

## Research article

# Ecotourism of Kajigelem Craft Villages: Preserving Nature - Thriving Creative Economy

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**Abstract.**

Covid-19, whose first case was discovered in early March 2020 in Indonesia, has had a tremendous impact on various sectors of life, including the creative economy. Therefore, any proposed solution should be implemented logically and consistently by all stakeholders. As one of the stakeholders, the researchers propose to investigate the possibilities that can be applied to overcome problems in the creative economy sector. The Kajigelem craft villages (Kasongan, Jipangan, Gendeng and Lemahdadi) are the objects of this research with the consideration that these villages have the potentials and capacity to be studied and developed as role models because of (1) their positions as the location of the tourist villages which are geographically located in Bantul district DIY that shows that the concept of ecotourism offers craft tourism in rural areas and the tourism is managed residents themselves; and (2) the idea of a creative economy will make sense if it has benchmarks that are developed starting from the smallest area of community livelihood, namely villages. The tourist villages will be the foundation for the creative economy to ignite through efforts to strengthen sustainable ecological-based tourism resources. The results of this study will be an initial review for designing a craft village empowerment strategy with the ecotourism concept as a new trend for the creative economy in Indonesia.

**Keywords:** ecotourism, village, creative economy

## 1. INTRODUCTION

The research of the tourist villages has been conducted by previous researchers from Arts colleges such as Indonesia Institute of Arts of Yogyakarta (ISI Yogyakarta), Indonesia Institute of Arts of Surakarta (ISI Surakarta), and ISBI Bandung and Denpasar. Villages are ecological assets for Indonesia with the potentials to be developed as tourist destinations. The potentials of villages as a tourist destination entail the need for the development of a nature-based exploratory area with a scheme that combines ecology, arts and culture, and tourism. The combination of these three aspects in turn will be designed as a basic concept for the image of a tourist village as ecotourism. Of course,

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the positive impact arising from efforts to implement this concept is the growth of the tourism-based economic sector.

This research is an initial review that took into account several previous studies on the potential of the village concerning cultural arts, especially crafts. The rationale for this is based on 3 main points, namely (1) the contribution of the village in the tourism sector tends to correlate with art products. This means that the products produced by the village through its residents are art products, such as crafts. These art products then become the important assets of which distribution can be immediately directed as a village tourism concept, and/or a joint exhibition in the city; (2) The village residents generally have various abilities such as farming, gardening, animal husbandry, and the arts. This variety of capabilities is then allocated to achieve the economic value that will be reflected in the resulting product. In this case, art which refers to the product is still the mainstay; (3) Strategy schemes and increasing the potential for extracting assets for villagers have so far been designed through a research and training system (community service) with the implementers of the activities being universities focusing of their specific fields. One of them is the field of art. Art then theoretically has an affinity with tourism. Thus, this concept was conveyed by Soedarsono (1999) that people who create a product intending to entertain and aimed at other people are the essence of the relationship between art and tourism or tourist arts. The Indonesian Institute of the Arts as an art college, in this case, is involved as an implementer whose output in research activities and community service needs to be reviewed as a basis for further research.

Through examination of the ideas from previous research, as well as the need for a reinforcing perspective to design village strategies as organic and ecological tourist destinations, the concept of ecotourism is offered in the position of the researcher as an individual involved in formulating policy strategies in the tourism sector. That is, the concept of this research is to provide an output in the form of a strategic basis for the development of village assets through the concept of ecotourism.

This research case study is directed at the village group area named “Kajigelem” which is an acronym for the respective villages in the area, namely: Kasongan, Jipangan, Gendeng, and Lemahdadi. The locations of these villages are in Bantul Regency, Yogyakarta Special Region. The reasons the researcher used the Kajigelem as the material object of this case study were (1) Kajigelem is an integrated village area that has been successful in compiling tourism potentials as a regional asset; (2) Kajigelem is a village area where its activities are dominated by art activities to generate income for its residents; (3) Kajigelem has the opportunity to be initiated as ecotourism.

