
**ANALYSIS OF THE ROLE OF TOURISM ASSET REDISTRIBUTION IN
PROMOTING LOCAL ECONOMIC EMPOWERMENT IN THE BANGSRING
UNDERWATER TOURISM AREA, BANYUWANGI**

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Abstract

This study analyzes the role of tourism asset redistribution in promoting local economic empowerment in the Bangsring Underwater tourism area, Banyuwangi. The development of community-based tourism in coastal areas has created various economic opportunities for local communities, particularly through the redistribution of tourism-related assets such as business access, employment opportunities, marine resource management, and local entrepreneurship. This research aims to examine how the redistribution of tourism assets contributes to improving community welfare and strengthening local economic resilience. The study employs a qualitative descriptive approach using interviews, observations, and documentation techniques involving local residents, tourism managers, and related stakeholders. The findings indicate that tourism asset redistribution has a significant role in increasing community income, encouraging the growth of micro and small enterprises, expanding employment opportunities, and enhancing community participation in tourism management. However, several challenges remain, including unequal access to resources, limited managerial capacity, and environmental sustainability issues. Therefore, collaborative governance and inclusive tourism management are essential to ensure sustainable local economic empowerment in the Bangsring Underwater tourism area.

Keywords: Tourism Asset Redistribution, Local Economic Empowerment, Community-Based Tourism, Sustainable Tourism, Bangsring Underwater

INTRODUCTION

Community-based tourism development has become a strategic approach to promoting local economic growth through the concepts of Asset-Based Community Development (ABCD) and Community-Based Tourism (CBT), which emphasize the importance of community control over local assets and tourism resources. In the Bangsring Underwater tourism area, Banyuwangi, tourism development originated from a community-led marine conservation movement and later evolved into a well-known educational marine tourism destination with significant visitor growth. The redistribution of tourism assets, including kiosks, boat services, diving equipment rentals, tour guiding, and homestays, has contributed to local economic opportunities. However, unequal access to tourism benefits among fishermen groups, small entrepreneurs, and local residents indicates that successful tourism development does not always ensure equitable economic distribution. The main issue lies in how tourism asset redistribution mechanisms are implemented and how far they support local economic empowerment through fair access to business opportunities, management rights, and economic participation. Previous studies have mainly focused on social capital, community participation, and conservation success, while limited research has examined the redistribution of tourism assets and its impact on household economic empowerment, local institutional structures, vulnerable groups, and ecological sustainability (Putnam, 1993; Suansri, 2003; Chambers & Conway, 1992).

The existing research gap highlights the importance of examining the tourism asset redistribution model in the Bangsring Underwater tourism area from the perspective of local economic empowerment. This study aims to analyze the relationship between tourism asset distribution schemes and the economic outcomes experienced by local communities. By exploring both formal and informal mechanisms of tourism asset management, the research seeks to provide a comprehensive understanding of how community-based tourism management contributes to community welfare and sustainable local development. Furthermore, the study is expected to offer policy recommendations that can strengthen destination governance and serve as a reference for community-based tourism models in other regions.

This research specifically investigates the process of tourism asset redistribution, the supporting and inhibiting factors influencing its implementation, and the ways local communities are economically empowered through access to and management of tourism assets in the Bangsring Underwater area. The study also contributes theoretically to the development of literature on Asset-Based Community Development (ABCD) and Community-Based Tourism (CBT), particularly regarding the relationship between asset redistribution, local institutional structures, and community economic empowerment. Practically, the findings are expected to benefit researchers, academic institutions such as Universitas Islam Negeri Kiai Haji Ahmad Siddiq Jember, and local communities by providing insights into improving transparency, equitable access, and inclusive tourism management to ensure sustainable economic benefits for local residents.

This study defines several key concepts related to the research entitled *Analysis of the Role of Tourism Asset Redistribution in Promoting Local Economic Empowerment in the Bangsring Underwater Tourism Area, Banyuwangi*. Redistribution refers to the process of reallocating resources, economic benefits, and access to opportunities from groups with greater control to broader local communities to achieve social equity and inclusive development. Tourism assets include natural, cultural, social, and economic resources that support tourism activities, such as marine ecosystems, local traditions, infrastructure, accommodation, and tourism services.

