

Coastal Tourism in Southeast Jember Key Challenges and Opportunities in the Development of Bandalit Beach

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Abstract. With a coastline that stretches about 170 kilometres, Jember Regency has very promising tourism potential. The development of coastal tourism is still very much needed to attract more visitors to travel to Jember. One area which is highly potential but needs to be developed more is the southeast part of Jember. Bandalit beach is a potential destination in the southeast part of Jember, even though beach is, still, far from being the one that attracts many visitors to come. It means that the tourism object should be developed well to gain better popularity. This paper focuses on discussing the 4 As components of tourism as the fundamental aspects of tourism development. The data gathered through document analysis shows that the attraction is the strongest aspect of the destination. The other three components including accommodation, access, and amenities are considered far from being sufficient.

Keywords: Coastal Tourism, Bandalit Beach, 4As Tourism Components

1 Introduction

Covid-19 pandemic that hit at the beginning of 2020 has had a negative impact on the tourism sector around the world. Of course, Indonesia also experiences the bad impact of the decline in tourist visits to various destinations, both foreign tourists and domestic tourists. Fortunately, today's condition is gradually improving, making tourism begin to improve. Tourists are currently allowed to travel, of course, while still adhering to the protocols for preventing the spread of Covid-19. Indeed, this is good news dealing with the recovery of the tourism industry, not only for Indonesia but most countries as well.

The recovery becomes an urgent issue for Indonesia due to the fact that tourism industry plays an important economic role for the country. Mun'im [1] reported an increasing contribution of the tourism industry during 2016-2019 at around 4.6% to 4.9% towards Indonesia Gross Domestic Product (GDP). The report was in line with the one reported by the Ministry of Tourism and Creative Economy of the Republic of Indonesia stating that the contribution of the tourism industry towards the GDP in 2019 reached around IDR280 trillion or 4.8% [2].

Therefore, the decline of Covid-19 cases leads to the spirit of bringing back the positive performance of the tourism industry.

Various efforts to promote tourism and re-attract tourists to regain the tourism potentials have been done in Indonesia. For instance, Pertamina Grand Prix of Indonesia 2022, held on March 2022, was considered as an event that contributed to showing the world that Indonesia has been open for tourists. The sporting event helped Indonesia to improve the nation branding [3] especially due to the fact that the race took place in Mandalika that belongs to one of the super priority tourism destinations [4] which is expected to be one major tourist attractions in the future through Ten New Bali project [5]. For sure, there are other similar events conducted with similar purposes in relation to supporting the recovery of the tourism industry such as the World Superbike (WSBK) in Mandalika [3], Jakarta E-Prix (Formula E) 2022, and other non-sporting events.

The events mentioned above were the national-level ones in which successfully received attention of mainstream media and people's reception, despite the political issues surrounding them. Of course, the public hopes that the event can continue in the future so that one of the objectives of its implementation, namely tourism development, can be realized. In addition, it is also essential to take into account the development of the tourism industry in local areas or regions even though those do not belong to the top priority as indicated above. After all, the development of tourism industry is also supported by those in local levels and Jember is no exception.

Considering the importance of the tourism development in different parts of Indonesia, it is interesting to discuss the one in Jember, which becomes the focus of this paper. Similar to the other areas in Indonesia, Jember really has the potentials in tourism industry. The potentials cover the natural beauty, culture and tradition, education, festivals, etc. In fact, the government of Jember Regency demonstrated the seriousness in developing tourism. Recently, Jember made several efforts regarding the issue including official grand opening of *Desa Wisata Kemiri* on March 2022 [6] free entrance to several destinations during the *Eid Al-Fitr* holiday on May 2022 [7], Jember Fashion Carnaval (JFC) [8], and *Petik Laut* at Papuma Beach on August 2022 [9]. However, the events mentioned above do not capture the whole tourism potentials of Jember. Therefore, it is essential to discuss other issues related to the development of tourism industry in Jember, not only the efforts that have been done but also the ones related to potentials that can be developed in the future.

This paper focuses on discussing important aspects of consideration in developing the coastal tourism in southeast Jember, specifically Bandalit beach. Bandalit beach is located in Meru Betiri National Park in the southeast Jember. The beach is, administratively, located in Tempurejo sub-district. From Jember, visitors need to go for about 59 km and take around 3 hours, by motorcycles or cars, to get to the destination [10]. Regardless of the distance from the centre of Jember, the beach is a potential destination to attract visitors to come.

