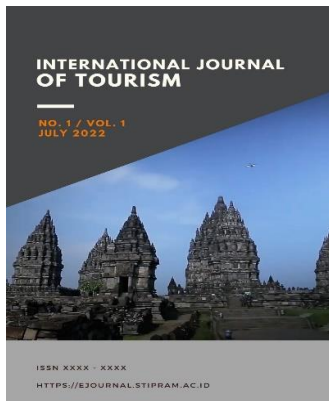


# SUSTAINABLE ECO-TOURISM DEVELOPMENT STRATEGY AS TOURISM ALTERNATIVE DURING COVID 19 PANDEMIC IN POSONG TOURISM AREA

Amin Kiswantoro<sup>1\*</sup>, Hendra Rohman<sup>2</sup>, Dwiyono Rudi Susanto<sup>3</sup>, Lilik Edi Saputro<sup>4</sup>, Nur Rohman<sup>5</sup>  
Department of Tourism, Ambarrukmo Tourism Institute Yogyakarta<sup>1,3,5</sup>, Health Polytechnic of Bhakti Setya Indonesia, Yogyakarta<sup>2</sup>, Universitas Bina Sarana Informatika<sup>4</sup>  
aminkiswantoro@gmail.com<sup>1\*</sup>, hendarohman@mail.ugm.ac.id<sup>2</sup>, rudyderudi@gmail.com<sup>3</sup>,  
[lilik.les@bsi.ac.id](mailto:lilik.les@bsi.ac.id)<sup>4</sup>, Nurrohman@stipram.ac.id<sup>5</sup>



## Article History

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**Abstract:** Posong is a tourist destination that needs to be built, developed, and perfected. Therefore we need right way to develop Posong area into a leading and attractive destination for tourists. Attraction characteristic of Posong's natural attractions is view sunrise and display of seven mountain peaks. Spread plantation land does not forget to be allure Posong's natural tourist destination. However, this potential has not been managed optimally, such as lack of adequate facilities, less intensive promotions, and accessibility problems in form roads are still steep and rocky. In addition, during this pandemic, natural tourism in Posong experienced a decrease in number tourists, which affected local economy. Therefore we need the right strategy to make Posong a sustainable tourism.

**Purpose:** This study aims to analyze ecotourism in Posong tourism sites, Temanggung Regency. Determine and describe economic influence, social influences, environmental influences in Posong tourism destinations, Temanggung Regency before and after ecotourism development strategy.

**Research methods:** Qualitative with explorative. Data collection by observation and documentation.

**Results and discussions:** Strategies used to develop Posong tourist destinations which include application of sustainable tourism principles, ecotourism development, accessibility, and amenity development, Human Resources Development local communities, formation of Posong tourism area managers.

**Conclusion:** Aspects of attractions, environment, and visitors are good and ready to deal with revenge tourism during a pandemic by paying attention to strict health protocols. Sustainable development has a comprehensive, integrated, and human oriented approach.

**Keywords:** *eco-tourism, tourism strategy, sustainable tourism, tourism alternative.*

## INTRODUCTION

Tourism has become a hot topic for discussion among several groups. Tourism law interprets tourism as a matter related to travel activities are supported by ease of facilities and infrastructure, services provided by several parties, including the community, businessmen, and local governments. The existence of unique and attractive tourism resources in area can be taken advantage of through appropriate tourism development.

Tourism is an exploration from one destination to another that is temporary in nature carried out by a person or group, to seek balance and passion with the environment in social, scientific, natural, and socio-cultural spheres. A visit made by a person or group of people that temporary in nature to another place out of an area of origin. Factors that support his departure are due to various needs, both for social, economic, cultural, political, religious, health, and other needs.

There are several factors that encourage someone to travel, so motivation is formed, including cultural motives, physical motives, interpersonal motives, and status motives. In traveling, tourists need planning. Alternative tourism is a tourism activity that aims to care for nature, side with an environment to minimize adverse effects of large-scale tourism development in area. Alternative tourism is defined as tourism provides several services in form hospitality provided to visitors and carried out by local residents and local communities. There are several forms of alternative tourism such as ecotourism, agrotourism, village tourism, and religious tourism.

Ecotourism is a journey process to fulfill a sense of entanglement, love, give birth to understanding ecological order of natural beauty, cultural assets, culture, or traditions of local community, and respect and acknowledge its existence. Explorations carried out to natural areas are still beautiful and uncontaminated with aim of reviewing, enjoying scenery and cultural manifestations. Ecotourism has elements, namely knowledge, conservation, evaluation, understanding, sustainability, comfort, and welfare of local community.

Ecotourism focuses on curiosity of tourists about objects and attractions found in a tourist destination. Activities are often served by several tourist destinations are looking at something different from others regarding activities of a certain tribe, including traditional arts and community wisdom in area. Ecotourism is different from nature tourism, nature tourism includes all forms of mass tourism, places of adventure, and others, while ecotourism utilizes pristine or undeveloped natural resources including species, habitats, landscapes, as well as rivers, lakes, and oceans.

Guidelines and management practices for the development and management of sustainable tourism can be applied to all forms of tourism, regardless of destination, type of destination, or type of tourism. Sustainable ways of managing travel destinations can be defined in consideration of their competitive position and stage in the travel destination's life cycle in order to achieve sustainable tourism outcomes. It is suggested that maintaining the intrinsic quality of the selected tourist destination should be a central planning element.

