

## Banyuwangi District

East Java is the biggest tobacco producing province in Indonesia. Banyuwangi is the eastern-most district in East Java with a large land area of  $\pm 5782.5 \text{ km}^2$ . Tobacco is grown in 7 out of 24 subdistricts in Banyuwangi, with a total potential area for tobacco farms of 1,184 hectares (1).

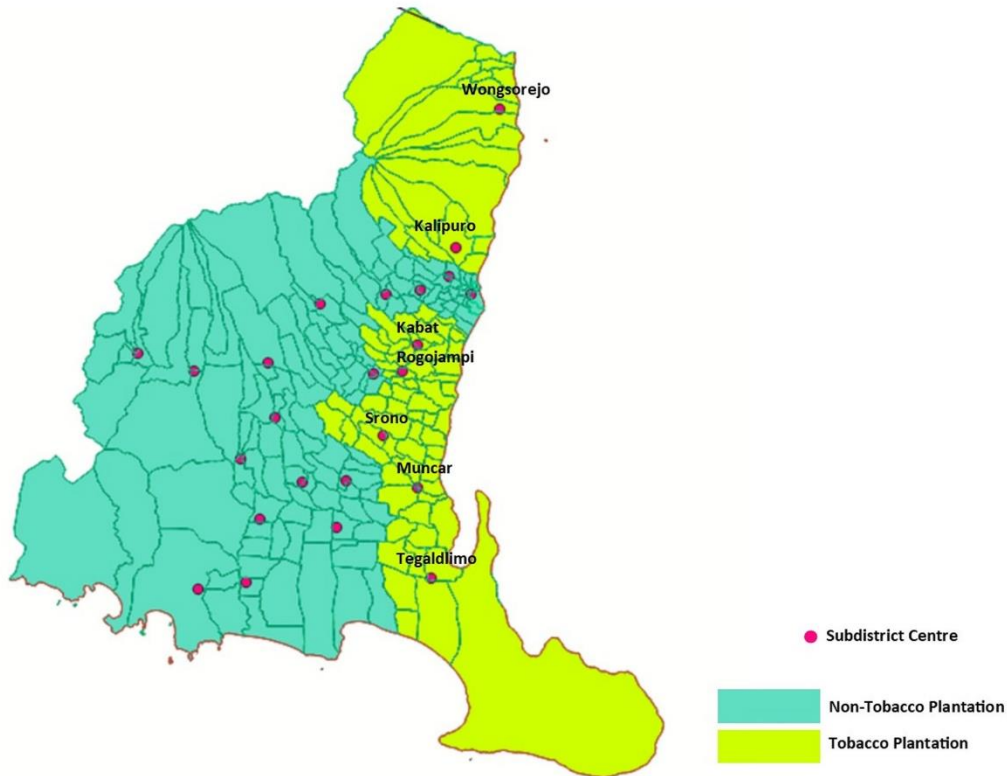


Figure 1. Banyuwangi subdistricts where tobacco is grown

Under the current government of Banyuwangi that has ruled since 2011, Banyuwangi strives to generate income via eco- and cultural tourism instead of expanding tobacco farming. To attract tourists the government invented 50 – 70 events annually, including sport events to promote healthy lifestyle such as international cycling tournament (International Tour de Banyuwangi Ijen), international run tournament (Banyuwangi Ijen Green Run), clean toilet festivals (Festival Jeding Rijig) and tree planting (Sedekah Oksigen/Oxygen Donation). During this period, poor weather damaged tobacco harvest in 2016 (2) and tobacco leaf price also dropped in 2015 and 2016 (3-5). Consequently, tobacco harvest area decreased 62% from 1,314 hectares in 2011 to 510 hectares in 2016 (Figure 1) and tobacco production decreased 53% from 1,051 tons in 2011 to 492 tons in 2016 (Figure 3) (1).