## 2. METHODS

Literature review can be regarded as a comprehensive survey of previous questions related to the research question that helps authors state why their research is important. The research questions, the historical background of the research, the insights obtained and the challenges can be identified from the literature review approach. Recent research, supports the need for additional research, and discusses the quality of previous research, and important research findings can be described in the literature review. The reasons why his research is important and explain certain options are more appropriate than others (1).

Literature review is aimed to investigate, analyze, and criticize previous research by considering: 1) different approach; 2) same approach but different grand theory; and 3) same approach, same theory, but different results.

This research is initial stages to interrogate how ecotourism attempts to be implied in Indonesia. Multidisciplinary approach is considered about this research because there is multilayered entity surrounding areas. The main perspective as being the hint of the approach is nearly public policy that focuses on ecology, tourism, village, and public space. While the system of tourism in Indonesia has intersection with ecology concept, the notion grasps the main reason that Ecotourism is there. Therefore, the means to see how Ecotourism works on the system, we considered taking the hitherto with the critical inquiry into some points that are (1) Public regulations; (2) tourism regulation; (3) ecotourism that is implied by the village.

### 2.1. Literature Review

There are some studies related to tourist villages that produce outcomes in the epistemological area that focus on the category of the sustainability of cultural products and the creative economy. The research was produced by Agung Wicaksono et al with the topic of the strategy of applying the coiled tendril motif to craft products for the global market (2017); Aan Sudarwanto et al with the topic of the strategy of developing the metal craft industry in Cepogo Boyolali (2018); Sugeng Wardoyo et al with the topic of eco friendly batik as a strengthening of the popular creative industry and tourism (2019).

### **2.1.1. The Strategy of Applying the Coiled tendril motif to Craft Product for the Global Market**

This research was conducted by (2) in Tumang Cepogo Village, Boyolali. Dandang, wok, kwali, kendil, and others, are household appliances that are mostly produced in this village. With the development and a touch of creativity, there was a development in the field of copper and brass crafts in Tumang Village. The arts and crafts produced are of high quality. The size, which used to be limited to the size of small items, has become large, such as gate decorations, relief decorations, domes of places of worship, and others.

The metal craft industry in the village of Tumang Cepogo Boyolali, in its development, has become the community activity. At first, the craftsmen only knew the manual forming technique (by ondel and kenteng) which was not fast enough. In making milk cans by manual kenteng method, it only produces one work in a day. With the TTG tool, 20 works can be produced every day. After the community received education, training, mentoring, design and supervision, several changes and improvements occurred. These changes include aspects of production speed with the application of appropriate technology (TTG) in spinning techniques. In addition to increased production, an increase in sales turnover, an increase in the effectiveness of working methods, the emergence of a marketing system and the emergence of new products as a result of design development occur

### **2.1.2. Eco Friendly Batik Products with the Theme of Traditional Yogyakarta Special Vehicles Pit Onthel (Pedal Bikes) as an Effort to Strengthen People's Creative Industries and Tourism**

This research was done by (3). The theme of pit onthel (pedal bicycle) as a traditional vehicle typical of Yogyakarta, can be developed in the prototype of batik products. Several aspects which include the composition of motifs and the use of materials can be developed. The technique of combining pit onthel parts (pedal bicycle, pedal, standard) in one embodiment process. The resulting batik products can also be combined, developed, and explored on an unlimited basis. The motif aspect, exploration of the natural color materials used, is an aspect that can be developed. The development of motifs that produce artistic and economic value. The use of environmentally friendly batik products with natural or non-synthetic coloring techniques is suitable to be applied. In addition to the negative impact on the environment, environmentally friendly batik

products have a high price and are always in line with the increasing demand for batik products.

### **2.1.3. Design Strategy with the Application of Variety of Ornamental Tenur Belung on Kriya Products for Global Market**

In the building of temples and mosques, we can find many decorative types of vines coils. According to Hinduism, this is based on the concept of the creation of the universe, while according to Islam, this concept is adapted to the rules adopted. The cultural heritage must be preserved, so methods and strategies are needed so that national identity and welfare improvements are obtained at the same time. The design process for optimizing results is something that will be done in fine arts. However, this term in traditional craft artists is used as a single movement in its creation.