Local economic empowerment is understood as a process of strengthening community capacity, independence, and participation in managing local economic resources sustainably through improved skills, market access, institutional support, and decision-making opportunities. In this research, tourism asset redistribution is viewed not only as the sharing of economic benefits, but also as a structural mechanism that enables local communities to gain fairer access to tourism management, business opportunities, and institutional control within the tourism value chain. Therefore, the success of tourism development in Bangsring Underwater is measured not only by visitor growth or regional income, but also by the extent to which tourism assets are managed inclusively and contribute to reducing economic inequality among local residents.

This research is organized into five chapters. Chapter I introduces the background of the study, research focus, objectives, benefits, scope of the study, key definitions, and the overall structure of the discussion. Chapter II presents the literature review, including previous studies and relevant theoretical concepts that support the analysis of tourism asset redistribution and local economic empowerment. Chapter III explains the research methodology, covering the research approach, study location, participants, data collection techniques, research instruments, and methods of data analysis. Chapter IV provides the presentation and analysis of research findings related to the role of tourism asset redistribution in promoting local economic empowerment in the Bangsring Underwater tourism area, Banyuwangi. Finally, Chapter V concludes the study by summarizing the findings and offering recommendations for future research and tourism development practices.

REVIEW OF LITERATURE

Previous studies have widely discussed community-based tourism, local economic empowerment, and sustainable tourism development. Research by Adil Siswanto examined the implementation of the blue economy concept in the Bangsring Underwater tourism area and found that coral reef conservation, zero-waste management, and community participation contributed positively to environmental, social, and economic improvements. Other studies, such as those conducted by Purwaningrum Puji Lestari and Amiruddin Hamzah, emphasized that community participation, tourism-based businesses, and local capacity building significantly improved local welfare and economic independence.

In addition, research by Rahayu highlighted the important role of local government in supporting community economic empowerment through infrastructure development,

business facilities, training, and tourism promotion. Similar findings were presented by Susiyanto Hendro Wiyono, who emphasized the importance of community collaboration, environmental education, and local capacity strengthening in sustainable tourism management. Meanwhile, L. Rina and Siswati explained that stakeholder collaboration, including private sector involvement, contributes to achieving sustainable tourism and local economic empowerment.

Although these studies share similarities in discussing tourism development, community participation, and economic empowerment, most of them focus on conservation, ecotourism, blue economy, or stakeholder collaboration. Limited research specifically examines tourism asset redistribution, access to tourism management rights, and the equitable distribution of economic benefits within community-based marine tourism destinations such as Bangsring Underwater. Therefore, this study seeks to fill the research gap by analyzing how tourism asset redistribution influences local economic empowerment and inclusive tourism governance.

Research conducted by Iskandar Syah highlighted that asset redistribution can be implemented effectively through collaborative innovation involving multiple stakeholders. The study emphasized the role of the Agrarian Reform Task Force in supporting sustainable and legal asset redistribution for coastal communities while strengthening community independence in managing local resources. Similarly, Inara Mirajani found that community development-based tourism villages can improve local economic growth by increasing community participation in tourism planning and management.

Furthermore, research by Harod Rahmad Novandi demonstrated that Community-Based Tourism (CBT) contributes to higher community income, new business opportunities, and stronger collective awareness of sustainable tourism development in Banyuwangi. Meanwhile, Angelina Royce Horas explained that collaboration among local communities, governments, and tourism managers improves tourism governance, community participation, and environmental conservation in marine tourism destinations.

Although these studies discuss community empowerment, tourism development, and asset sharing, most focus on governance, sustainability, and participation rather than specifically examining tourism asset redistribution. Therefore, this research offers a different perspective by placing tourism asset redistribution as the main variable in understanding economic equity and sustainable local empowerment in the Bangsring Underwater tourism area.

RESEARCH METHOD

Research Approach and Method

This study uses a qualitative research method with a case study approach to explore the social processes, tourism asset management, and local economic empowerment in the Bangsring Underwater tourism area. The qualitative approach was chosen to gain an in-depth understanding of the experiences, perspectives, and practices of stakeholders directly involved in tourism activities, including tourism managers, community tourism groups

(Pokdarwis), local residents, MSME actors, fishermen, and village government representatives. Through the case study method, the research focuses specifically on Bangsring Underwater as a real example of community-based tourism asset redistribution and its impact on local economic development.