The discussion mainly covers the key challenges and opportunities to take into account by referring to 4As components of tourism including accommodation, access, amenities, and attractions in the destination to capture the current status and condition of the beach. In this case, the data regarding the 4 As of the destination was gathered from documents available from various sources through by employing document analysis.

2 Review of Related Literature

With a coastline that stretches about 170 kilometres, Jember Regency has very promising tourism potentials especially related to the natural beauty of the beaches. Some beaches have become tourist destinations that are quite popular and considered to be highly potential including Watu Ulo beach, Papuma beach, Puger beach, Bandalit beach, and Paseban beach [11]. Unfortunately, further development of coastal tourism is still very much needed to attract more visitors to travel to Jember, especially foreign tourists.

A strong indicator why further development of tourism in Jember, in general, is an urgent issue to consider is because Jember is left behind regarding the number of international visitors visiting the regency. In 2017, there were only 3,178 foreigners who came to Jember [12]. On the other hand, in the same year, 71,271 foreign visitors stayed at hotels in Banyuwangi, a regency next to Jember [13]. With an assumption that the total foreign visitors of Banyuwangi were the ones who stayed at hotels in the regency, the gap between the two regencies was undoubtedly wide. This indicates that Jember needs to work harder to attract more tourists to come.

One area which is highly potential but needs to be developed more is the southeast part of Jember. This part refers to coastal area located in Tempurejo sub-district bordering Banyuwangi Regency. The coastal tourism potentials in this area include Meru Betiri national park in which Bandalit beach and Nanggalan beach are located. Regardless of the fact that Bandalit beach and Nanggalan beach have been known as destinations in Jember, the beaches are, still, far from being the ones that attract many visitors to come. It means that the tourism objects should be developed well in order to be chosen as one of the major destinations in Jember. In this case, the paper focuses more on discussing Bandalit beach as one of the potential tourist destinations in Jember.

The statement above is, undoubtedly, assumption-based. It means that scientific clarification should be undergone in order to get into a scientifically acceptable conclusion. In this case, scientific identification on current state of a potential destination prior to the well-planned development should be conducted. One of the methods to do so is by identifying the 4 As Tourism Components including attraction, accessibility, amenities, and ancillaries [14]. This will help the government, stakeholders, and tourism destination management understand the readiness of a destination comprehensively in order to examine which aspects need higher priority of the development.

The concept of 4 As Tourism Components has been an analytical basis of examining the existing condition of a destination, which will be used as the reference to develop the tourism destination. It is important to make sure that the developmental plan will be able beef up the new destination as a prospective tourism business[14]. There are four components covered in this platform including Attraction, Accessibility, Amenities, and Ancillary.

The first A in the 4 As Tourism Components refers to Attraction. Attraction is considered to be the most important aspect in tourism and its development. This is the most important reason for leisure tourism to a destination where tourists enjoy what a destination offers regarding things to see and do [15]. For instance, in a coastal area, the natural beauty of beach is generally the main attraction due to the fact that the visitors come to enjoy it. For sure, there

might be several more attractions offered in a destination that support the main one to make the destination more desirable to tourists. In addition, tourist attraction most of the time is the first aspect to consider in the development of tourist destination.

The next A refers to Accessibility which is considered as one of the major aspects that influences visitors' decision to, whether or not, visit a tourism object. In its simplest definition, accessibility is related to how to get to the destination. This aspect covers two main things including transportation infrastructure and means of transportation available for tourists. In short, this component discusses roads, airports, bus station, train stations, public transports, and any aspects of accessibility to help visitors reach the destination.

The third of the four components is Amenities. This is related to the services available at and near the destination that can help visitors enjoy their leisure time. This includes the provision of accommodation, food and beverages, and any related adequate facilities that can make visitors stay longer in the destination [14]. This component mainly discusses the availability of hotels, homestays, restaurants, souvenir shops, and any other related facilities.

The last component in the 4 As Tourism Components is Ancillary. This component is related to the question on who plays the roles in managing the tourism destination and facilitating the tourists in visiting the destination. In this case, the component refers to government, community, and individuals who work simultaneously to provide the visitors with experience when visiting a destination as an important aspect that influences tourists' satisfaction [16].

Identifying the components of a tourism destination by breaking them down into those 4 As will help the development of the destination. In this case, the identification will result in more focused development on possible priorities which may vary depending on several aspects including environmental, social, political, and financial ones.

3 Method

This paper focuses on discussing the 4 As components of tourism as the fundamental aspects of tourism development of Bandalit Beach. In this case, document analysis was employed as the method to gather the data. From various types of documents that were systematically reviewed and evaluated [17] [18], this paper limited the sources on books released by official organizations, reports, news articles from reputable online news portals, maps, and online reviews of the destination from visitors. As explicitly mentioned, the data from the documents were related to the 4 As components of tourism including attraction, accessibility, amenities, and ancillary.