In this competitive era, the right strategies and methods to make changes in the craft world are needed. This is in accordance with the demands of technological developments in all lines of life. Technology must be utilized so that the existence of the craft remains in a competitive constellation (Wicaksono et al, 2018).

## **3. DISCUSSION**

### **3.1. Profile of Kajigelem Village**

Kajigelem Village consist of four villages. The word Kajigelem stands for Kasongan, Jipangan, Gendeng and Lemah dadi. Kajigelem is a craft center located in Bangunjiwo village, Kasihan, Bantul Regency, Yogyakarta Province; it is 12 kilometers from Yogyakarta City Center. The access to the four villages can be done by various modes of transportation. The distance from one village to another is not very far, it can be reached in 15 minutes, so traveling in these four tourist villages can be done within 1-2 days. However, if the tourists intend to stay longer while seeing or learning the uniqueness of these tourist villages, the tourists can stay in the homestays located in the village. Apart from being a craft center, Kajigelem has a variety of cultural and culinary arts. Kajigelem has also established Joglo Sawah as a place that offers culinary and natural characteristics. Here are the profiles of the four Kajigelem tourist villages:

### 3.1.1. Kasongan

Located about 10 kilometers from the center of Yogyakarta city, Kasongan is famous for its pottery crafts. This village can be reached in about 35 minutes. The hallmark when arriving at this tourist village is the pottery or ceramic shops with their own uniqueness. Some of the ceramics in Kasongan include jars, *loro bloyo* statues, *budha* statues and others. Tourists who visit this tourist village, besides being able to shop for pottery/ceramic crafts, can also carry out various educational activities, namely learning how to know the process of making pottery and its techniques. Tourists can make their own pottery and take it home. In addition, the infrastructure in this tourist village is very adequate, with homestays, places to eat, places for souvenirs, parking lots, prayer rooms and public toilets as well as places to learn educative pottery. The pottery shops in the tourist village of Kasongan operate every day from 09.00 to 21.00.

### 3.1.2. Jipangan

The tourist village of Jipangan is a tourist village that has natural wealth in the form of natural mountains and natural rice fields with its natural wealth in the form of bamboo, which is finally utilized by the bamboo fan craft. Located about 11 kilometers from Yogyakarta city center, Jipangan village can be reached in 40 minutes. There are 30 bamboo fan craftsmen who employ a total of 250 people in this village, who produce an average of 25,000 *wulung* bamboo fans (black bamboo) in one month. These bamboo fans are usually marketed in several big cities in Indonesia, including Bandung, Jakarta, Bali; and also marketing overseas (Australia). Tourists who visit this village, besides being able to buy fan products, can also learn to make fans and take them home. The tourist village of Jipangan was inaugurated as a tourist village by GKR Hemas. Jipangan. Tourist village besides producing creative fan products, it also preserves the culture of the ancestors. Some of the cultural arts in the tourist village Jipangan include *jathilan* (traditional dance that shows the valor of a soldier), *Ketoprak* (traditional art that shows life in the kingdom), *gejog lesung* (traditional art that shows the process of pounding rice), *hadroh* (traditional art that combines dance, tambourine music and *sholawat*), and *karawitan* (traditional musical art using *gamelan*).

### 3.1.3. Gendeng

The tourist village of Gendeng is located 12 kilometers from downtown Yogyakarta, which can be reached in approximately 40 minutes. The tourist village of Gendeng is a center for shadow puppet crafts or the center for the famous leather *sungging* art in Yogyakarta. This is because of the uniqueness and manufacturing technique that still preserves its quality from generation to generation. Initiated by Atmo Sukarto (a *dalang*, *wayang wong* dancer and *pengrawit*) in 1929, a studio that teaches *wayang* making was established, which in its development has produced leather puppet and *sungging* leather craftsmen. Shadow puppets are usually sold at various prices, between 200 thousand to 1 million rupiah, this is based on the quality of each puppet. Like the tourist village of Jipangan, the tourist village of Gendeng also preserves various arts, including *jathilan* (traditional dance that shows the valor of a soldier), *Ketoprak* (traditional art that shows life in the kingdom), *gejog lesung* (traditional art that shows the process of pounding rice), *wayang* leather and puppets (puppet)

