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Article

Community-Based Strategies for Ecotourism Planning and Marketing at Paragliding Hill, Balong, Ponorogo

Diana Hapsari[1*], Desy Rahmawati[2], Refina Dzurotul Mahmudah[3], Mar'atus Sholihah[4], Labibah Nasywa Oktari[5], Krisna Adi Pradana[6], Mufti Abrori[7]

[1234567]Universitas Islam Negeri Kiai Ageng Muhammad Besari Ponorogo

**hapsarid310@gmail.com*

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ABSTRACT

Paragliding tourism represents a form of nature-based sports tourism that utilizes wind currents and hilly landscapes, attracting visitors since 2019. However, coinciding with the Covid-19 pandemic, visitor numbers significantly declined due to lockdown policies, and limited promotion led to stagnation in the management of the Tatung Paragliding site. This study aims to analyze planning and marketing strategies for community-based ecotourism development at Tatung Paragliding Hill, Balong, Ponorogo. A qualitative descriptive approach was employed to explore the planning and marketing aspects of the site. The development of Tatung Paragliding Ecotourism requires an integrated strategy that incorporates SWOT analysis to identify potential and challenges across key components such as attraction, accessibility, amenities, and supporting services. To achieve sustainability, natural potentials must be optimized, paragliding activities should be promoted more widely, and local community involvement needs to be strengthened. Challenges including limited infrastructure, suboptimal digital promotion, and seasonal dependency should be addressed through stakeholder collaboration, community capacity building, and the use of digital media in marketing efforts. The findings conclude that the development of Tatung Paragliding Ecotourism requires synergy between local communities and tourism managers through well-structured planning and marketing strategies, supported by continuous evaluation aligned with current ecotourism needs.

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INTRODUCTION

Tourism is defined as a travel activity undertaken by individuals or groups to specific destinations for the purpose of recreation, personal development, or learning about unique attractions of a location within a temporary period. This aligns with the definition of tourism as stated in Law Number 10 of 2009 on Tourism, Chapter I Article 1 (Prayogo & Pontan, 2021). Furthermore, Kodhyat (1998) in Hadi & Yulianto (2021) describes tourism as travel conducted from one place to another, either individually, collectively, or as part of a business activity. The main purpose of tourism is to maintain mental and emotional well-being, reduce

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stress, seek entertainment, and achieve personal rejuvenation. According to Maulini & Andriyani (2021), individuals with high work intensity and concentration demands require tourism activities to attain both physical and psychological satisfaction.

A tourist destination can be defined as a specific area or natural landscape with established boundaries and designated functions, such as cultivation zones, protected areas, or coastal regions (Imron, 2020). Tourism activities are typically conducted at destinations categorized into three types: natural tourism, cultural tourism, and artificial or man-made tourism (Asriandy, 2016). People are motivated to visit a particular tourist site due to its distinctive attractions that set it apart from other destinations. Tourist attractions encompass elements of beauty, uniqueness, and value reflected in the diversity of nature, culture, and human creations (Nurainina & Asmara, 2022). In addition to its attractions, a tourist destination must also consider various supporting aspects to effectively draw and retain visitors.

The development of ecotourism-based destinations has become increasingly relevant today, as it allows travelers to engage in tourism activities while contributing to environmental conservation. According to Andharani *et al*. (2020) in Solawiya *et al*. (2025), ecotourism is a form of environmentally based tourism that prioritizes nature conservation efforts. Growing awareness of the importance of protecting the environment has made ecotourism an appealing choice for visitors seeking to experience nature without causing ecological harm. The development of ecotourism destinations should prioritize key aspects such as sociocultural empowerment, enhancement of local community economies, environmental conservation, and educational value. Furthermore, community involvement in planning, management, development, outreach, and promotion is essential to ensure the sustainability of ecotourism (Maak *et al*., 2022).

