

Abstract No. 16

**OPTIMIZING RESOURCE BASED ON ECOTOURISM AT
BEDONO VILLAGE, DEMAK**

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ABSTRACT

Bedono Village located at the coastal area of Demak has a promising tourism potential to develop. Mangrove area development as an ecotourism handle such important thing as the economics force for the community. Abrasion, land subsidence, worse people resources management, and poor quality education has impacted directly to decrease people's income, so it needs to make a masterplan towards the Bedono's mangrove ecotourism. This research has aimed to analyze Bedono's village resources potential through ecotourism masterplan. The methods are analytical with qualitatively and quantitatively through SWOT analysis to do observing towards community income and ecotourism potential with the respondent from Bedono's people, tourists, and villagers government. The results show that Bedono village have mangrove area for 1330 Ha with the species of *Avicennia marina* dan *Bruguieragymnorrhiza* but also supported by Small and Medium Enterprise Empowerment (UMKM) so that local-based wisdom tourism can be carried out. Based on the observation the authors make some strategy for ecotourism masterplan, i.e. development of small and medium enterprise, homestay, and mangrove tour packages. Within this analyze hopefully Bedono village become independent and prosperous.

Keywords : *mangrove, ecotourism, masterplan, Bedono-Demak*