

ABSTRACT

Firdaus, Amaliya. 2013. *Redesign of Watu Ulo Beach Region in Jember, East Java.*

Supervisor Tarranita Kusumadewi, M. T and Andi Baso Mappaturi, M.T.

Keywords: Redesign, Watu Ulo, Ecotourism.

Watu Ulo Beach tourist area is a tourist area that is located in the village of Ambulu Sub-district Sumberejo Jember, by storing a lot of exotic natural beauty but is packaged in a less supportive. The damaged facilities and insufficient infrastructure make this region left visitors. Over the years this tourist area has decreased drastically. To resolve the issue, then do the design back in this tourist area in order to experience an increase in both revenue and human resources. Is expected to become a tourist area with visitors both in and outside the town of Jember.

In accordance with the theme of tourism and Ecotourism, the empowerment is viewed from different sides on tourism and the preservation of nature at its best. Discuss about linkage ecotourism in real tourism by combining nature as the primary object and which should be maintained and conserved. Ekobiologis (ecological) the term for the science of the study of the preservation of nature.

According to The ecotourism “Ecotourism Society (1990)” is a form of travel to natural areas that are carried out with the aim of preserving the environment and conserve the life and well-being of local residents. Reconstruction of the Ecotourism or often called Ecotourism is carried by travelers nature lovers who are looking at the tourist destination remains intact and sustainably, in addition to the cultural and community well-being is maintained.