4 Results and Discussion

4.1 The 4 As Tourism Components

As explained, this paper focuses on discussing important aspects of consideration regarding the development of coastal tourism in the southeast Jember by referring the 4 As Tourism Components. In this case, the paper covers the information of current status of the tourism development in the area based on the four components. As stated previously, the information

was taken from multiple sources to support the arguments through document analysis on the key challenges and opportunities of the development of coastal tourism in the area.

4.1.1 Attraction

The first component to discuss is attraction. As stated above, this component is considered as the most important one because of which tourists decide to visit a destination or not. If a destination offers potential attraction, this promises promising future development. This seems to be the case to Bandalit beach.

The natural beauty of Bandalit beach is considered to be the attraction of the destination by itself. The beach is approximately 3 km long [11] with light brown sand offering a different experience for the visitors. What makes the beach distinctive from other beaches in Jember is the fact that Bandalit is visited by few visitors only. The access to the destination, which is discussed later, is likely the factor that makes travellers are less attracted to come to the beach.

Regardless of the fact that Bandalit beach is still considered less popular, the beach is quiet and relatively “untouched” by human activities. The beach looks very natural with clean sea water. According to the visitors’ reviews on a popular tourism platform [19], 20 out of 26 reviewers stated that the beach is such a natural quiet beach with wonderful panorama. Only 4 provided moderate and bad reviews, which were, not related to the intrinsic value of the beach as a tourism destination, but the distance and means of transportation available that belong to other components discussed in the paper.

In addition to the main attraction explained above, which is related to the natural beauty of the beach, there are several activities visitors can do in the destination. Those are flora and fauna observation, rock climbing, camping, woods tracking, canoeing along the estuary of Bandalit river on one side of the beach, and “Gua Jepang” which is a bunker built by Japanese military in colonialism era [10].

Recent studies showed that attraction is an aspect that influences tourist satisfaction. For instance, Kumawati and Firmani [20] conducted a study on the influence of tourism attraction and amenities of a destination, named Twin Hill Garden in Bangli, toward tourist satisfaction. The results of the study showed that the attraction of the destination had significant influence on towards tourist satisfaction. This is in line with the study conducted by Nastabiq and Soesanto [21] who conducted a research on the similar topic at a different destination. They reported that the attractiveness of a destination in Semarang, Kota Lama, affected tourist satisfaction, even though this did not have a strong correlation with the willingness of the visitors to revisit the destination because of an aspect called destination service quality. From the results of those studies, there is no doubt that attraction is an essential aspect of tourism which leads to tourist satisfaction and experience.

As a conclusion to the first component of the 4 As, attraction, Bandalit beach has already had the potential to be considered as one of the most promising destination in Jember especially for coastal tourism activities. Therefore, it is essential to take this aspect into account in order to construct a well-planned development blueprint by, still, considering the other three components that will support the attraction not only to provide tourists with satisfaction, but to give them experience as well so that they will revisit the destination in the future.

4.1.2 Accessibility

Accessibility is undoubtedly one of major issues when discussing the development of Bandalit beach as a potential tourism destination. Likely, this is the main reason why Bandalit is less popular regardless of the fact that the beach is amazingly beautiful.

As mentioned previously, Bandalit is located around 59 km from the centre of Jember which is considered quite far especially when the accessibility is still insufficient. By private vehicles, including motorcycles and cars, it takes around 3 hours to get to the destination from Jember. It is informed that visitors can also take a bus, Damri, from Jember to Andongrejo village, which is around 40 km, and continue the trip to the destination by motorcycle taxi which is known as *ojek* [10].

The transportation infrastructure from Andongrejo to Bandalit beach is still far from sufficient [22]. The visitors should face rocky road to get to the destination as one of the main challenges. Several reviews from the visitors even suggest to ride extra carefully especially when going by motorcycles [19].

Regardless of the current facts elaborated above, the local government of Jember along with Meru Betiri National Park have discussed the plan of improving the transportation infrastructure to Bandalit beach [22]. The survey was also conducted as the part of the commitment to build better road access to Bandalit beach [23]. The commitment arose from the spirit to develop the beach as the next popular destination in Jember that is able to attract more visitors to come.