Research Location

The research was conducted in Bangsring Underwater, located in Bangsring Village, Wongsorejo District, Banyuwangi. The location was selected because it represents a successful example of community-based marine tourism development, transforming from an environmentally damaged coastal area into a marine conservation and ecotourism destination that contributes to community welfare.

Research Subjects

The study applies purposive sampling to select informants who possess relevant knowledge and direct experience related to tourism asset management and local economic activities. The research subjects include the main tourism manager of Bangsring Underwater, members of Pokdarwis, local MSME owners such as culinary businesses and snorkeling equipment rentals, and local fishermen involved in tourism activities. Informants were selected based on specific criteria, including age between 20–60 years, active involvement in tourism or local economic activities for at least two years, and experience in tourism management, marine conservation, or community economic empowerment.

Data Collection Techniques

This study collected data through interviews, observations, and documentation to ensure comprehensive and accurate findings. Semi-structured interviews were conducted with tourism stakeholders to explore tourism asset management, local economic empowerment, and socio-economic impacts on the community. Direct observations were carried out in the Bangsring Underwater tourism area to examine tourism activities, community interactions, and local economic practices. In addition, documentation such as tourism management archives, photographs, organizational reports, and village government records was used to support and validate the interview and observation data.

Data Analysis

The data analysis process involved data collection, condensation, presentation, and conclusion drawing. Data obtained from interviews, observations, and documentation were systematically categorized into key themes such as tourism asset redistribution, community participation, local business opportunities, income improvement, and supporting or inhibiting factors. The findings were then presented through narrative descriptions and thematic analysis to identify patterns and relationships between tourism asset redistribution and local economic empowerment. Finally, conclusions were continuously verified through repeated examination of field data to ensure validity and consistency.

Data Validity

To ensure the credibility and reliability of the findings, this study applied source triangulation and technique triangulation. Source triangulation was conducted by comparing information from different informants, while technique triangulation compared data obtained through interviews, observations, and documentation. These methods helped ensure that the

research findings accurately reflected the real conditions of tourism management and community empowerment in the study area.

Research Stages

The research was conducted through several systematic stages, including research planning, informant selection, data collection, data validation, data analysis, and report preparation. The study began with identifying the research background, objectives, and relevant literature related to tourism asset redistribution and local economic empowerment. Informants were selected using purposive sampling based on their involvement in tourism management and local economic activities. Data were then collected and analyzed thematically, followed by the preparation of research findings, conclusions, and recommendations aimed at supporting more inclusive and sustainable tourism management in Banyuwangi.

RESULTS AND DISCUSSION

Overview of the Research Object

Bangsring Underwater is a community-based marine ecotourism and conservation area located in Bangsring Village, Wongsorejo District, Banyuwangi. Situated along the Bali Strait, the destination has become one of Banyuwangi's leading marine tourism attractions by integrating marine conservation with local economic empowerment. Initially, the coastal ecosystem suffered severe damage due to destructive fishing practices such as fish bombing and the use of potassium poison, which reduced fish catches and community welfare. In response, local fishermen formed the Samudera Bakti ornamental fishers group in 2008 to rehabilitate coral reefs and protect marine habitats through conservation programs.

Following successful environmental restoration, Bangsring Underwater was officially developed as a marine tourism destination in 2014 with an edu-ecotourism concept combining tourism, environmental education, and marine conservation. The area offers attractions such as coral reefs, floating houses, shark and turtle conservation, snorkeling, diving, and marine tours to Tabuhan and Menjangan Islands. Tourism development has also created new economic opportunities through homestays, boat rentals, tour guiding services, and local MSMEs.

From a socio-economic perspective, Bangsring Underwater represents a successful example of tourism asset redistribution because tourism benefits are distributed among local communities rather than concentrated only among managers. Many fishermen have shifted from extractive fishing activities to tourism-related occupations such as snorkeling guides, boat operators, homestay managers, and local traders. Institutionally, the destination is managed collaboratively by community groups, local government, private sectors, academics, and environmental organizations, creating an inclusive and sustainable tourism governance model that supports local economic empowerment.