This study aims to analyze ecotourism in Posong tourism sites, Temanggung Regency. Determine and describe economic influence that occurs in community around Posong area after ecotourism development strategy. Determine and describe social influences that occur in community around Posong area after ecotourism development strategy. Determine and describe environmental influences in Posong area after ecotourism development strategy. Determine and describe whether or not there are differences in economic, social, and environmental conditions that occur in Posong tourism destinations, Temanggung Regency before and after ecotourism development strategy.

## **LITERATUR REVIEW**

Tourism Development Components Various categories of these components are shown in the tourism literature, but they are always somehow related to tourism planning. Knowledge of the components of tourism development and their interrelationships is essential to understanding tourism planning. In the planning approach, the components are categorized and described as follows: Tourist attractions and activities. Accommodations, hotels, other types of facilities, and related services that travelers stay during their trip are other natural, cultural, and unique features that attract tourists to

the area. Guided tours and travel activities (also known as reception services), restaurants, other types of eateries, craft shops, souvenir shops, and other tourist facilities and services, tourist information centers, beauticians, beauticians Medical services, including medical facilities and services, specialty and supply, banks, foreign exchange and other financial institutions and services, and clinics and hospitals, customs and immigration services, through services such as public security agencies and police and fire departments. Protection that can facilitate entry and exit.

In addition, transportation facilities and services, access to domestic development areas, internal mobility systems between development areas and transportation within development areas (including all types of transportation facilities), and services related to land, sea and air transportation. Is also included. In addition to transportation, other infrastructure needs in the development area include water supply, electricity, sewage and waste treatment, telephone, telegraph, telex and fax telecommunications, and sometimes wireless and drainage systems.

The institutional elements of developing and managing tourism, Marketing strategies and promotional programs, regulations and laws related to tourism, public and private investment policies, and controls on eco-social economic impact are also included.

Global tourism is growing at a dramatic rate as part of an action strategy for sustainable development. In the near future, there will be a conflict between tourism and the environment as a result of this trend. Severe degradation of the cultural and natural environments is highly likely if a significant shift toward sustainable forms of development is not made. Delegates to the globe '90s tourism stream raised concerns about the sustainable tourism policies and measures that need to be implemented. Environmental and health-related factors are gaining more importance in influencing lifestyle choices than ever before in society. As a result, activities are encouraged that support business ventures that contribute to the environment, as well as preferences for products that are environmentally friendly. As these patterns create, there will be a developing intrigue in making tourism items and administrations that are essentially arranged towards economic improvement.

Tourism and its part in maintainable advancement are as of now subject of much concern. A Number of ponders and conferences have inspected the scope and suggestions of green approaches to tourism. It appears clear that supportability holds significant guarantees as a means to support elections and ecotourism as well as handle mass tourism topics. Similarly, there's a have to move past the definition and toward activity.

The environment is the basis of tourism. Tourism shapes and influences the environment. A broadly recognized issue is the degree to which ill-conceived and ineffectively arranged tourism improvement can dissolve exceptional qualities of characteristics and human environment to pull in a guest. Acknowledgment of this issue is required at national and territorial levels. Specific consideration must be paid to the neighborhood level where impacts and concerns are most clear.

The concept of sustainable development clearly recognizes the interdependence between environmental and economic issues and policies. Sustainable development aims to protect and improve the environment, meet basic human needs, promote justice now and between generations, and improve the quality of life for all. The real challenges

of the tourism industry and sustainable development now need to be addressed. Domestically and internationally, we need a balanced development vision to establish a functional partnership between tourism and other sectors. New mechanisms of coexistence must be developed through an integrated planning process that equally considers tourism and other economic development initiatives. Tourism development requires a positive awareness of ecological and social responsibility at the international, national and regional levels.

The objectives of maintainable tourism are to create more prominent mindfulness and understanding of critical commitments. Tourism contributes to the environment and economy, increases the value of improvement, improves the quality of life of the community, provides guests with a quality experience, and enhances the quality of the environment, which was the previous goal of dependent visitors. Can be maintained. Experience and maintain the quality of the environment on which the above objectives depend.

The definition of sustainable tourism development is elusive. This is a relatively new concept and its definition will undoubtedly evolve over the next decade. Sustainable tourism development can be seen as protecting and improving future opportunities while meeting the needs of today's tourists and host areas. Sustainable tourism development manages all resources to meet economic, social and aesthetic needs while maintaining cultural integrity, essential ecological processes, biodiversity and life support systems. Should result in.

Implication for policy, presentation of thought of economical improvement is moving center absent from conventional development versus advancement contention. Center progressively on openings for work, pay, and progressed nearby well-being whereas guaranteeing that all advancement choices reflect full esteem of characteristic and social environment. Tourism advancement including any misfortune of existing common of social riches or natural capital will be expanding show how future eras will be compensated. Misfortune of common and social resources can now not essentially be substituted for by capital riches made by unused improvement.

Tourism as an industry can improve the quality of nature and at the same time create jobs. This creates a positive relationship between tourism and the environment. Some tourism wage rates may not be as high as in other segments, but tourism offers long-term career advancement when other companies cannot. Fiscal development must be well measured. It is not an exhibition, so to speak, and must include true safety and reuse, even when those costs will be much higher in the future. Comparing tourism in this way to other industries, the big picture goes incredibly forward.

Economical tourism advancement must give for intergenerational value. To be reasonable for future eras of sightseers and travel industry we must take off them asset base no less than we have acquired. Each era of tourism engineers, organizers, and administrators is obliged to see after eras that take after.