### 3.1.4. Lemahdadi

The tourist village of Lemahdadi is located 12 kilometers from the center of Yogyakarta, and can be reached in 35 minutes. The tourist village of Lemahdadi is famous for its stone sculptures, either chiseled or printed. Tourists who visit the village of Lemahdadi will see how the processes and techniques of making handicrafts from stone. The products produced by the tourist village of Lemahdadi include fountains and various reliefs or statues at various prices according to the level of difficulty, size and price of the raw materials. The statue that is in great demand by visitors is the Buddha statue. This stone sculpture, which was initiated by Sugiman and Budi Mulyono, in its development, is in great demand by the domestic market as well as markets in western countries including Europe, Australia, the Middle East and America.

Lemahdadi tourism village is a tourist village that still preserves its arts, including *jathilan* (traditional dance that shows the valor of a soldier), *ketoprak* (traditional art that shows life in the kingdom), *gejog lesung* (traditional art that shows the process of pounding rice), *hadroh* (traditional art). a blend of dance, tambourine music and *sholawat*), and *wayang orang*. In the tourist village of Lemahdadi, there is a *wayang orang* art community "Suko Budoyo Lemahdadi" which continues to maintain the art of *wayang wong* in Bangunjiwo.

## 3.2. Regulations related to Tourism

### 3.2.1. Law of the Republic of Indonesia number 10 of 2009 concerning Tourism

The definition of tourism based on the law above is explained:

"Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period of time".

"Tourism is various types of tourism activities that are supported by various facilities and services and provided by the community, businessmen, government and local governments";

"Tourism is all activities related to tourism and is multidimensional and multidisciplinary as a result of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, government, local governments, and entrepreneurs".

Tourism development is realized through the implementation of tourism development plans by taking into account the diversity and uniqueness of culture and nature as well as human needs for tourism. Related to this, it can be seen that tourism development leads to sustainability principles that prioritize local communities with their unique traditions and cultural arts and are environmentally friendly.

### 3.2.2. Presidential Decree 18/2020 concerning National Medium Term Development Plan 2020-2024

Based on the Presidential Decree No. 18/2020 related to National Medium Term Development Plan 2020-2024, it is stated that the development of tourist villages is part of the development of 10 priority and super priority tourism destinations which aim to achieve 22.3 million foreign tourist visits by 2024. the responsibilities of various ministries and institutions, including the Ministry of Tourism and Creative Economy, Ministry of Village Underdeveloped Regions and Transmigration, Ministry of Education, Ministry of Manpower, Ministry of Law and Human Rights.

In relation to the regional development strategy, a development strategy is carried out by accelerating of integrated village development to encourage social, cultural and economic transformation of villages. It will be supported by: (i) good governance through increased capacity of village officials, assistance, inclusive village community



participation; (ii) determination of village boundaries, (iii) development of tourist villages, digital villages and superior products of villages and rural areas, development of village-owned enterprise (BUMDes/BUMDes) Bersama; (iv) improving basic village services, (v) optimizing the use of village funds to encourage productive activities, empowering village communities, including financing for local village assistants; and (vi) strengthening the role of sub-districts as centers of change and growth, as well as village development and supervision.

### 3.2.3. Sustainable Tourism Destination Regulation in Indonesia

Based on the Minister of Tourism and Creative Economy of the Republic of Indonesia's regulation (Permenparekraf) number 9 of 2021, tourism development was developed with a growth approach, economic equity for the welfare of the people and development oriented to regional development, which is based on the community and empowers the community which includes various aspects, such as human resources, marketing, destinations, science and technology, inter-sectoral linkages, cooperation between countries, empowerment of small businesses, and responsibility for the utilization of natural and cultural resources.

