbondo, Probolinggo, and Bondowoso. The majority of vehicles used motorcycle to visit Kampung Blekok. Therefore, the availability of parking lots is sufficient to accommodate tourists in small numbers. The low number of visitors has an impact on low revenue from the parking ticket sales sector. This correlates with the *Pressure component* in the parking area daily visitor indicator with a score of 0.25 *quite appropriate.* This score is obtained because the daily average of parking users is very low, which is less than 25.

The next supporting facility is *homestay*. Based on the results of interviews with the Chairperson of the Kampung Blekok Pokdarwis, it was recorded that eight *homestays* with two *homestays* received proper standard certificates from the Situbondo Regent. The limited number of *homestays* with inadequate facilities has resulted in low tourist interest in using these facilities. The results of observations and interviews show that tourists who use *homestay facilities* only have about one *homestay* a week. The limited number of *homestays earned a score of 0.0625 with not in accordance*. Therefore, if it is related to the results of the analysis of indicators for lodging visitors on the *Pressure component*, a score of 0.0625 is obtained with an *not in accordance*. This is the impact of the manager's lack of professionalism in providing service education to *homestay owners*. The professionalism of *homestay* management is not only related to physical facilities but also to providing the best service for tourists.

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Figure 2. Kampung Blekok Homestay

Services for tourists who use homestay facilities can be in the form of providing knowledge about local attractions and ethics during their visit. Managers must be able to provide education to tourists so that they respect the environment more, such as an appreciation of *biodiversity* in tourist areas so that the uniqueness of tourist attractions is maintained (Yono, 2020). The provision of productive and innovative activities related to local culture to tourists can give a positive impression so as to increase tourist satisfaction to then make a return visit.

3. Management Capability with Response Indicator

Response is a response to the form of policies made to reduce pressure/impact and improving the quality of tourism (Malekmohammadi & Jahanishakib, 2017). The following table presents the results of the acquisition of scores and achievements in managing the *Response indicators*:

Table 7.
Results of *response management scores*

Indicator	SI	Achievements
Natural tourism feasibility assessment procedures or AMDAL documents	0.0625	Not in accordance
Periodic environmental monitoring (daily)	0.375	Quite appropriate
Appeal/education to tourists	0.5625	In accordance
Newly constructed man-made facilities (all year round)	0.25	Quite appropriate
Travel marketing	1	Very appropriate
Total	***45%***	***Not good***

(Source: Research data processing, 2023)

Based on the *Response indicator,* a total score of 45% was obtained with a *not good*. This component analysis consists of five indicators. The first indicator, namely the natural tourism feasibility assessment procedure or AMDAL document, obtained a score of 0.0625 with *not in accordance*. This score was obtained because Kampung Blekok needed an AMDAL document proving in writing that the tourist location was feasible, especially regarding the impact of development on the environment. Government Regulation of the Republic of Indonesia Number 27 of 1999 Concerning Environmental Impact Analysis Chapter 1 Article 1 explains that Environmental Impact Analysis (AMDAL) is a study of major and significant impacts on a planned business and/or activity on the environment required for the decision-making process regarding the implementation of a business and activity. Therefore, it is very important to have an AMDAL document, especially Kampung Blekok, which raises the concept of ecotourism. The absence of an AMDAL document shows that the management of Kampung Blekok still does not fully understand the impact of tourism development in Kampung Blekok. The ecotourism concept adopted not only demands *responsibility* for visiting

tourists but also for managers. If the management is able to be *responsible* for all aspects of tourism being managed, it will realize sustainable tourism.

All forms of tourist activity in Blekok Village must always be under the monitoring of related parties, in this case, the local government. Environmental Regency of Situbondo is that directly oversees all forms of tourism activities. These forms of monitoring include ensuring the flow of clean water in area, monitoring the cleanliness of garbage every day, being active in making a mangrove planting program once every three months as a form of sustainability and monitoring the breeding of blekok birds. Therefore, periodic (daily) environmental monitoring obtains a score of 0.375 with *quite appropriate*.

It is important for tourist areas to have written warnings/education so that they can provide tourists with an understanding of ethics during a tour. Kampung Blekok posted an appeal in the form of visiting information boards, signboards, prohibition/warning boards, as well as several boards containing information regarding the types of blekok being bred and the types of mangroves that exist in the Blekok Village area. Ministerial Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Year 2019. Concerning the Exploitation of Nature Tourism in Wildlife Reserves, National Parks, Grand Forest Parks, and Natural Tourism Parks, Article 12 (1) states that facilities to support tourism facilities must at least have signboards, information boards, direction signs, prohibition/warning boards, love nature boards, and traffic signs. Therefore, an appeal/education for tourists in area obtained a score of 0.5625 with *in accordance*. This achievement shows that the completeness of supporting facilities is sufficient in accordance with the standards of the Minister of Environment and Forestry of the Republic of Indonesia in 2019.

Next is related to artificial facilities. Newly built artificial facilities (all year round) in obtained a score of 0.25 with *quite appropriate*. The facilities built are gazebos, wooden bridges, and viewing towers that can be an attraction for tourists during their trips.

Figure 3. Area of Kampung Blekok

The last indicator is tourism marketing. Tourism marketing is important to do to find out the best strategy to reach tourist targets. Based on the results of the analysis, tourism marketing gets a score of 1 with *very appropriate*. Marketing carried out by the manager is in the form of promotions through pamphlets, brochures, official social media of Kampung Blekok (Instagram), the website pariwisata.situbondokab.go.id, as well as establishing cooperation partners with PT. POMI. This form of marketing illustrates that managers are trying to maximize marketing. However, the low

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number of tourist visits to Kampung Blekok shows that the lack of innovation and quality of supporting facilities and infrastructure has resulted in a low number of tourists who are interested.

Conclusions

The management ability in Kampung Blekok is classified as not good. It is necessary to optimize management by Pokdarwis. It is important to improve the quality of facilities and infrastructure, supporting facilities, completeness of written document data, and environmental awareness by the local community. This is because it can be a manifestation of the development of Kampung Blekok, so it is expected to be able to attract tourists to make return visits.

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