Ponorogo, a regency located in East Java, is endowed with remarkable natural landscapes that hold significant potential for the development of nature-based or ecotourism destinations. One notable example is the Tatung Paragliding Site, an outdoor sports tourism area that utilizes the advantages of wind currents and hilly topography. Beyond serving as a paragliding venue, this destination also offers scenic beauty for visitors who simply wish to enjoy the natural surroundings. Established around 2019, the site began to gain public attention and popularity in 2020. However, the Covid-19 pandemic led to a decline in visitor numbers due to lockdown restrictions and limited promotional efforts, resulting in a halt in its management. This is evidenced by observations and interviews with informants that after the Covid-19 pandemic, tourist attractions that were once crowded became quiet and there were no more sports activities. Although there is no supporting quantitative data due to inadequate management of visitors. Given its outstanding natural potential, the inactivity of this tourism site is regrettable. Therefore, this study aims to analyze strategies for ecotourism-based planning and marketing at the Tatung Paragliding Site in Balong District, Ponorogo Regency.

METHODS

This research method outlines the approaches used to collect and analyze data aimed at formulating planning and marketing strategies for the Tatung Paragliding Ecotourism Site in Ponorogo. The study adopts a qualitative research design with a descriptive approach to systematically, factually, and accurately describe the field conditions related to ecotourism development and management. The qualitative approach was chosen to gain an in-depth understanding of the complex dynamics involved in ecotourism planning and marketing.

The study was conducted at the Tatung Paragliding Hill area, located in Balong District, Ponorogo Regency, East Java. Data were collected using purposive sampling, selecting respondents with substantial knowledge of the site. Key informants included the village head of Tatung, community leaders, and local residents involved in managing, developing, and

promoting the ecotourism site. Ecotourism sustainability serves as the main focus of this study, evaluated through economic indicators (community income improvement and local business growth), environmental indicators (community participation, nature conservation, and waste management), and social indicators (sense of community ownership). Regular evaluations were conducted quarterly or annually using both quantitative data (visitor numbers, revenue, waste volume) and qualitative data (interviews, satisfaction surveys, participatory observations). The evaluation results were utilized as the basis for strategic decision-making and continuous improvement planning. Moreover, flexibility in ecotourism management is emphasized to adapt to climate change, pandemics, and shifting tourism trends through program diversification, disaster-response protocols, digital promotion, and sustainability training for the local community.

RESULTS AND DISCUSSION

Analisis SWOT

The SWOT analysis is a method used to identify and evaluate problems or events by examining both internal and external factors. It serves as a strategic tool for developing concepts, particularly in business contexts and decision-making processes (Sutarto, 2017).

1. Strengths

The Paragliding Ecotourism Site at Watu Lembu Hamlet, Tatung Village, Balong District, possesses several intrinsic strengths that position it as a prominent nature-based tourism asset in Ponorogo Regency. One of its primary advantages lies in its captivating topography situated on a hilly landscape offering wide, open, and scenic views. From the hilltop, visitors can observe the natural panorama of Ponorogo from a unique vantage point, providing both a refreshing and emotionally inspiring experience that evokes appreciation and admiration for nature's beauty. This natural appeal also supports the development of contemplative and educational tourism, which has become increasingly popular among domestic travelers.

In addition to its captivating natural scenery, Paragliding Hill also offers adventure-based tourism activities, particularly the extreme sport of paragliding. This activity not only provides an adrenaline-filled experience but also serves as a distinctive attraction, as such tourism activities remain relatively rare in the Ponorogo region. The availability of paragliding facilities adds an exclusive value to Tatung Paragliding Hill, positioning it as one of the few sites that support this sport. Moreover, paragliding presents opportunities for organizing local and regional events, which can significantly enhance tourism promotion and attract visitors from beyond the area.