## **RESEARCH METHODS**

Qualitative research method with explorative type. Data collection by observation and documentation. Qualitative research has to understand life problem and by inquiry process empiric data in a field, by some questions and reporting procedures to carry out in formed using valid process. The formerly first step is to make an inventory all data that have empirical

and relevant to objectives of a research study. Select and determine number of appropriate problems that used in aim research. Next, identifying problems related to problem of sustainable eco-tourism development strategy during covid 19 pandemic in Posong tourism area. Theoretical and literary have to be approached through a result of direct interviews from valid tourism informants, and reliable multimedia aspects. Interviewed from several aspects: social education, economic, environmental, community institutions, government global aspects during pandemic covid. This qualitative study utilizes a review of relevant literature and research analysis that should be used as material for developing strategic innovations that can be used further. Empirical phenomena in depth through collecting appropriate data should be more relevant. This study has to be able to understand the real conditions that occurred in field. Therefore, result analysis in stated that this study can be useful for further development.

## RESULT AND DISCUSSIONS

### a. Tourism during Covid 19 Pandemic

In the current era, the world is being hit by covid-19 outbreak, including Indonesia. WHO states that covid-19 is a virus that can single living things such as humans and animals, this virus can cause respiratory tract disorders. Diseases caused by this virus are respiratory diseases such as influenza with indications of fever, cough, and difficulty in breathing that have claimed lives. Appearance of outbreak of Covid19 has prompted government to issue regulations aimed at entire community to limit physical contact by staying indoors. This affects tourism sector because of a shrinking number of tourist visits. Socializing a new habit system or new normal is important to provide understanding public to continue to implement health protocols in world tourism to ensure mutual security and rebuild tourism has declined.

The tourism sector should plan a new way of life after covid-19 pandemic. Health protocols must be implemented to suppress spread of virus. Some areas that have begun to develop economic conditions are almost dead due to regulation of Large-Scale Social Restrictions or PSBB.

The global economic impact of spread covid-19 UNWTO predicts presence of foreign tourists can shrink by 1-3% in 2020, or experience decline from predicted 3-4% growth in early January 2020.

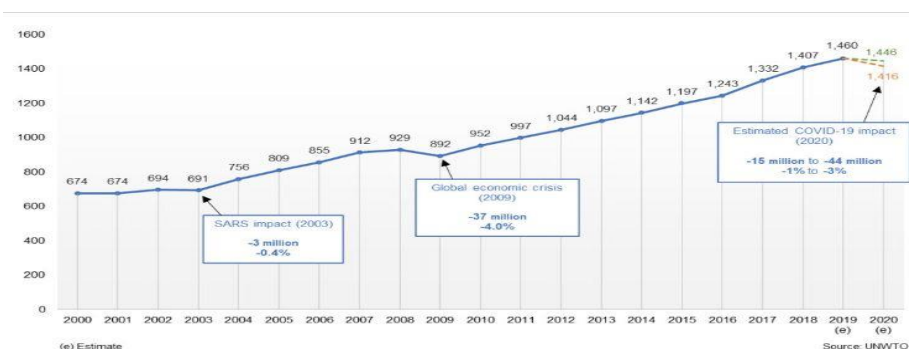


Figure 1. Revised 2020 forecast international tourist arrivals, the world (% change)

Source: World Tourism Organization (UNWTO)

The covid-19 outbreak does not only affect economic, educational and social fields, but also penetrates tourism sector. Impact is world economy, including in Indonesia. Existence of regulations on large-scale social regulations (PSBB) and closure of tourist and entertainment venues aims to minimize spread of epidemic, resulting in a decrease in community movement.

Data written at Central Statistics Agency (BPS) states cumulative arrival tourists from abroad to Indonesia from January to November 2020 was only 3.89 million visits, this figure is smaller than previous year in same period, namely amounted to 14.73 million foreign tourists or in other words there was sharp decline of 73.60%. Total number foreign tourists consists foreign tourists entering through air route of 1.68 thousand arrivals, water route of 972.02 thousand travelers and land route of 1.23 million travelers. Total tourism in November 2020 reached 173.31 thousand visits, this figure is smaller than in 2019 in same period of 1.28 million visits. Total number of arrivals of foreign tourists November 2020 experienced sharp decline of 86.31%. Compared to October 2020, total number of arrivals of foreign tourists November 2020 increased by 13.90%.

The decline of the tourism sector will affect the economy. These economic fields include transportation companies, procurement of facilities, as well as consumption processing industries as well as large and small-scale marketing. Data written by Ministry of Tourism and Creative Economy received by Katadata.co.id on April 7, 2020, there were 10,496 tourism efforts affected and 30,421 workers in tourism sector lost their livelihoods. In addition, in an emergency, BPS reported that hotel occupancy in May 2020 decreased from 43.53% in 2019 to 14.45%. In addition, the Indonesian Hotel and Restaurant Association (PHRI) has discovered that 2000 hotels and 8000 restaurants were closed during the PSBB period. A solution that business players in the tourism sector can adopt is to use the digital economy to survive and awaken from the adversity of the Covid 19 outbreak.

This pandemic has had such a big impact that a proper strategy is needed to restore the tourism sector. The action taken by the government through the Ministry of Tourism and Creative Economy (Kemenparekraf) is to improve supply and demand, including providing ecotourism destinations, building infrastructure for cooperation with other countries, implementing CHSE protocols in regions, building and creating ecotourism attractions, increasing quality and quantity of economic and creative products, Improving quality of Human Resources.