Another aspect related to the component to take into account is the distance between Bandalit beach and the nearest airport. So far, the nearest active airport is located in Banyuwangi which means that the access to the destination seen from foreign visitors' point of view is relatively too ambitious. To access the beach from the airport, visitors should travel for about five hours or more. However, there is a hope that the access from Banyuwangi to Jember via Tempurejo sub-district will be better when the JLS, the road on the southern coast of Java island, is connected.

Regarding the accessibility, recent studies also suggest that this component plays an important role in the development of tourism. Salfadri and Hadya [24], for instance, reported that accessibility, along with attractiveness and facilities, played an important role that influence tourist decision to visit Painan Beach. Further, accessibility was also reported as one of the factors that has an influence on tourists loyalty [25], which means that tourists consider this component as one of the reasons to whether or not revisit a destination.

In addition, there is a crucial issue to take into account related to this component. It is important to remember that Bandalit Beach is located in a conservation area. Better accessibility to Bandalit Beach potentially leads to mass tourism which means bigger number of tourists, whose behaviours are not in accordance with the goals of conservation, will enter the area [26]. In this case, the development of the tourism destination, related to the component, should not rule out the goals of the conservation.

To sum up, accessibility is still one of the main challenges in the development of Bandalit beach. The commitment amongst all parties and the financial support to realize the construction of this crucial component are the main keys regarding this issue. However, the

realization of JLS connecting the area with the neighbouring regency, Banyuangi, seems to provide a big opportunity for the development of the tourism destination in the future. In addition, it is also important to remember that the development of Bandalit Beach will not interfere the goals of the conservation of Meru Betiri National Park.

4.1.3 Amenities

It is quite difficult to separate amenities from the other two components explained above. The fact that the beach is still less popular, the far distance from the centre of Jember, and insufficient accessibility seem to be the main reasons why Bandalit has not been developed well from the perspective of this component.

At the destination, the visitors are offered to camp on a camping ground. Toilets and shelters are also available even though there is no information about the facilities provided for the visitors [10].

To look for information regarding the amenities near the destination, a Google Maps search is employed. To get information about hotels and similar accommodation, both “hotels” and “accommodations” were used. The results show that most of the hotels are located far from the destination. They are located in the centre of Jember and nearby areas. The closest hotel is located in Ambulu sub-district.

It is also difficult to find the information about restaurants near the destination. When checked, most of the restaurants in the nearby area are small ones which are not open specifically to welcome visitors. It means that the visitors who wish to visit Bandalit beach should provide the food by themselves.

In addition to the information above, there are several aspects to consider regarding the third component. There is one official Pertamina gas station in Tempurejo and another one in Ambulu. There are plenty of groceries near the area especially before the entrance to the Meru Betiri National Park. Furthermore, there are also several auto repair shops near the area, including tire repair services.

There is no doubt that the amenity is a component that influences the choice of tourists to visit a destination or not. Together with the other components such as attraction [20] and accessibility [24], this aspect surely has the role to attract visitors to visit Bandalit. Unfortunately, it is safe to assume that the improvement in amenities highly depending on the components explained previously.

Considering the limitations regarding amenities, it can be concluded that the supports needed by visitors regarding the accommodation, dining, and any necessities when visiting the destination are still less sufficient. However, this is quite understandable and logical due to the fact that the destination is less popular.

4.1.4 Ancillaries

As the fourth component based on the 4 As Tourism Components, Ancillaries play a significant role in the development of tourism including the development of certain destinations. Unfortunately, the data related to this component that specifically discusses about Bandalit beach is not widely provided so far.

Balai Nasional Meru Betiri (BNMB) as the organization that is responsible to manage Meru Betiri National Park, in which Bandalit beach is located, does not put the beach as a priority. For sure, the statement above is still an assumption that needs to be verified further.

Fortunately, the organization has discussed the potential development of the destination with the local government of Jember regency on February 2022 focusing on the improvement of infrastructure to Bandalit beach [22]. It means that the destination has attracted the attention of the stakeholders to be developed as one of the sectors which potentially contribute to the economic growth.

The commitment of the stakeholders is absolutely needed to reach an agreement on how to manage the destination well. In fact, there are at least two beaches in Banyuwangi which belong to Meru Betiri National Park that have been managed well: Green Bay and Rajeg Wesi beaches. So far, the collaborative partnership between BNMB and the government of Banyuwangi regency brings positive impacts on the popularity of the destinations. Therefore, such partnership should also be possible to be initiated in Jember.

Another aspect that belongs to the component that should be taken into account is the existence of tourism faculties and departments at higher educational institutions in Jember. So far, there are three universities and one polytechnic that provide tourism departments. The academic contributions will positively influence the development of the destination through scientific research, community service activities, and any necessary actions.

