

# MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

## Indonesia

### TOURISM MASTER PLAN FOR THE BROMO AREA

**For the International Labour Organization, 2009**

The International Labour Organisation (ILO) commissioned Euro Asia Management in October 2009 to prepare a 'Master Plan for Tourism in the Bromo Area of East Java'. The Government of East Java (GEJ) had identified the Bromo-Semeru-Tengger National Park as a visitor destination that offered significant potential for economic growth and employment creation. GEJ requested the ILO, as part of its Job Opportunities for Youth programme, to focus on the regency areas of Pasuruan and Malang for local economic development interventions.

In addition, a key element of this project was to assess the feasibility of developing a major volcano tourism attraction to support the Mount Bromo area, as well as the two regency's agro-tourism resources in Poncokusomo and Nongkojajar. This would be modelled on the Vulcania theme park in Auvergne, France.



The TMP provided an assessment of the key tourism development issues, product themes and potential source markets. It outlined proposed improvements to visitor attractions and potential circuits as well as the principal activities that should be undertaken in order to fulfill these recommendations. Three sites or 'areas of search' were also identified for the proposed volcano visitor attraction, together with some additional facilities that could be included, and also next steps for the feasibility assessment of the project.



Mike Sharrocks was appointed by Euro Asia Management to prepare the Tourism Master Plan (TMP) for the Mount Bromo Area as an initial project stage prior to the feasibility study for the major volcano tourism attraction. The TMP reviewed the main tourism resources in the Pasuruan and Malang regency areas, especially in the context of Bromo-Semeru-Tengger National Park and Mount Bromo. This was done with a focus on the main visitor approach routes to Mount Bromo.



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