In addition to these six steps, government is also trying to maintain economic sustainability tourism sector by issuing cash reaching Rp. 3.3 trillion which is used as tourism donations to support local governments and tourism businesses such as restaurants and hotels which have decreased due to pandemic. On other hand, donation is also used to support recovery of Regional Original Income (PAD). In addition, government continues to strive for increasing goods to be sent abroad or for export and digitizing trade in creative economic products prioritizes creativity and human thinking so economy can develop more. Examples existence creative economy are advertising as a strategy to offer tourism goods and services, improving rudimentary development, and improving community crafts to attract tourists.

In addition to government, several tourist attractions are also pursuing health protocols by issuing regulations such as limiting number visits without reducing income levels, maximum operating hours until 17.00 WIB, implementing 3M (keeping distance, wearing a mask, washing both hands with soap). Regulation is aimed suppressing spread of covid-19, it is hoped this regulation can provide a sense security and comfort for both tourists and local community.

#### b. Alternative Tourism

During this pandemic, people are becoming more careful when traveling, because with so many tourists, potential for virus to spread is higher. With existence natural tourism, it is hoped can be alternative to travel during new normal or new habits during covid-19 pandemic. Nature tourism prioritizes quality travel by implementing nature as means of health and self-recovery. Provision this natural tourist area is carried out because it considers needs community for safer recreation. In addition, provision this natural tourist area is expected to be beneficial for health in dealing with covid-19 pandemic. Nature tourism provides serenity and freshness air from its

natural beauty. Nature tourism provides a new atmosphere from hustle and bustle of city. Areas are included as natural tourist destinations include wildlife reserves, forests, geoparks, and natural tourism parks. Meanwhile, non-conservation nature tourism consists of safari parks, community based nature tourism, botanical gardens, tourist villages, and zoos.

Nature tourism is categorized into quality tourism, therefore development must be carefully. Important things to consider in development natural tourism include nature conservation, care of tourists to respect local culture, and length of stay tourists. These three things must be considered to maintain preservation of nature and indigenous culture so they do not fade and can be passed on to future generations.

In the press release, the Ministry of Tourism Creative Industries has joined the Tourism Creative Industries and registered for the CHSE (Clean, Health, Safety, Environment) certification program. Enforcing health standards is a success for the tourism and creative industries. Certification serves as a warranty for public and tourism services and products that comply with protocols for hygiene, health, safety and environmental sustainability. The purpose is to prevent and control the spread of Covid 19 in tourist areas. There needs to be cooperation between tourists and tourism area managers in implementing health protocols. Health protocols implemented include limiting number of visitors who come, maintaining a distance from one person to another to avoid physical contact, washing hands with soap, and also wearing two masks. Tourist destination areas also require health documents to ensure health of tourists.

Alternative tourism through ecotourism can also increase interest of tourists to visit an area. In addition to natural factors, another thing to consider is human factor. Empowerment human resources need to be improved in building natural tourist destination. Role community is very important in tourism activities in their area, local people can become tour guides because they know area better and considered better able to explain area. This effort, it is hoped, can advance economic conditions and welfare local community. This will reduce unemployment rate in area. To market tourism products in area during pandemic, it can be through mass media such as newspapers, brochures, radio, billboards, television, instagram, facebook, twitter, and so on.

### c. Alternative Tourism Overview

Posong is one of Temanggung's natural attractions and is located at an altitude of about 2000 meters above sea level. Posong is a natural tourist destination located on slopes of Mount Sindoro, precisely in Tlahab Village, Kledung District, Temanggung Regency. From this position, tourists can see views of seven mountain peaks, including peaks of Mount Sumbing, Mount Merapi, Mount Andong, Mount Merbabu, Mount Telomoyo, Mount Ungaran, and Mount Muria. Due to its geographical location, Posong is special spot to see sunrise. Local community gave name Posong which means empty post. Posong also has various tourist activities, including charm of natural beauty on sunny day, tourists can see ocean of clouds stretches. Scenery along road to Posong, on the way tourists are presented with views of green and beautiful coffee and tobacco plantations. Sunrise and sunset, Posong tourism opens at 04.00 WIB then at 05.00 the sun begins to rise at time tourists can feel the warmth of golden sunrise. In afternoon you can see sunset. Outdoor rides, various activities are offered starting from flying fox, outbound, and tracking.



Figure 2. Posong natural tourism

#### d. Alternative Tourism Attractions

The attractiveness of Posong alternative tourist destinations is amenities. Besides being supported by available accommodation, tourist destinations must also be supported by supporting facilities to make it easier for tourists to travel, such as gift shops, restaurants, bathrooms, places of worship, and various other public facilities. Amenity consists of completeness of public services that can make it easier for tourists to carry out various activities so they can create a feeling of satisfaction with tourist destination. In this case, Posong tourist destination has amenities in form of lodging. The manager provides lodging with views and nuances of mountains. With accommodation, tourists can feel comfortable so they can visit longer. Shopping centers, there are also shopping places for tourists to make it easier to get desired items, but they are not yet fully equipped such as souvenirs (t-shirts, handicrafts, and special foods). Restaurant, there is restaurant for visitors provides a variety of ordinary and typical food from Temanggung area. In addition, other public services are still being pursued by tourism managers. With adequate facilities, tourists are expected to feel comfortable and want to visit again.

Accessibility, accessibility is a level affordability tourist destination. Tourist destinations need to provide facilities to provide convenience for visitor's tourist objects. It will be more effective and efficient if destination tourist attraction is easy to reach and does not drain energy. To go to Posong tourism, you can pass from direction of Wonosobo, Yogyakarta, and Semarang. To go to tourist attractions, visitors can use private vehicles, both motorbikes, and cars. However, for tourists who do not use private vehicles, there is no need to worry because surrounding community provides motorcycle taxi services. In addition to rejuvenating tourists, it can also be a source of income for local residents. Condition of road from gate to Posong natural tourist attraction is still steep and rocky, seeing such conditions, clearly requires collaboration between stakeholders and local residents for asphaltting.