Another strength lies in the active involvement of the local community in supporting the area's development. Residents of Tatung Village have demonstrated enthusiasm and readiness to contribute to tourism growth through participatory economic approaches, such as establishing food stalls, providing public restroom facilities, and developing homestay opportunities. This active participation reflects strong social capital, which serves as a crucial foundation for sustainable ecotourism development. The community's commitment aligns with the principles of community-based tourism, where local residents act as key agents in environmental conservation, cultural preservation, and the realization of economic benefits from tourism activities. Consequently, the strength of Tatung Paragliding Hill extends beyond its physical and geographical aspects to encompass social, cultural, and collective dimensions that sustain long-term destination management.

2. Weaknesses

Despite its notable strengths, Tatung Paragliding Hill also faces several significant weaknesses that must be addressed to enhance the overall feasibility of the destination. Public facilities such as restrooms, spacious parking areas, seating zones, prayer spaces, and waste disposal points remain very limited, thereby reducing visitor comfort and giving an impression of insufficient preparedness in site management.

Another significant weakness lies in the aspect of promotion and destination branding, which has yet to be managed in a structured, consistent, and sustainable manner. Although several promotional efforts have been initiated independently by visitors and local residents through thematic videos on platforms such as YouTube and TikTok, these initiatives remain largely individualistic and have not evolved into a coordinated marketing strategy overseen by local authorities, village administrators, or regional tourism institutions. Not only that, the informant also said that "*the procurement of paragliding events requires large capital so that it requires months of preparation and large financial support*".

While the emergence of digital content produced by the community reflects enthusiasm and positive participation in promoting the destination, the absence of official communication channels such as verified social media accounts, informative websites, or integrated digital platforms makes it difficult for potential tourists to access reliable information about Tatung Paragliding Hill. Most visitors rely on random search results and informal testimonials, which often lack essential details such as route accessibility, available facilities, paragliding schedules, as well as safety and environmental sustainability guidelines.

This situation indicates that the vast potential of digital promotion remains underutilized. In the framework of sustainable ecotourism development, communication and promotional strategies serve as vital components for establishing a strong destination image, expanding market reach, and fostering active engagement within the tourist community. Without credible official channels, Tatung Paragliding Hill risks stagnation in visitor growth and may lose valuable collaboration opportunities with promotional partners, tourism enterprises, and environmental organizations. Therefore, although community-based promotional efforts deserve appreciation, further intervention is needed through a more professional, strategic, and collaborative approach to digital marketing. Such an effort is essential for enhancing the visibility and competitiveness of Tatung Paragliding Hill as one of the leading ecotourism destinations in Ponorogo Regency.

3. Opportunities

From a strategic perspective, Tatung Paragliding Hill holds significant potential to be developed into a premier ecotourism destination that upholds the principles of environmental conservation and community empowerment. One of its key opportunities lies in the growing trend of tourist interest in nature-based and authentic experiences (experiential tourism). Contemporary travelers, particularly among younger generations and urban families, increasingly seek destinations that provide not only entertainment but also educational value, emotional balance, and a closer connection to nature. The combination of breathtaking landscapes, thrilling paragliding activities, and the serene rural atmosphere makes Tatung Paragliding Hill well positioned to meet these evolving tourist demands.

Opportunities for developing Tatung Paragliding Hill are further strengthened by government support, particularly from the Ponorogo Regency Government, which actively promotes village-based tourism rooted in local potential. Through the Department of Tourism and related agencies, the government provides various initiatives such as training programs, infrastructure assistance, and event promotion that can be integrated into the site's development strategy. Additionally, potential partnerships with aerial sports communities, educational institutions, and ecotourism activists offer valuable opportunities for organizing

periodic activities, including regional paragliding championships, beginner training sessions, and environmental conservation camps involving students and youth participants.

Based on the results of direct interviews with the village head as well as the manager of tourist attractions. He said, "*With the existence of an event or event at Bukit paragliding, it shows all lovers of extreme sports, namely paragliding, that in Ponorogo, especially Tatung village, there are paragliding tourist attractions other than in Yogyakarta and Malang. This is one of Akita's suggestions to introduce the diverse geography of Ponorogo and at the same time a beautiful and sustainable culture*".

