ABSTRACT

Agrotourism Model Development Analysis in Kabupaten Bangkalan

Masluhah

After Surabaya-Madura (Suramadu) Bridge was operation, the numbers of visit to Bangkalan has increased. The bridge phenomenon encourages the public to not only go through Suramadu Bridge, but also to go there for vacation. The lack of good vacation spots near Suramadu Bridge has disappointed the public. If there are attractive vacation sites in Bangkalan, most probably the second location they will visit after Suramadu Bridge is Kabupaten Bangkalan. This will in turn increase the income for Bangkalan Government and Bangkalan society. Kabupaten Bangkalan has a prospective vacation potential and natural resources to be developed into vacation spots. Thus, this research is trying to analyze an agrotourism model development which is suitable and strategic by developing the potential and opportunities in Kabupaten Bangkalan to entice more tourists to Madura.

According to the research, the agrotourism vision which will be developed is "Being the pleasant, attractive and enjoyable agrotourism location for Madura and beyond Madura population". The missions of the agrotourism are: 1. To increase the agrotourism location competency, 2. To give added value to agriculture in order to increase farmers' income, 3. To build innovative, pleasant agrotourism, advance knowledge and recreation experiences for tourists. The development alternative model which was chosen by MPE analysis is a one region cluster with 2,463,626,346 point and the central of agrotourism development potential location is Socah with 0.225 point by AHP analysis.

The agrotourism development strategies in Kabupaten Bangkalan from the combined analysis of internal and external factors by TOWS matrix are: 1. To widen tourists target to beyond Madura, 2. To introduce best strategy in offering the best product quality and service, 3. To optimize marketing plan by offering high quality products and services, 4. To apply professional management system strategy in natural resources management, 5. To introduce innovations in product, 6. Creating creative agrotourism and plant cultivation methods, 7. To develop good human resources in government and society level. The main facilities that are essential in agrotourism locations are toilets, restaurants, information boards/ direction guideposts, and Mushola. The often frequented facilities or services are restaurants, souvenirs centers, children play area, fishing pools, and picnic sites. The facilities which are favored by the tourists are souvenir centers, children play area, mini gardens, fishing pools, camping grounds and outbound sites. The respondents would like the agrotourism management to focus in providing fun facilities with affordable prices, which can develop tourists' experiences and knowledge.

Keywords: Agrotourism, MPE, Vision, Location, AHP, SWOT, Facility