Attraction, allure is kept by tourist destinations. This allure is to attract tourists to visit. Various attractions are offered by management ranging from mountains, seas, hills, flora, and fauna. On other hand, Posong tourism offers natural scenery in form of seven mountain peaks surround it, namely Mount Sumbing, Mount Muria, Mount Andong, Mount Merapi, Mount Telomoyo, Mount Merbabu, and Mount Ungaran. Posong tourism also presents beauty of ocean clouds, sunrise, sunset. And on weekends manager organizes various regional arts such as jaran



braid, ireng masks, and wayang performances. To add to visitor experience, manager provides playgrounds such as parks, flying fox, outbound, tents for camping, and several photo spots with natural nuances.

Ancillary, tourist destinations need to be supported by existing institutions to manage them. This institution is beneficial for visitors because it is easier for them to get various information and security services. In addition, with this institution, community around Posong tourist area will not feel restless with an increasing number of tourist arrivals. Therefore, there are several policies, among others, Posong nature tourism management institution has been established through Decree of Tlahab Village Head in 2014. This management institution has quite a positive impact on tourism area management system, besides that this institution can minimize conflicts that occur in community. Improve communication and coordination between community and relevant stakeholders. Support from both of them is very influential on sustainability of tourist attractions considering Posong tourist area is in middle of resident land. Increase competition in market. This competition will encourage someone to be more active at work. This can increase equality in terms employment opportunities.

#### e. Alternative Tourism Sustainability

Posong alternative tourism destinations require a mature strategy to turn Posong area into sustainable tourism. This strategy can be pursued by increasing tourism instruments. Before promoting, Posong natural tourism destinations must first provide facilities such as tourist objects and attractions, transportation facilities, services, recreational activities, shopping centers, gift shops, restaurants, and five star hotels. In addition, by introducing indigenous customs and cultures, they can maintain their sustainability. Tourism development also needs to be implemented by improving quality of environment and economy as well as welfare local communities. In addition, Posong natural tourism destination has implemented principles sustainable tourism, including being environmentally friendly.

Most of plantation land in Posong area is part of tobacco plant utilization area in Temanggung. Tobacco is prima donna product according to Temanggung people. If not balanced with good land conservation, there will be a slope of land causes erosion. This makes farmers in Posong area grow arabica coffee plants side by side with tobacco plants. This coffee plant has deeper roots so it can protect soil from danger of erosion.

The development tobacco and arabica coffee in Posong area has potential to make Posong a good agro-tourism area. In addition, cultivation tobacco and Arabica coffee has a good impact, because Posong tourism has become marketing medium for tobacco and Arabica coffee products. On other hand, Posong's natural tourism is environmentally friendly, as evidenced by absence of indiscriminate felling of trees, although efforts to improve quality tourism continue to be carried out, they still maintain their natural beauty.

Socially and culturally accepted, Posong nature tourism is expected to improve welfare of residents around tourist sites. Making tour packages by utilizing existing potential will provide an important role for welfare community. Form tour packages can be in form local cultural packages, local arts, or agro-tourism packages involve community directly. With community empowerment program, you can explore expertise local community. Through their expertise, community can create tourism products still prioritizes cultural values so it will continue to be preserved and can be passed on to future generations.

Economically feasible, construction of five star hotel in Posong tourist area is expected to be able to support ecotourism activities in area. The existence five star hotel is considered important to increase interest tourists to visit. Five star hotel was built was designed by optimizing natural scenery as characteristic Posong ecotourism, natural scenery is in form of golden sunrise and seven mountain peaks where these views cannot be found anywhere else. As well as its natural resources, it can be seen Temanggung Regency is also popular for its bamboo-based crafts, besides it also has a week titled reed called Pasar Papringan. Therefore,

planning for hotel development in a natural area of Posong will exclude bamboo as a basic material in development design.

Arrangement traders in special places such as canteens can open up business opportunities for local communities so existence of Posong tourism objects provides economic benefits to local community. Posong tourism objects have led to 5 targets in sustainable tourism destinations, some examples of which are assistance and training from relevant agencies, such as Tourism Office for managers and local communities with aim of increasing understanding of tourism. Implementation of training and mentoring includes ecotourism guide training, tourism business financial management training, tourism business training, improving folk arts and crafts, and HR training. Understanding tourism in community will reduce social impact caused by tourism activities. Level public acceptance tourist arrivals will higher, along with increased awareness tourism. Improving quality of life local community, because community plays active role in economic activities in Posong, providing land for community to sell. Then economic condition community began to improve. Increased environmental sustainability and quality, as evidenced by absence illegal logging, good waste management, moderate use of water, and continued development while maintaining beauty of nature. Increased balance in development, economically in Posong tourism is going well and local communities take an active role, and carry out development while preserving nature.

Advantage sustainable development in Posong area is economically profitable. If Posong tourism is developed properly, it will attract investors to take part in development of Posong tourism, so it will be able to create jobs widely and can further improve economy of local community and tourist area.

Socially, people's lives will be more prosperous because of wide employment opportunities. In addition, with developments carried out in tourist areas such as attractions and accessibility, quality of visitor experience will increase. Existence sustainable development by taking into account preservation nature, will be able to reduce air pollution and environmental degradation, because development utilizes resources effectively and efficiently.

