

SUMMARY

Pradikta Rumbaga Abriansyah, 2014, **Public Choice Approach Based Tourism Development Environment (Studies in Batu Regional Development Planning Board)**, Dr. Choirul Saleh, M,Si as Counselor Lecture I and Dr. Sarwono, M,Si as Counselor Lecture II, 187 Hal.

The research was conducted on the basis of the pressure on the environment which result from changes in the environment functions as business or tourism development that is not based environment. It is also caused by public choice or public choice made by the city of Batu government that do not rely on the natural resources owned by the state and Batu city have wide area just for 19908.72 km or about 0.42 of the total area of East Java but development of tourism in homemade allow uncontrolled.

This study focuses on the problem: How Public Choice Approach Mapping and what are the results of the Batu Regional Development and Planning Board in environment-based tourism development. This study used a descriptive study using a qualitative approach. Data collection techniques used observation, interviews, and documentation. Then to study the instrument is supported by interview guides, stationery, field notes, and most importantly in this study is the researcher herself as the key instrument. As well as data analysis using Miles and Huberman with interactive models. The data analysis is done so that researchers can process and analyze the collected data into data that systematic, organized, structured, and has meaning.

The results of this study indicate that mapping of tourism development in Batu city at this time is to develop nature-based tourism and agriculture. By using the public choice approach to city government, especially Batu Regional Development and Planning Board made a public choice or public choice to develop villages which have the potential to be developed into a Tourist Village. The results of environment-based tourism development will be undertaken by the Regional Planning and Development Agency is to undertake environmental management efforts to address and prevent environmental damage by comparing tourism development that is not based environment