The Role of Tourism Asset Redistribution in Local Economic Empowerment

Bangsring Underwater has developed as a community-based marine tourism destination that focuses not only on increasing tourist visits but also on distributing

economic benefits to local communities. Tourism assets such as snorkeling and diving facilities, tourist boats, culinary centers, parking areas, souvenir kiosks, tour guide services, and marine conservation activities are managed in a participatory manner to ensure wider community involvement. Local residents are given opportunities to participate directly in tourism management as business actors and workers, allowing economic benefits to be distributed more evenly rather than concentrated among a limited group.

Job Creation and Economic Opportunities

One of the most significant impacts of tourism asset redistribution in Bangsring Underwater is the creation of new employment opportunities for local residents. Before tourism development, most community members depended mainly on traditional fishing, which was highly influenced by weather conditions and seasonal fish catches. However, the growth of tourism has provided alternative sources of income through jobs such as tour guides, boat operators, parking attendants, ticket staff, cleaning workers, and snorkeling equipment rentals.

The tourism sector has also created employment opportunities for younger generations, enabling them to work in tourism services and reducing unemployment among local youth. As a result, tourism asset redistribution in Bangsring Underwater has contributed positively to household income improvement, broader employment opportunities, and reduced dependence on seasonal fishing activities, ultimately strengthening local economic empowerment in Banyuwangi.

Business Opportunities for Local MSMEs

Tourism asset redistribution in Bangsring Underwater has also encouraged the growth of local micro, small, and medium enterprises (MSMEs). The increasing number of tourists has created demand for food, beverages, souvenirs, and tourism services, providing local residents with opportunities to establish businesses around the tourism area. Local traders who previously operated on a small scale now benefit from better business access and increased income, especially during weekends and holiday seasons. This demonstrates that tourism development can function as a driver of local economic growth through the expansion of community-based enterprises.

Increased Income and Community Welfare

Another important impact of tourism asset redistribution is the improvement of community income and welfare. Local residents, particularly fishermen, no longer depend solely on fishing activities but also earn additional income through tourism services such as boat transportation and snorkeling tours. The diversification of income sources has strengthened household economic resilience and helped families meet daily needs, education expenses, and other living costs.

Community Empowerment Through Participation

Community empowerment is also reflected in the active involvement of residents in tourism management, marine conservation activities, and local tourism organizations such as Pokdarwis. Local communities participate in maintaining marine ecosystems, managing tourism facilities, and providing services to visitors, creating a strong sense of ownership toward the tourism destination. This indicates that tourism asset redistribution includes not

only economic benefits but also the distribution of responsibilities, participation, and opportunities in tourism development. Overall, Bangsring Underwater represents a successful example of community-based tourism that promotes inclusive local economic empowerment and shared welfare in Banyuwangi.

Table 4.1. The Role of Tourism Asset Redistribution in Supporting Local Economic Empowerment at Bangsring Underwater

Aspect	Description	Impact on Local Community
Business Opportunities for Local MSMEs	Tourism growth in Bangsring Underwater has increased demand for food, beverages, souvenirs, and tourism services.	Local residents gain opportunities to establish businesses and increase their income.
Increased Income and Community Welfare	Fishermen and local residents now earn additional income from tourism activities such as boat services and snorkeling tours.	Household income and economic resilience have improved.
Community Empowerment Through Participation	Residents are actively involved in tourism management, conservation activities, and organizations such as Pokdarwis.	Communities develop a stronger sense of ownership, participation, and economic empowerment.
Overall Impact	Community-based tourism management redistributes tourism assets more inclusively.	Tourism supports sustainable local economic empowerment and shared welfare in Banyuwangi.

The table explains that the development of tourism in Bangsring Underwater has provided significant economic and social benefits for local communities. The growth of tourism activities has created new business opportunities for local MSMEs, such as food stalls, souvenir shops, and tourism services, which help residents increase their income. In addition, local fishermen and residents now have alternative sources of income through tourism-related jobs like boat transportation and snorkeling services, improving household welfare and economic stability.

The table also shows that local communities are actively involved in tourism management, environmental conservation, and community organizations such as Pokdarwis. This participation strengthens the community's sense of ownership and encourages greater economic empowerment. Overall, the table demonstrates that community-based tourism management in Banyuwangi supports inclusive tourism asset

redistribution and contributes to sustainable local welfare.