#### f. Effect Alternative Tourism on Economic and Socio Cultural Resilience

Public, impact economic resilience, alternative tourism can have positive influence both for tourists and local community. The existence alternative tourism can improve welfare community. If good planning, it can maximize economic, socio cultural resilience and can minimize inequality. Local community is main actor in development tourism activities. Efforts can made by local communities to organize tourist attractions and distinctive cultures such as traditional dances, traditional ceremonies, various rituals, and so on. In addition, community can also channel their skills by producing souvenirs have regional characteristics, participating in maintaining security, and maintaining peace so tourists who visit feel comfortable while in tourist area.

To create community welfare, it is necessary to make efforts to empower local community maximum, this can be beneficial for development and social welfare achieved. This development concentrates on community and emphasizes empowerment, by seeing creativity community as main factor development.

In general, welfare people Posong area is still low, therefore an appropriate strategy is needed to overcome these problems. This development program is intended to improve standard living community. This effort is more focused on developing special potential Posong tourism and requires synergistic cooperation with other economic forces.

Government has an important role in realizing interests and welfare community. In this case, government must be able to build public service facilities. Government has three main functions, namely service, empowerment, and development. Existence alternative tourism can also increase number of jobs for local community, for example by building hotels, restaurants, health facilities, and various other supporting facilities. This will require a lot of manpower can

be utilized from local community construction process to management facility. Therefore, community economic resilience can continue. Social and cultural impact, culture is attraction area has to bring in tourists. If culture can be enjoyed directly by tourists, attraction included in culture can be something new.

According to community around Posong, before this tourist attraction was visited by tourists, people's lives were very individual, but after this tourist attraction was widely known and visited, it immediately stole public's attention to be open. Tourists who come are considered as consumers and tourist interests are considered as needs. With this tourist interest, thought was born to develop tourist attraction in Posong area. Efforts are being made to maintain uniqueness, openness to public accept tourists, and to show their culture as unique. With this, tourists will learn about culture Posong area. If community and tourists can be kind and respect each other, then threat cultural assimilation can be avoided.

Ecotourism leads to principles of sustainable tourism, which has principles such as being environmentally friendly, effective for socio-cultural, and acceptable for economy. In this case, ecotourism has principles providing knowledge to local communities and tourists about importance environmental conservation. Income can be received directly by tourist areas, where income can be used to improve quality and preserve nature. Participation in local communities in managing tourist areas. Economic activities can be carried out by community directly so as to improve quality of life community. Develop tourist facilities while still taking into account environmental sustainability. Avoiding negative impacts caused by excessive tourist arrivals and adapting to local culture.

#### h. Relation of Observation Results with Government, Industry, Society

The government, Posong area in Tlahab Village received assistance from Temanggung Regency Government (Pemkab) to increase human resources (HR) and also for development facilities in 2019 fiscal year. Budget was not much different from 2018, which was Rp. 410 million. Industry, there is still lack of support provided by industry so there is still a lack of souvenir shops, inns, star hotels, and restaurants. Community, role community in managing Posong tourist area is quite large, such as providing land and parking services, security, ticket guards, cleaning, and canteens for visitors. Educational, scientific, adventure, and agro-tourism. Therefore alternative tourism is considered more-friendly to nature. Alternative tourism is tourism prioritizes natural environment and local communities. In this case good tourism development and support preservation of natural, cultural and human resources.

Alternative tourism directly supports local people and their economy such as culture, agriculture, adventure, religion, business, education, and health tourism. This alternative tourism combines green tourism, nature tourism, and integrated tourism. These three components are a core part of alternative tourism analysis.

Following are impacts of tourism, including economy, increase in local businesses, absorption local workers, creating tourist villages, increasing income per capita. Environment, preservation surrounding environment such as flora, fauna, water, soil, and germplasm. Socio cultural, directly existence tourism in area can support local population.

Tourism paradigm before pandemic, namely mass tourism, foreign tourists is considered only numbers, theory triple effect (government, private), market leader approach (guests are king). There is also a life balance paradigm, including quality tourism, such as respecting human rights, customized tourism. Improved quality of life, such as best experience and what best value can be. Community based tourism, adventure, and education.

Maintainable insights, biospheric esteem, goal social obligation (DSR), and guest encounter at ecotourism destinations altogether impact pro-environmental behavior. Feasible insights applies the most noteworthy impact on pro-environmental behavior among factors. The affect of tall DSR bunch on pro-environmental behavior is more grounded than that of moo DSR bunch. Hence, supervisors of ecotourism locales ought to lock in in a tall DSR gather that

does care approximately feasible insights and biospheric esteem in ecologically neighborly exercises (Lee et al., 2021).

The Worldwide Ecotourism Society (TIES), depicted ecotourism as travel capable to normal zones and it moderates environment, maintains prosperity of neighborhood people, and includes quality application and instruction a captivating tourism goal since of its wealthy societies and conventions, physiography, biological systems, and one of a kind vegetation and fauna. Tourism serves as critical implies for creating income for ensured regions to balance the taken a toll of preservation and upkeep. Opined that in arrange to control expanding natural corruption and to set up centrality of losing components of environment and to guarantee the idea of maintainable advancement, it is vital to degree their esteem in money related terms.

The park has been blessed with distinct biodiversity, flora & fauna and is one of best ecotourism destinations in the state. Present work is undertaken to unearth gaps in knowledge about present scenario and expected improvements in status of ecotourism. Country does not have a well framed ecotourism policy which needs to be considered with all stakeholders. It is in this way vital for money related maintainability of neighborliness industry as well as well-being of territory of operation coupled with developing open request to decrease contamination and industry's capacity to bolster social measurements such as relief of destitution and advancement of social interaction. Tourism has resulted in heavy economic growth and heritage significance with consequential environmental losses (Aggarwal, 2021).