Another significant opportunity arises from the growth of the local creative economy. The surrounding community can play an active role in supporting the tourism sector through the provision of local culinary products, traditional Ponorogo handicrafts, as well as tour guiding services and homestay accommodations. Such collaboration not only enriches the attractiveness of the destination but also enhances community welfare through diversified income sources. Moreover, the optimization of digital technology presents a valuable avenue for tourism promotion. Social media and travel platforms such as Google Maps, TikTok, Instagram, and YouTube can serve as effective tools to expand the tourist reach and build a distinctive, authentic image of the destination.

Nevertheless, several challenges must be acknowledged. Paragliding activities are highly seasonal, heavily influenced by weather conditions. During the rainy season or periods of unstable wind, operations must be suspended to ensure safety. This dependence on a single core activity poses a long-term vulnerability if no alternative tourism products are developed for off-season periods. Furthermore, competition from other tourist destinations both within and outside Ponorogo adds to the challenge. Without a clear identity and strong competitive advantage, Tatung Paragliding Hill may struggle to compete with more established and professionally managed destinations.

4. Threats

In the context of developing a nature-based tourism destination, Tatung Paragliding Hill also faces several potential threats that could hinder sustainable management if not addressed proactively. One of the most significant threats is environmental degradation caused by insufficient regulation and limited awareness regarding sustainable tourism practices. An increase in visitor numbers without proper management and environmental education could place ecological pressure on the hilly area, leading to issues such as vegetation loss, littering, and soil erosion. These impacts would not only degrade environmental quality but also diminish the aesthetic and ecological value that constitutes the site's main attraction.

Another significant threat arises from the seasonal nature of paragliding activities, which are highly dependent on weather conditions. During the rainy season or periods of unstable wind, paragliding operations must be suspended for safety reasons. This reliance on a single core activity could become a long-term constraint if no diversification of tourism products is developed to maintain visitor engagement during off-seasons. Furthermore, competition from other tourist destinations both within Ponorogo and beyond poses an additional challenge. Without a clear identity and distinct competitive advantage, Tatung Paragliding Hill may struggle to compete with more established and professionally managed sites.

An additional threat lies in the uneven capacity of the local human resources in managing tourism professionally. Limited training in visitor services, destination management, paragliding safety, and environmental conservation could hinder the overall quality of the tourist experience. Without continuous capacity building, service standards may stagnate, making it difficult to meet the demands of the modern tourism industry that

emphasizes professionalism and quality. Therefore, these potential threats must be mitigated through a participatory and sustainable development strategy to ensure that the development of Tatung Paragliding Hill proceeds inclusively, sustainably, and adaptively in response to evolving challenges.

Strategic Planning for the Development of Tatung Paragliding Hill Based on Ecotourism Principles

According to Rangkuti (2013) as cited in Permatasari (2021), strategy is a broad and long-term planning concept that explains how an organization or company achieves its predetermined goals based on its established vision and mission. In the context of tourism destination development, there are four essential components that must be considered: attraction, accessibility, amenities, and ancillary services. Therefore, in the planning and development of the Tatung Paragliding Hill in Ponorogo, these four components should also serve as the main focus in designing a sustainable and competitive tourist attraction.