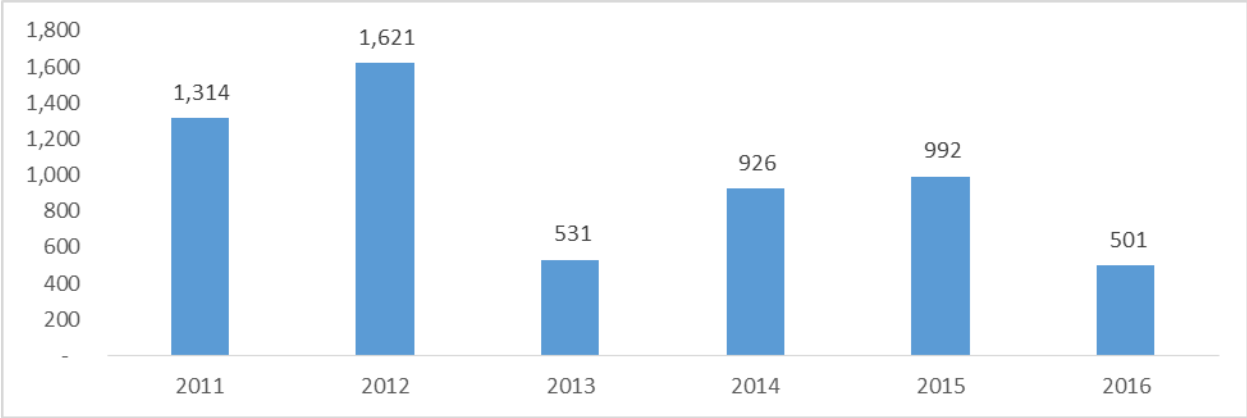


Figure 1. Tobacco harvest land area (in hectares) in Banyuwangi from 2011 – 2016

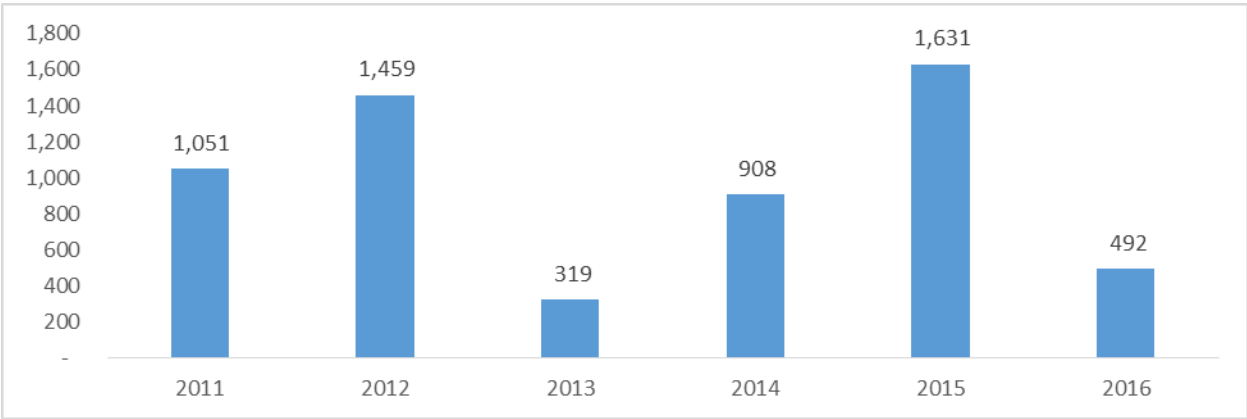


Figure 2. Tobacco production (in tonnes) in Banyuwangi from 2011 - 2016

Tourism, on the other hand, flourished. Number of foreign and domestic tourists staying at hotels in Banyuwangi increased by a total of 80% with foreign tourists increasing from 17,929 in 2011 to 64,102 in 2016; domestic tourist increased from 323,186 to 551,513 in the same period (Fig 4) (6-12).