Supporting and Inhibiting Factors of Tourism Asset Redistribution

The redistribution of tourism assets in Bangsring Underwater is influenced by several supporting and inhibiting factors related to local economic empowerment. Key supporting factors include active community participation, strong collaboration between tourism managers and local communities, and the natural attractiveness of the destination, such as coral reef conservation and marine tourism activities. These factors encourage community involvement in tourism management, create business opportunities, and increase local economic activities. As a result, community-based tourism development contributes significantly to sustainable local economic empowerment in Banyuwangi.

The redistribution of tourism assets in Bangsring Underwater also faces several challenges that affect local economic empowerment. One major obstacle is the limited business capital among local MSME actors. Although tourism development has created opportunities for small businesses such as food stalls and souvenir shops, many local entrepreneurs still struggle to expand their businesses, improve facilities, or diversify products due to insufficient financial resources.

This limitation slows business growth and reduces their ability to compete in the tourism market. Another challenge is the fluctuation in tourist arrivals, which directly affects community income. Many local residents, including fishermen involved in tourism services such as boat transportation, snorkeling tours, and seafood sales, depend heavily on visitor numbers. During holidays and weekends, income tends to increase significantly, while during bad weather or low tourism seasons, tourist visits decline and community earnings decrease. This condition shows that although tourism creates new economic opportunities, local income remains unstable because it is highly dependent on tourism activity and environmental conditions in Banyuwangi.

Increasing tourism activities in Bangsring Underwater have also created stronger business competition among local residents. The growing number of traders and tourism service providers has led to competition in prices, customers, and business locations, causing unstable income for some small business owners. In addition, unequal human resource quality remains a challenge, as not all residents have adequate skills in tourism services, business management, or digital marketing. To address these obstacles, tourism managers and local authorities provide entrepreneurship training, tourism service guidance, MSME assistance, and business mentoring programs to improve community capacity and ensure fairer economic opportunities.

Local economic empowerment is carried out through gradual processes that include providing access to tourism assets, business opportunities, and community involvement in tourism operations. Residents are given opportunities to operate food stalls, snorkeling equipment rentals, parking services, boat transportation, and tour guide services. Furthermore, training programs on customer service, cleanliness, marketing, and communication skills help local communities improve service quality and strengthen their business competitiveness. These efforts demonstrate that tourism-based empowerment in

Banyuwangi focuses not only on economic benefits but also on developing community capacity for sustainable local development.

Community Empowerment and Tourism Asset Redistribution in Bangsring Underwater

The study shows that tourism asset redistribution in Bangsring Underwater plays an important role in promoting local economic empowerment through community-based tourism management. Local residents are directly involved in tourism activities such as operating food stalls, boat services, snorkeling equipment rentals, parking services, and becoming tour guides. This participation has created new job opportunities, strengthened local MSMEs, increased household income, and reduced dependence on traditional fishing activities.

The empowerment process is carried out through providing access to tourism assets, entrepreneurship training, business assistance, and community participation in tourism management and marine conservation. Local people have improved their skills in communication, tourism services, business management, and environmental awareness. Tourism development has also changed community mindsets, encouraging residents to view tourism as a sustainable economic opportunity rather than relying solely on fishing.

Several supporting factors contribute to the success of tourism asset redistribution, including active community participation, cooperation between tourism managers and local communities, strong natural tourism potential, and government support. However, there are also challenges such as limited business capital, fluctuating tourist arrivals, increasing competition among local businesses, and unequal human resource quality. Overall, Bangsring Underwater represents a successful example of community-based tourism that supports inclusive local economic development, creates sustainable employment opportunities, improves community welfare, and encourages environmental conservation in Banyuwangi.

CONCLUSION

Tourism asset redistribution in Bangsring Underwater plays a significant role in promoting local economic empowerment by expanding community access to business opportunities, employment, and direct participation in tourism management. The success of this redistribution is supported by active community involvement, strong collaboration between tourism managers and local residents, attractive natural tourism potential, and government support. However, several challenges remain, including limited business capital, fluctuating tourist arrivals, business competition among residents, and uneven human resource quality. The economic empowerment process is carried out systematically through access to tourism assets, business training and assistance, community involvement as tour guides, improvements in skills and economic mindset, and increased household income. These efforts demonstrate that local communities are not only receiving temporary economic benefits but are also being empowered to become more independent and sustainable in the long term.

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