1. Aattraction is a core element that serves as the main appeal encouraging tourists to visit a destination. Such attractions may include natural beauty, climatic conditions, and the distinct cultural characteristics of the local community. In the planning and development of the Paralayang Tatung Tourism Area, the offered attractions include scenic natural landscapes observable from the hilltop through hiking activities, as well as paragliding events that enhance the destination's appeal. Furthermore, the presence of local economic potential such as the cultivation of *bengkoang* (yam bean) by the surrounding community adds a distinctive value that further encourages tourists to visit Tatung Paragliding Hill (Tenda *et al.*, 2022).
2. Accessibility refers to the level of ease in obtaining or reaching a particular place. In the context of tourism, it is associated with the convenience experienced by visitors when traveling to a destination. This aspect encompasses the quality of infrastructure leading to the site, including road conditions, terrain, and the availability of internet connectivity. Based on field observations, the accessibility of the Tatung Paragliding Hill area is considered favorable, as it can be reached within approximately 20 minutes from downtown Ponorogo. The paved road leading to the site provides convenience for both visitors and paragliding athletes to reach the hilltop area. Moreover, the presence of a stable mobile signal adds further value to the overall visitor experience (Delamartha *et al*., 2021)
3. Amenities refer to the range of facilities provided to ensure visitor comfort and satisfaction during tourism activities, particularly in terms of accommodation and services. These facilities typically include restrooms, dining areas, homestays, shopping areas, and other supporting infrastructures that enhance the overall tourist experience. In the development plan of Tatung Paragliding Hill area, most of these amenities have been adequately fulfilled. Local residents actively participate as homestay providers, permanent restroom facilities have been constructed in accordance with proper standards, and access to shopping and dining facilities is relatively convenient for visitors (Opilia Arpiani Putri & Ana Noor Andriana, 2021).
4. Ancillary services refer to supplementary facilities and support systems designed to enhance the core tourism components namely attractions, accessibility, and amenities thereby ensuring a more comprehensive visitor experience. At the Tatung Paragliding Hill, such supporting services include the provision of medical personnel during paragliding events to ensure the safety of both participants and visitors. Additionally, local residents operate motorcycle taxi (*ojek*) services to assist tourists in reaching the hilltop area conveniently (Ramadhani *et al.*, 2021).

By fulfilling these four essential components of tourism, the planning and development process of the destination can proceed effectively and systematically. This serves as a crucial foundation for advancing to subsequent stages of development, including the enhancement of facilities and the sustainable management of the tourism site.

Strategic Approaches to Tourism Marketing, Destination Promotion and the Enhancement of Community Participation and Multi-Stakeholder Collaboration.

Tourism marketing is a process of identifying and fulfilling market needs effectively to provide visitor satisfaction while promoting long-term community welfare. Its primary objectives include raising awareness of tourism product value, implementing adaptive marketing strategies in response to market dynamics, and enhancing destination competitiveness through innovation and cross-sector collaboration (Lasharan Jaya Makassar, 2018).

Promotion serves as a key communication tool to introduce, persuade, and maintain tourist interest in a destination. In the case of sports tourism at Tatung Paragliding Hill Ponorogo, social media acts as an effective promotional medium due to its wide reach and interactivity. Platforms such as Instagram, TikTok, Youtube and all socials media are used to showcase activities and paragliding events, attracting public interest and strengthening the destination's image as a nature-based adventure tourism site (Manafe *et al*., 2016). The ecotourism marketing strategy for Tatung Paragliding Hill should focus on building the image of the destination as a natural tourism area oriented towards adventure and environmental education. Given that its main attraction is the natural scenery and paragliding activities, this destination should be positioned appropriately using the Segmentation, Targeting, and Positioning (STP) method. Visitor segmentation includes extreme sports enthusiasts, families seeking recreation in nature, paragliding communities, and students in need of environment-based educational activities. From this segmentation, the main target market consists of local and regional tourists from East Java who can easily travel by road. The destination is then positioned as an ecotourism experience that emphasizes altitude and interaction with nature, rather than just a place to enjoy the scenery.