The regulation also rules that national culture as a tourist attraction has noble values that must be preserved in order to improve the quality of life, strengthen the nation's personality, national pride, strengthen national unity, and improve the welfare of the community as the direction of the nation's life. Biodiversity and natural resources must be managed in an integrated and integrated protection and management system. So that protection and management must be able to provide economic, social and cultural benefits which are carried out based on the precautionary principle.

The criteria for sustainable tourism destinations in accordance with Permenparekraf No. 9 of 2021 are categorized into four parts, namely:

1. Sustainable management which includes three subsections, namely management structure and framework, stakeholder engagement, and managing pressure and change;
2. Social and economic sustainability includes two subsections, namely providing local economic benefits and welfare and social impact;
3. Cultural sustainability includes two sub-sections. Protecting cultural heritage and visiting cultural sites are the sub-sections;

4. The sustainability Environment, includes three subsections. They are conservation of natural heritage, resource management and waste and emission management.

*Permenparekrif number 9 of 2021* is a guideline for the pentahelix element in sustainable and competitive tourism development in terms of management, protection, utilization and development of the area.

### 3.3. Ecotourism

Ecotourism was conceptualized by Hector Ceballos Lascurian in 1983 (Anup, 2016). All forms of nature-based excursions to quiet place and/or protected areas with the purpose of educating) can be described as Ecotourism. The concepts and principles of ecotourism were then implemented at the World Trade Organization in 1988 with a direct relationship to sustainable growth and development (Figgis, 1995). Ecotourism is a concept connecting ecological or natural sustainability with tourism and resulting in scientific expressions as (1) a segment of nature-based tourism; (2) alternative forms of tourism in the biophysical environment in natural areas; and (3) eco-friendly tourism. Weaver and Lawton in Hill and Gale (2009) underlined that ecotourism leave much to the interpretation of the reader, but they more or less cohere around three criteria, such as (1) attractions should be predominantly nature-based, (2) visitor interactions with those attractions should be focused on learning or educations, and (3) experience and product management should follow principles and practices associated with ecological, socio-cultural and economic sustainability.

Thus, ecotourism is ideally natural areas such as protected areas, natural sites, land owned by the government, private institutions, and communities. Well-organized ecotourism in rural areas provides employment for local communities. It can provide employment, especially those who are often less fortunate in the community, through marketing local handicrafts and employing youths as tour guides (Adom, 2018). The sustainability and expansion of traditional ecological epistemologies that preserve biodiversity can be helped by the ecotourism (Regmi and Walter, 2016).

### 3.4. Ecotourism Strategy Through Kajigelem Tourism Village and Its Sustainability.

Ecotourism is a relevant strategy to be implemented in Indonesia referring to the main points of the tourism ministerial regulation. The important points mentioned in the regulation focus on the sustainability of the rural agrarian environment in Indonesia

as a tourism asset. Therefore, the concept of ecotourism has strong relevance for the implementation of Indonesian tourism schemes.

The rational definition of ecotourism for its practice in Indonesia, in this case, can be seen in the Kajigelem case study and described through the following points:

1. Ecotourism can be viewed as an infrastructure system that has the characteristics of sustainable growth and development. In relation to the tourist village of Kajigelem, the economic growth in the area has been accelerating from time to time. This is evidenced by data on the progress of assets owned through arts and culture-based economic activities and activities. The type of artistic potential that initiates this growth is craft. Kasongan is one of the Kajigelem areas which is very popular with its pottery crafts. The majority of the population relies on the pottery creation activities for their economy. This is a positive activity that continues to grow from time to time so that it is included in the category of sustainable growth. This is in accordance with Ministerial Regulation No. 9 of 2021 of which reference is in chapter 2 that related to sustainable tourism destinations'category.
2. Kajigelem location which is geographically an area consisting villages, meets the criteria as an ecotourism area which in principle has a nature-based tourism segment, and also different kinds of tourism which related to biophysical environment in natural areas. This rationale can then be a strategic basis for the preparation of an implementable plan based on the applicable regulations Permenparekraf no. 9 of 2021 in section C page 39 on nature and cultural conservation through tourism. This position also has a rationale for point 1 above when considering the regulatory points on cultural sustainability, meaning that it is relevant to the concept of ecotourism.
1. The third rationale is related to ecotourism that helps the preservation and expansion of epistemology in traditional ecological areas. This concerns how the conceptual process that translates ecological areas into human survival is then drawn to the practical realm of the relationship between ecology and tourism. This is interesting because the system designed in Permenparekraf No. 9 of 2021 has described in detail how the epistemic process is translated in Indonesia. This process can be observed in the case study of Kajigelem which organizes village potentials into ecological tourism assets.
2. Kajigelem contributes to the economy both directly and indirectly in the form of the tourism economy. This is indicated by the resulting job and career opportunities at