Responsible tourism focuses on different roads of responsiveness over the long time, antecedents and implications of this phenomenon is still limited (Mondal & Samaddar, 2021). Village's eco-tourism assets assessment examination puts forward particular countermeasures and proposals, based on perspective of biological civilization, to advance advancement of provincial tourism (Wei, 2021).

At as a rule active eco-tourism destinations, angle differences, exceptionally of piscivores, omnivores, and benthic feeders, was higher in nonattendance of tourists. The influence observed is about certainly related to brief term changes in point behavior, as any thickness instabilities at people level are outlandish to have happened over such a brief time diagram. In common, these revelations highlight effect of human works out on point communities and underline require for progress ask around to survey normal impacts of eco-tourism (Lecchini et al., 2021).

Health is an ultimate goal that people continue to pursue through various means including traveling. Health consciousness could jointly influence tourists' health directed travel desire through changes in their attitudes, subjective norm, and perceived behavioral control (Research Article Craving better health? Influence of socio political conformity and health consciousness on goal-directed rural-eco tourism (Lecchini et al., 2021).

Afterward scene of covid-19 has been destroying for around the world tourism, unfavorably affecting objectives, organizations, and neighborhood communities. In particular, crisis highlights require for neighborhood communities subordinate on common tourism to make strides their flexibility to perils at the same time delivered by broad and enlivening impacts of climate modify. This may be imperative as impacts of these dangers are weaved and cannot be treated in restriction. Community's preparation to both perils is uneven. On one hand, community eco-tourism system has made satisfactory devices to alter to passing impacts of covid-19 decided from community's self-organization capacities and topophilia. Especially, community has a cohesive social structure, it highlights a solid social character built up in its conventions and traditions, and keeps up a social humor that engages it to see positive points of trouble.

On other hand, examination of measures towards bracing flexibility to climate change passes on mixed comes around. In particular, relationship that community has built with other adjacent organizations to successfully expect and react to climate modify is slight. In this way, more grounded endeavors towards bridging this hole must be actualized in orchestrate to

bolster more broad social organize of such organizations, of which community might be a parcel. This would enable help progression and execution of fitting risk organization strategies to neutralize climate change, overhauling community's adaptability of its eco-tourism system to this emanant peril. Crucially, this finding can be imperative to other neighborhood communities searching for to advance their adaptability to covid-19 and climate change (Gabriel-Campos et al., 2021).

Advantageous utilize of this locale can be done through eco-tourism. The concept of back to nature is dynamically predominant present day way of life, especially after covid 19 broad. For eco-tourism to be carried out sensibly, a collaboration between concepts and accomplices may be require. Visitor organization is one way that can be taken to form a viable eco-tourism objective, with differing organization plans can grasp a visitor organization plan of a combination of complex measure/complicated approach and fragile measure/soft approach (V SriHadi & Roberto, 2021).

Ecotourism alludes to voyaging to generally undisturbed or uncontaminated common zones, such as ensured zones, with point of examining, appreciating, and getting a charge out of view and faunal and flower composition together with its existing social perspectives. As an Ecotourism fascination, genuine reforestation program was prescribed to rescue circumstance some time recently entirety ensured lose its esteem (Umar et al., 2021).

As the world endeavors to realize long term development targets in sustainable development objectives, eco-tourism proceeds to get much consideration. Eco tourism has been related to programs for feasible advancement in secured zones, community based preservation organizations, and in numerous viewpoints pointed at accomplishing economic advancement objectives on natural and habitat protection. In arrange to reasonably make strides eco-tourism segment, there's require for persistent instruction, a strong approach environment, and more investigate on a segment (Ogweno, 2021).

Normal wonderfulness that pulls in nearby and remote sightseers. Traveler intrigued was reflected by numerous visits requesting government oversee it legitimately to attain social, financial, and biological maintainability. Adjust of supply and request for social environment administrations contained a few sorts of scenes in unsteady conditions (Yudhistira et al., 2021). Solid prove for a part of instruction as characterizing characteristic of ecotourism. Shifting demeanors towards and mindfulness of maintainability and preservation of nation social and normal resources restrain sum of community meeting in arranging and advancement of these endeavors (Brown et al., 2021). Policy-making shapes and its recommendations can contribute towards procedure headway that gives offer assistance pointing for small tourism businesses to enter and take portion in eco-tourism exhibit (Litheko, 2021).

The World Tourism Organization claims that tourism has been hardest fragment hit by coronavirus contamination (covid-19) broad. Government is endeavoring to strike alter between keeping up economy and keeping broad from spreading. Vindicate tourism float is considered as one of future scenarios that's essential concern of tourism industry. This incline energizes people to go outside to appreciate unused talk about and wonderfulness of nature (Oktaviani & Sutisna, 2021).

Economical eco-tourism administration in a little island may be exceptionally critical concept not as it were for expanding salary of neighborhood individuals but too in securing the island itself from natural debasement due to common and anthropogenic components (Armono et al., 2021).

The main strategies for developing ecotourism area was management clearance for institutional strengthening, facilities and infrastructure development, and human resources empowerment (Asy'Ari & Putra, 2021). Shared social and environmental responsibilities core characteristics have highest effect on tourist satisfaction (Trang & Tu, 2021). Tourism and ecotourism must be placed within a country's overall development strategy, as well as within context of a global economy (Sharma, 2018).