Paragliding Hill located in Tatung Village, Balong District, Ponorogo Regency, holds significant potential to boost local economic growth and community welfare. However, realizing this potential requires active community participation and strong multi-stakeholder collaboration to ensure effective and sustainable management (Huda H.F, 2023). Local residents play a central role throughout all stages of tourism development from planning to evaluation. Their participation fosters a sense of ownership and responsibility toward environmental and cultural sustainability. Through economic diversification such as managing homestays, offering local cuisine, producing handicrafts, providing guiding services, and operating tourist-friendly transport, the community gains both economic and social benefits. The establishment of *Pokdarwis* (Tourism Awareness Groups) and capacity-building programs further enhance service quality and strengthen environmental stewardship (Lena Haryanti, S. N, 2018).

The long-term success of Paragliding Hill depends on synergy among the government, tourism managers, paragliding communities, academics, media, and private sectors. The government's role includes infrastructure development and policy facilitation, while other stakeholders can support events and creative economic initiatives. Unfortunately, post-COVID-19, the site has received less attention and maintenance. Therefore, revitalization through integrated and collaborative efforts is essential to transform Paragliding Hill into a competitive, inclusive, and sustainable ecotourism destination (Putu & Purwaningsih, 2018).

Sustainability and Evaluation

Sustainability is a key factor in developing the Tatung Paragliding Hill in Ponorogo. To ensure that tourism activities bring long-term benefits to the environment, local communities, and the economy, clear and measurable indicators are required across economic, social, and environmental dimensions. According to Bulatović and Rajović (2016), the success of an ecotourism destination is not determined solely by visitor numbers but by the economic benefits gained by local communities without harming the ecosystem. Indicators include increased income, growth of local businesses, and rising environmental awareness. Meanwhile, community participation, effective waste management, and the preservation of biodiversity are crucial indicators of environmental success (Maulana & Aprianto, 2018).

Regular evaluations, conducted quarterly and annually, are carried out to adapt to tourism dynamics. Data collection includes quantitative aspects such as visitor numbers, revenue, and waste, as well as qualitative methods like interviews, satisfaction surveys, and participatory observations to assess social, economic, and environmental impacts. The results serve not only as administrative reports but also as the basis for strategic improvements, supported by community evaluation forums for open discussions.

Social media serves as an indicator of visitor satisfaction, reflected in positive posts on Instagram and TikTok, particularly before the pandemic when visitor numbers were high. Economically, local residents benefited from parking fees, the sale of local products such as *bengkoang*, and special events that attracted more visitors. Environmentally, waste separation practices selling recyclable materials and managing organic waste support sustainable management while providing additional income. These activities highlight the potential of Tatung Paragliding Hill to strengthen the local economy and promote environmental sustainability.

Tatung Paragliding Hill Ponorogo as a nature-based tourism destination, faces long-term challenges such as climate change, pandemics, and shifting tourism trends. According to Bulatović and Rajović (2016), flexible and adaptive ecotourism management is essential to address environmental uncertainties. Adaptive strategies include diversifying tourism activities such as trekking, educational camping, and cultural tours establishing disaster response SOPs and health protocols, enhancing digital promotion and online reservations, and raising community awareness on sustainability through continuous training. This adaptive and participatory approach aims to ensure the long-term sustainability of Tatung Paragliding Hill and support regional sustainable development.

CONCLUSION

Social media serves as an indicator of visitor satisfaction, reflected in positive posts on Instagram and TikTok, particularly before the pandemic when visitor numbers were high. Economically, local residents benefited from parking fees, the sale of local products such as *bengkoang*, and special events that attracted more visitors. Environmentally, waste separation practices selling recyclable materials and managing organic waste support sustainable management while providing additional income. These activities highlight the potential of Tatung Paragliding Hill to strengthen the local economy and promote environmental sustainability.

This strategy enhances local income, environmental awareness, and community ownership while remaining adaptive to pandemics and shifting tourism trends. Moving forward, strengthening digital promotion, capacity building, and multi-stakeholder collaboration is essential. Developing sustainability indicators that integrate technology, innovation, and social inclusion will help maintain competitiveness and ensure the destination's long-term sustainability.

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