**Figure 1:** The location of Kajigelem. Kalurahan Bangunjiwo Bantul Yogyakarta [internet]. 2021 Apr 10 [cited 2021 Oct 5]. Available from <https://bangunjiwo-bantul.desa.id>

Kajigelem. Kasongan, as a center for pottery, has produced thousands of ceramics with various types, shapes and sizes and employs more than 300 craftsmen and are well-known in the international pottery market. In Jipang there are 30 craftsmen who employ more than 250 workers to run the Bamboo Fan Craft Center. In Gendeng, there are dozens of reliable craftsmen who until now still preserve the technique of making really high-quality shadow puppets. Lemah Dadi is as a center of sculptures and employs more than 300 workers. It is interesting that the standard of socio-economic sustainability can be found in this village are of Kajigelem, which is relevant to the concept of ecotourism.



**Figure 2:** Socio-economic activities in Kajigelem. Kalurahan Bangunjiwo Bantul Yogyakarta [internet]. 2021 Apr 10 [cited 2021 Oct 5]. Available from <https://bangunjiwo-bantul.desa.id>.

1. The concept of a marketing approach in Kajigelem offers tourists an opportunity to learn and practice making crafts, such as bamboo fans, bamboo decorations, pottery and wayang kulit. This concept is interesting because in addition to providing delight to tourists and giving economic benefits for villagers, the marketing concept also provides opportunities for tourists to participate in preserving culture and the environment with a belief that what is experienced and witnessed by tourists is an effort both to preserve and to make the best use of the environment. This is in accordance with the concept of responsible marketing. Marketing messages and marketing communications also reflect the existence of value and sustainability and treat the community, and local natural and cultural assets with respect, as it is stated in Permenparekraf no 9 of 2021.
2. The awareness of waste management is also the focus of attention in the Kajigelem village. This is achieved by increasing the awareness and taking concrete steps from the community. The village administrations give socialization and training in relation to waste handling.
3. Sustainability management can also be seen with the formation of the Kajigelem Management. Kajigelem is under the supervision of the Bantul Regency Tourism Office. The infrastructure and development of Kajigelem becomes the one of the main plans and mentioned in the village government work plan (RKP Desa). As such, it can be seen that there is a coordinated management organization with the division of tasks, supported by the existence of a village government work plan that includes tourism development

## 4. CONCLUSIONS

The concept of ecotourism based on arts, crafts and culture has the potential to be developed in Indonesia with reference to a regulatory groundwork that has an epistemic connection in order to increase the economic capacity of the Indonesian people. Especially in the era of the Covid-19 pandemic, ecologically-based policies are needed to achieve sustainable development, in the times of both crisis and post-crisis. This research is a preliminary review/step/analysis toward the design of the ecotourism concept through the formulation of Indonesian tourism policy strategies. Criticisms and reviews of previous research, as well as the village profile of Kajigelem area are the key to this preliminary review/step/analysis to be extended/applied on a comprehensive field investigation. Therefore, the output of the policy groundwork becomes a consideration for further comprehensive research. The policy formulation generated through further

research is expected to be the first step in a village-based regional development strategy in the context of ecotourism throughout Indonesia.

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