

Analyzing the position value of Mangrove Bee Jay Bakau Resort, Indonesia

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ABSTRACT

The Bee Jay Bakau Resort (BJBR) is a mangrove ecosystem that is one of Probolinggo's top tourist destinations, and it offers tourist attractions that blend with nature. This study is aimed to analyze the position of BJBR ecotourism in Indonesia. The data collection technique employed are observations, interview, and questionnaire with a purposive sampling technique. The data analysis used Ecotourism Opportunity Spectrum (ECOS). The BJBR ecotourism position is in the intermediate category, worth 64.54% due to the development of the medium category and the maintenance of nature by creating eco-friendly tourist attractions and facilities. The components that lead to an eco-generalist are accessibility, related resources, and accommodation.

Key words: ECOS, Mangrove, BJBR, Tourist attractions

Introduction

Indonesia has a diversity of natural, cultural, and artificial tourism (Jayadi and Suryawan, 2020). Bee Jay Bakau Resort (BJBR) in Probolinggo City offers integration of mangrove ecosystem tourism attractions with artificial tourist attractions. Tourist attractions are indicators that determine the decision of tourists to visit. Kastolani *et al.* (2016) opined that the development of more innovative attractions to visitors is more interested in visiting.

Ecotourism development through consideration of the ecotourism category is based on Ecotourism Opportunity Spectrum (ECOS). ECOS is divided into three categories, namely: eco-specialist, intermediate, and eco-generalist. The deemed factors for ecotourism activities include (1) accessibility, (2) the relationship between ecotourism and the use of other resources, (3) attractions, (4) tourism infrastructure, (5) manager skills and knowledge, (6) the

level of social interaction, and (7) the impact and control of tourism activities (Boyd and Butler, 1996).

BJBR offers a variety of modern and eco-friendly attractions that is easily accessible to tourists. An example of environmentally friendly technology used in BJBR Probolinggo ecotourism is coconut wood utilization (Intyas *et al.*, 2020). Eighty percent of the buildings, including offices, cafes, minimarkets, and bridges in BJBR, use coconut wood as raw material imported from Sulawesi. Coconut wood used is unproductive coconut wood aged 70-80 years. BJBR Ecotourism has 62 types of development, ranging from public facilities to tourist attractions (Abdulhaji and Yusuf, 2016). The development of a tourist attraction with a good base of attractions must be supported by accessibility and facilities components. Accessibility makes it easy for visitors to reach tourist attractions, and facilities fulfill the visitors' needs. Based on these descriptions, this study aimed to analyze the position of BJBR ecotourism in Indonesia.

Research Methods

This research was conducted from April to November 2020 at Bee Jay Bakau Resort, Probolinggo City. The data collection technique was an observation, interview, and questionnaire, with a purposive sampling technique. The data analysis used was Ecotourism Opportunity Spectrum, divided into seven components (Table 1).

Ecotourism Opportunity Spectrum index calculation uses the formula Recreation spectrum/zone index (Wardhani, 2013):

$$RZI = \sum \left(\frac{N_i}{N_{max}} \right) \times 100\%$$

RZI : Recreation Zone Index

N_i : Value of Parameter-i

N max: Maximum value entire categories

The results of the RZI calculation was classified as in Table 2.

Results and Discussion

ECOS Components of Bee Jay Bakau Resort Ecotourism in Indonesia

BJBR Accessibility

Accessibility is the facilities and infrastructure that will make it easy for tourists to visit tourist areas. The accessibility elements are ease of accommoda-

Table 2. Recreation Zone Index Value

No	Index (%)	Category
1	0 - 33	Eco Specialist (ES)
2	34- 67	Intermediate (IM)
3	68-100	Eco Generalist (EG)

tion, comfort, security, and smoothness (Soetomo, 2006). To get to the BJBR tourist attraction is very easy (EG) because it is close to the provincial road, which has a distance of 1 km from the center of Probolinggo City and at the same location as Mayangan Ports, Probolinggo City. However, the road to BJBR is still rocky and has to pass wooden bridges (IM). Information about BJBR can be accessed on the internet and social media (EG). Besides that, BJBR provides available tourist attraction information boards (EG). Transportation to tourist attractions can use a motorcycle with a large parking area (EG). The average value of the accessibility index is 70.7%, so it is categorized as eco-generalist.