From the explanation above, the ancillaries belong to one of the components that need to be prioritized because this is undoubtedly a crucial aspect to consider. All parties including the government, organizations, academia, and any individuals who are concern in the development of tourism should take part in the development of Bandalit beach.

4.2 Key Challenges

Based on the discussion of the 4 As Tourism Components of Bandalit beach, there are several issues that can be seen as the key challenges regarding the development of the beach as a potential tourism destination. Each component of the 4 As is completed with its own challenge that should be taken into account for the future plan of the development of the destination.

The first challenge is related to the attraction itself. Regardless of being one of the potential beaches in Jember with its natural beauty, Bandalit beach is a part of Meru Betiri National Park. It is important to remember that the national park focuses on the conservation of the nature. The development of tourism destination may bring bad impact to the nature when not managed well. Therefore, it is always crucial to take this issue into account in the development of the tourism destination.

The accessibility is the second challenge which is undoubtedly impactful. Without sufficient access to the destination, visitors may exclude Bandalit beach from their list. In fact, this aspect can be the one of the issues to be discussed seriously due to the fact that the construction of infrastructure requires a lot amount of financial resource and careful investment. Perfect planning is absolutely needed before constructing roads and other facilities related to the transportation needs.

The next challenge is closely related to the accessibility. Due to the fact that only few tourists visiting the destination, amenities do not grow significantly. Investors will likely come and invest their money when they see a promising potential of the destination. In this case, the easiest way to identify the potential is by looking at the data about the number of the visitors.

The last challenge is related to the good will of any parties including the stakeholders, academia, and citizens to support the development of the destination. So far, the collaboration amongst parties including the local government of Jember, BTNMB, academia, and citizens is still in the initial stage. It means that further actions are still required to realize the dream of developing Bandalit beach as a popular destination.

4.3 Key Opportunities

Regardless of the challenges that are faced in developing Bandalit beach, opportunities are always there waiting. It is only a matter of how to convert the opportunities into necessary actions to develop the destination. The first thing that needs to be remembered as an opportunity is the beauty of the beach. As explained previously, Bandalit beach is beautifully natural making it attractive by itself. The light brown sand, clean water, and clean area are the factor that will attract visitors to come.

The next opportunity is the development plan of the JLS that will connect Jember and Banyuwangi. The new road will make it easier for people to travel from Banyuwangi to the southern part of Jember, including Meru Betiri National Park. When the road is constructed, it will be much easier for tourists to plan their traveling agenda to Bandalit beach.

The last opportunity comes from the initiatives taken by some parties including the local government of Jember, TNMB, and academia to see Bandalit as a potential destination to be developed soon. This should be seen as a signal to take the beach into one of the top priorities in the development of tourism in Jember. It is expected that this will lead to commitment and agreement to take future action.

4 Conclusion

Based on the discussion above, it is safe to conclude that Bandalit beach is surely potential to be developed as one of favourite tourism destinations in Jember. Regardless of the fact that accessibility and amenities are still far from being sufficient, the beach should be seen as one to be prioritized. For sure, the roles of the stakeholders and any parties related to the development of the destination are very much needed. In fact, some progress has been initiated lately to take Bandalit into serious account. Therefore, it is always important to keep the spirit of developing the destination in the future.

Surely, there are challenges that have to be faced related to the development of Bandalit beach as a tourism destination. The fact that the beach belongs to a conservation area should always be considered. It is also important to consider how to provide better accessibility and amenities for the visitors because those are the factors that influence their decision whether to come to the destination. Inviting investors to invest in the destination is another thing to consider. For sure, the stakeholders and any related parties should collaboratively work simultaneously to realize the plan of making the beach a popular destination.

Fortunately, there are opportunities to take regarding the development of the beach. The natural beauty of Bandalit has been known well making it the strength of the destination. The connection between Jember and Banyuwangi through JLS is another thing to consider even though the realization depends much on the decision of the government. Next, intense discussions have also been conducted by the stakeholders showing the good will of developing Bandalit in the future.

This paper is expected to contribute positively to the development of coastal tourism in Jember especially Bandalit beach as one of highly potential destinations. The data presented in this paper provides the scientific insight into the destination from the perspective of the 4 As Tourism Components by emphasizing in the challenges and opportunities to take into account in developing the destination. More importantly, this paper contributes to one of the four components, the ancillaries, in which our team presents the scientific data needed as a part of the foundation of the development of Bandalit beach as a potential tourist attraction.

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