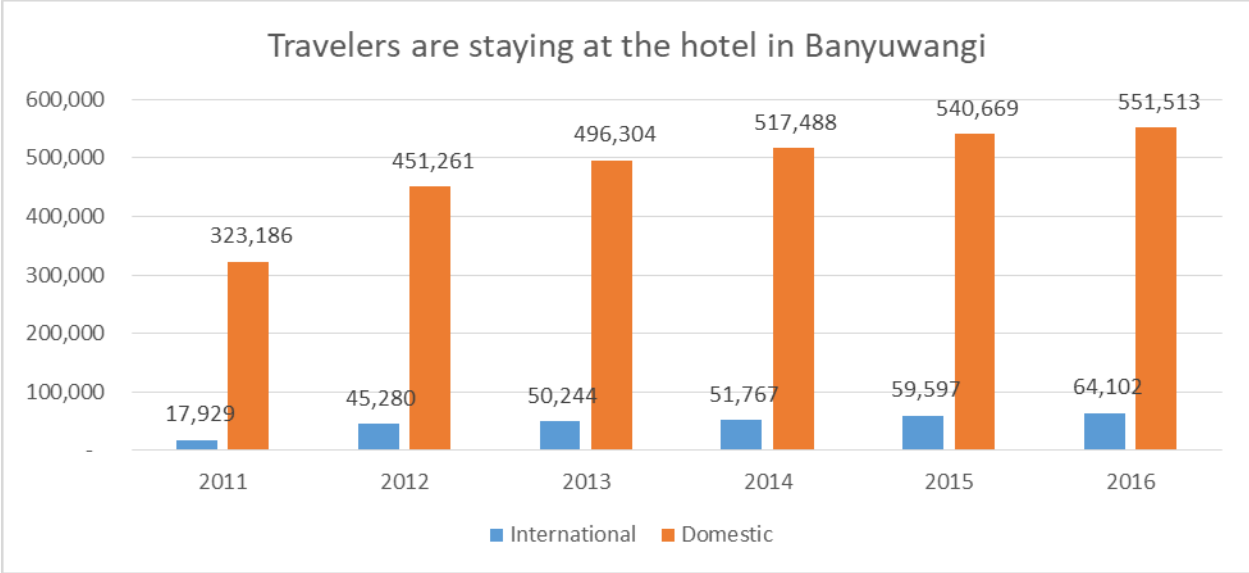


Figure 4. Number of international and domestic tourists staying at hotels in Banyuwangi from 2011 to 2016

Tourims boosts Banyuwangi’s economic growth (13) with an increase in tourism revenue of 52.78% from 2015 to 2016 alone generated from tax from hotels with an increase of 47.9%, tax generated from entertainment events (33.2% increase), and an increase from recreation and sports area (463.3%) (Figure 5).

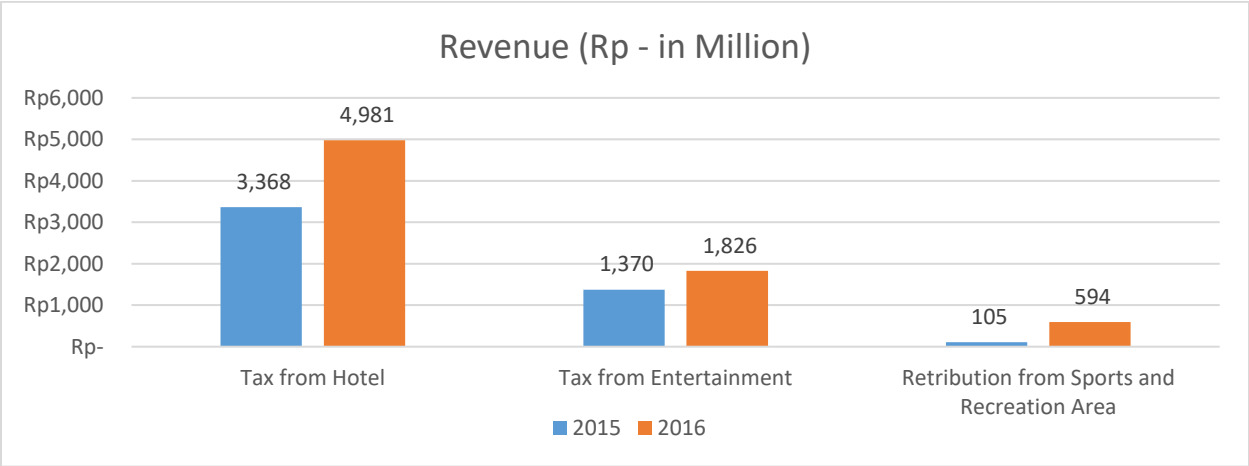


Figure 5. Banyuwangi’s revenues from tourism from 2015 – 2016 (in million rupiahs)

Since 2011, Banyuwangi’s government has aimed to improve its economy through promoting and protecting small, micro and medium enterprises. The government of Banyuwangi placed a

moratorium on new chain stores, disallowed development of shopping malls and reduced commercial advertisements on main roads, schools and religious sites to protect local economy and reduce consumerism. Reducing the number of outdoor tobacco advertisements was also part of the effort to revamp and recreate itself as an ecotourism destination.

*“We want people to be healthier and more comfortable in the future. Moreover, Banyuwangi is a compassionate city, in terms of human rights and health, all are cared for so that [we] do not sacrifice our people for the sake of a few interest. That’s what the Regent taught us..... We want this city to be a tourist city. Ecotourism. Therefore, we can not tire our communities with lots of advertisements.”* (informant 6, local government representatives on why the advertisement ban was in place)

All of these efforts have helped Banyuwangi become one of the national rising stars in innovation and good governance (14-16). The efforts are actualization of the Banyuwangi government’s Regional Medium Term Development Plan (RPJMD) of 2010-2015 and continued on RPJMD 2016-2021. The current development plan contains nine main development agenda of Banyuwangi; two of which were mandatory priority agenda (increasing access to education and improvement of health access), three were top priority agendas (agriculture revitalization, tourism development based on local wisdom, and the strengthening of micro, small and medium enterprises and cooperatives), and four were supporting agendas (infrastructure development, natural resource and environmental development, enhancement of social protection and welfare, and improving the quality of bureaucracy and public services) (17).

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