Other Sources Related to BJBR Ecotourism

Tourism is a dynamic activity that involves many aspects, including tourists, geographic factors, service providers, tourist origin, transit areas, tourist destinations, and the tourism industry (Kartika, 2016). BJBR management is compatible with a larger scale (EG). BJBR generates revenue through the supply of tourism needs, such as food, beverages, and

Table 1. Ecotourism Opportunity Spectrum Components

No	Component	Sub Component
1	Accessibility	The difficulty level in accessing and enjoying the ecotourism attractions Road conditions to access and enjoy ecotourism attractions Information Center Variety of tourist attractions and activities information Transportations and accommodations
2	Available tourism infrastructure	Ecotourism infrastructure development Ecotourism improvement Ecotourism development complexity Accommodations
3	Social interactions	Interaction level between tourists Tourists interaction with local communities/guides
4	Level of knowledge and skills	Knowledge and skills of managers / local communities
5	Tourist attractions	Tourist attraction conditions
6	Activities related to other sources	The correlation between ecotourism and other sources
7	Effects of visitorstoecotourism source	The impact level The surveillance level General impacts

Source: Boyd & Butler, 1996

souvenirs. The development of the BJBR cannot be separated from the Probolinggo City government's participation in granting permission to establish the BJBR. Government agencies participating in BJBR are the City Government through the Youth, Sports, and Tourism Service (DKOP) and the Mayangan Beach Fishing Port. The role of the City Government through the Youth, Sports, and Tourism Office (DKOP), besides granting permits, also participates in promoting BJBR and supervise BJBR activities. Moreover, the government also provides the infrastructure and services needed by the public. Travel agents cooperating with BJBR will get a discount of 10% from the prevailing price.

BJBR Ecotourism Attractions

The development of ecotourism by utilizing nature as attractions increase tourists' interest in visiting BJBR (Evi Rusdiana and Hardjati, 2019). The condition of semi-natural ecotourism with infrastructure development in the object and attraction areas in the north and south of BJBR (IM) has an index value of 66.7% or the intermediate category. The northern area of BJBR tourism consists of Majengan mangrove beach, tent cafe, water boom, Indraloka garden, beach volleyball court, Fantasy Land, and bottle pyramid. Meanwhile, the south consists of a mangrove area that can be accessed by crossing a wooden bridge.

Majengan mangrove beach is a fisher village that provides artificial beaches. Majengan mangrove beach provides canoeing, water bike, hand boat, fish feeding station, water boom, turtle and shark attractions, and water splash. There is also a giant globe replica with an international record as the second heaviest globe surrounded by fountains. Besides, there is a Troya horse monument or statue that was inaugurated on August 29, 2017. The statue is a depiction of a Troya horse with the official name Kuda Cipta Wilaha. The name is taken from a puppet character, namely the horse of Raden Arjuna, that had extraordinary powers. MURI (Indonesian Record Museum) states that the Troya horse replica is the largest globally, with a length of 12 meters and a height of 11.5 meters that tourists can enter the horse's replica.

Furthermore, at Majengan Baku beach, the Seketeng Sewu Bridge has a cycling track area made of coconut tree wood. The bright red poles are arranged neatly in a row to form an alley with the concept of Nirmana Trimatra. It also has The DNA

bridge in the cycling track area with an alpha helix like DNA, a biochemical compound that forms the genes of living things. The BJBR icon is a neon light decoration forming the letters "I LOVE BJBR." BJBR has a prayer room called Nurul Bahar with a design resembling a boat in the middle of the ocean. The form analogizes that worship is like sailing to the final harbor. Furthermore, the pyramid of used bottles is the most magnificent and has earned a MURI record compiled from used glass bottles to educate visitors to recycle waste.

BJBR Ecotourism Infrastructures

Infrastructure development makes it easier for people and tourists to access tourism activities (Mastari and Suryawana, 2020). The external infrastructure for BJBR tourism is Surabaya airport, port, train station, bus terminal, and high way to Probolinggo. The construction of tourist attractions in the medium category (IM) by taking into account the natural (IM) such as using Sulawesi coconut wood, which is no longer productive for the bridge material and development at a low level of complexity (IM). The internal infrastructure provided by the BJBR mangrove attraction is a large parking area that can accommodate visitors' transportation, for instance, motorbikes, cars, van, and buses. BJBR has Beejay mart to provide food and beverage and souvenirs made by the locals to empower and develop local products.

Furthermore, BJBR owns a tent cafe resembles a horseshoe shape and a food court that provides various kinds of traditional food. BJBR accommodates lodging called Bungalow (EG), located between the mangrove forest and above the tidal beach with the open sea's direct views. It has a very natural lodging concept and blends with the surrounding nature. Besides, BJBR provides toilets, health posts, joint ATMs, and an information center. The average value of the accessibility index is 70%, so it is included in the eco-generalist category.

