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ANALYSIS OF SUSTAINABLE TOURISM DEVELOPMENT IN BROMO TENGGER SEMERU NATIONAL PARK

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ABSTRACT

This research aims to analyze the sustainable tourism development implementation in Bromo-Tengger -Semeru (BTS) national park based on triple bottom line by Elkington (1997) and Muller sustainability pentagon (1999). This is an exploratory research where methodology was flexible and aims to investigate the nature of the problem in order to get better understanding of the problem. Qualitative data was analyzed using descriptive qualitative. Quantitative data was analyzed using descriptive statistic. Qualitative and quantitative approach is adoptive in this research. Data is collected through observation, in-depth interview, documentation and questionnaire. This research concludes that tourism brings a lot of positive impact for the people around BTS area especially in the social, local culture aspect and the well-being of the people. In the social and local culture aspect, the local wisdom working together (gotong royong) and helping each other as part of the community is increasing. On the other hand, negative impact can be seen in the environment. Originality of the research – this research offers bird eye view of sustainable tourism development analysis based on Elkington (1997) triple bottom line and Muller's Sustainability Pentagon.

Keywords : Bromo-Tengger-Semeru National Park, Economic Impact, Environmental Impact, Sustainable Tourism Management, Social and Cultural Impact, Visitor Satisfaction