Repressing components of eco-tourism improvement are impediment of eco-tourism information, need of mindfulness in natural conservation, and nonattendance of supporting government arrangement; and arrangement for eco-tourism improvement found in this inquire about is isolated into five components i.e., condition, request, related industry and back, procedure, government. Other than, for applying green business enterprise demonstrate i.e., creating soul of green business enterprise, preparing in making items and administrations that are ecologically neighborly is required (Rahmawati et al., 2021).

Eco-tourism could be a sort of tourism that plays vital part in tourism advancement related with natural assurance in common and timberland security in specific (Thuy, 2003). Eco-tourism could be a major slant in improvement of the world tourism industry and a significant portion of Chinese tourism mechanical rebuilding. Advancement of eco-tourism ought to begin with eco-tourism administration (Zhang & Yang, 2021). Eco-tourism is frequently seen as a device for advancing feasible advancement in creating nations (Manda et al., 2021).

Eco-tourism is fundamentally based on resources that characteristic environment is open to tourists that utilize it and appropriate conditions and requires affirmation of ordinary resources, which can be realized through appraisal of capability and capacity of ordinary environment to draw in tourists. Extraordinary topography and varying qualities of characteristic wonders caused Iran to be recognized as fifth most imperative common contrasts all comprehensive, but orchestrating for utilizing these conditions is still not given. In development, country's eco-tourism is stood up to with social, money related, and common issues, and for orchestrating in field of overcoming this challenge, we to start with have to be recognize these challenges (Rezaeinejad & Khaniwadekar, 2021).

The government should take opportunity by realising pulse of people by taking community participation and prepare a draft of business model given above of bringing Agriculture, Tourism, Forest Department and fishery department together for sustaining unemployed youths and helpless people of pandemic who have lost their jobs due to stoppage of illegal mining, Tourism and pandemic (Devulkar, 2021).

Numbers begun to rot as covid-19 broad struck the world, and more than 90% of masses came underneath confinements. Travel restrictions and lockdowns hit tourism section troublesome, responding in conjunction with budgetary markers. Widespread tourism is about at a halt, and ordinary, unsustainable exchange models are not working any more (MontvyDaité & Labanauskaitė, n.d.).

Pandemic period demands adjustments to service and management activities with standard health protocols. This activity is carried out in order to adjust service activities during covid-19 pandemic. There are differences in activities before and during covid-19 pandemic (Rohman et al., 2021).

Thought from open wellbeing point of view on anticipation and control of covid-19 for tourism division is required as a prescribed approach to be taken by tourism division. Covid-19 widespread has given rise to unused behavior in community, which is much more concerned with cleanliness, wellbeing and security components, counting for tourism goals (Kiswantoro et al., 2020).

Far reaching period changes people penchants to seem sound behavior in environment they are in, checking mindfulness and concern in traveling. Keeping up prosperity of yourself and those around you, secure tourism for executives and visitors by actualizing prosperity traditions must be organized to protect and secure tourism works out in the midst of a broad. Organizing for advancement and progression of guest attractions in the midst of unused standard period makes unused tourism concepts and has opportunity to amplify potential to contribute from all points of view of supporting tourism section. Characteristics that are a must-have traveler interest. Security in outline of taking after to prosperity conventions for shirking of Covid-19 at guest districts ought to be braced while traveling. Traveler regions must have traveler fascination characteristics that need to be kept up (Susanto et al., 2021).

## CONCLUSION

Temanggung Regency is an area stores various tourism resources, both from local residents, natural surroundings, and cultural energy. Posong natural tourism object is natural tourist destination which is located in Temanggung Regency. Attraction characteristic of Posong's natural attractions is view sunrise and display of seven mountain peaks. Spread plantation land does not forget to be allure Posong's natural tourist destination. However, this potential has not been managed optimally, such as lack of adequate facilities, less intensive promotions, and accessibility problems in form roads are still steep and rocky. In addition, during this pandemic, natural tourism in Posong experienced a decrease in number tourists, which affected local economy. Therefore we need right strategy to make Posong a sustainable tourism. This strategy is implemented by increasing accommodation facilities, both star hotels, more complete shopping centers, restaurants provide local and non-local food, as well as health facilities. In addition, by promoting continuously to introduce Posong natural tourism to both local and foreign tourists through various mass media. Inadequate accessibility is corrected by paving through collaboration between stakeholders.

On other hand, Posong area has established cooperative relationships with several parties related to environmental hygiene and intensive assistance. To restore confidence tourists regarding security during pandemic, is disseminate information to local communities and managers to enforce several regulations such as washing hands, maintaining distance, and wearing masks as well as limiting the number of visits. Efforts were made by government to provide tourism grant funds for development Posong natural tourism area, so Posong area has potential to become area with sustainable development.

Temanggung local government should be faster in developing Posong natural tourism area. Government must make local communities main actor tourism activities in Posong area by empowering and providing special assistance, so local people do not only become parking attendants or canteen guards but can become tour guides and have an important role in tourism activities in Posong area. It is recommended managers and local communities work together in utilizing natural resources such as wind and solar for renewable energy, so they can have a positive impact on environment, public health, and provide economic benefits.

It is necessary to improve construction and several supporting facilities such as five star hotels, more restaurants, provision health facilities, and larger and more complete shopping center to add tourist experience. It is necessary to increase cooperation between government, managers, and community to pave road to Posong tourist destinations so tourists who visit are more comfortable when going to Posong natural tourism.

These efforts are carried out with aim making Posong tourism a tourism implements sustainable development, so it can be passed down to future eras. Tourism can be separated into two, to be specific huge scale or mass tourism and elective tourism. Mass tourism is more conventional and large scale. While alternative tourism prioritizes culture.

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