BJBR Ecotourism Social Interactions

Tourism is a complex phenomenon, not merely a service industry practice involving goods and markets, but rather a process of dialog between tourists as visitors and the community as hosts, thus allowing for interactions which can open up opportunities for exchanges of information to promote tourism development programs (Puspita, 2019). Nevertheless, tourists at BJBR are typically a family or

group, so interactions between tourists hardly occur (IM). Tourists with guides are also low because they are based on a tour group's request with a separate package (IM).

The Skills and Knowledge of BJBR Ecotourism Managers

Managers must be capable of managing tour packages, caring for tourist objects and tourist attractions, managing souvenirs, and serving tourists (Prafitri and Damayanti, 2016). The number of locals who work at BJBR is 92% out of the 115 locals. They receive training and development to improve their hospitality skills. Training is conducted alternately once a month, based on the division shift. The guides have a role in explaining about mangroves and the attractions to visitors. The knowledge and skills of BJBR managers are in the moderate or "good" category (IM).

The Impact of BJBR Mangrove Ecotourism Visitors

Irresponsible tourists are a severe problem for tourist areas' sustainability, both mangrove ecosystems or their existence as a tourist area (Nau and Sombo, 2020). Tourism prosperous the community, and BJBR positively impacts the ecological, social, and economic side. In the beginning, BJBR was an area full of trash, and now it is a clean and sustainable area. Therefore, visitors must be trained not to harm the environment (IM), so no need to be close surveillance (IM). The general impact caused by tourists is waste. However, the waste can be appropriately managed by the manager (IM). For this aspect, the average value of the accessibility index is 57.8% and is in the intermediate category.

Mapping of Bee Jay Bakau Resort Indonesia's Ecotourism Position

The existence of BJBR ecotourism for Probolinggo City is one of the nine main tourist destinations. The position of BJBR ecotourism based on seven components from Boyd and Butler (1996) produces an RZI index value of 64.54% so that the Intermediate category is closer to the eco-generalist (Figure 1). The establishment of the BJBR aims to make changes to the environment polluted with waste into a sustainable environment. BJBR ecotourism development uses environmentally friendly materials and is combined with modern attractions to increase tourist attraction. According to (Boyd and Butler, 1996), intermediate ecotourism has developed along with the formation of tourist patterns, increasing numbers of tourists, changing expectations, and being aware of the development of the objectives and attractions offered.

Conclusion and Suggestions

Multi-component Bee Jay Bakau Resort Ecotourism tend to categorize as eco-generalist. Tourists usually travel in small groups, using easily accessible infrastructure or using travel agent services. However, tourists' interaction with the locals is minimal, and they do not participate in the local culture. This research suggests that management and development of middle category ecotourism need to consider ecological sustainability.

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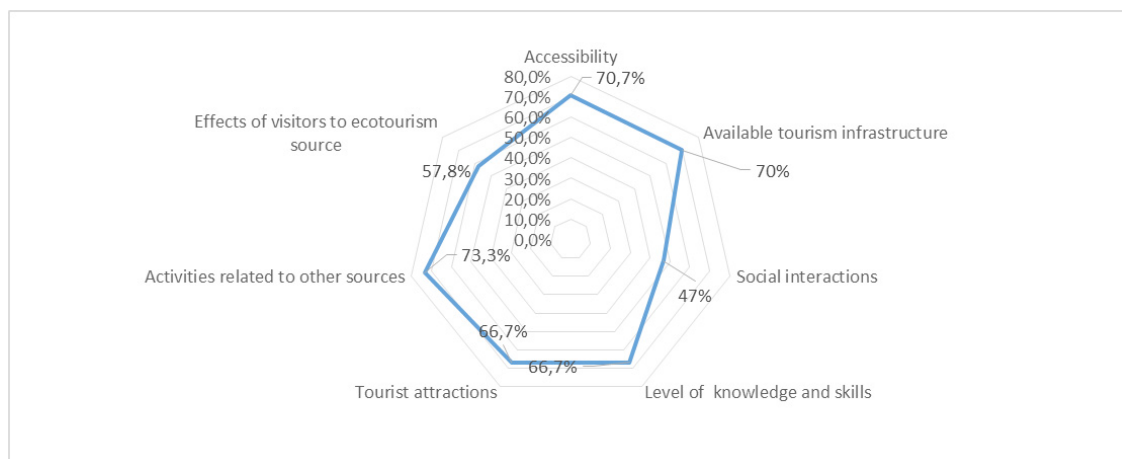


Fig. 1. Position Mapping of BJBR Ecotourism

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