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Community Participation in Ecotourism Development in Peliatan Village, Ubud District

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Abstract

The research that has been conducted has concluded that many villages in Bali are likely to develop into more sustainable ecotourism. One of them is Peliatan Village in Ubud District. Based on the synthesis of ecotourism theories, there are six criteria for ecotourism development, including environmental, community participation, education, economics, socio-cultural, and institutional. The first focus of this research is to find out the importance of community participation as a criterion for ecotourism development. The second is to understand the degree of participation of the Peliatan village community in the development of ecotourism. This research is a mixed-method research, adopting AHP (Analytical Hierarchy Process) methods to form a hierarchical structure of ecotourism development criteria, in order to understand the priority of community participation as an ecotourism standard. The results show that the criterion of community participation ranks third (slightly more important, with a weight of 0.168) after the environmental standard (weight 0.281) and social culture (0.210). Residents of Peliatan Village participate in each of the activities in their village (planning, development, management, monitoring/evaluation), which plays a very important role in the development of Peliatan Village's ecotourism.

Keywords: community participation; ecotourism; Analytical Hierarchy Process; Peliatan Village

1. INTRODUCTION

The development of technology in information, communication, and transportation has encouraged the implementation of mass tourism (mass travel) which involves a large number of tourists. The approach adopted by mass tourism is only an

economic approach, without considering all aspects of the environment, society, and local culture, which leads to environmental degradation and degradation of social and cultural values, including economic values (Akis, 2011). This issue has prompted various countries, including Indonesia, to change the

direction of tourism development from mass tourism to more sustainable quality tourism.

Under the current pandemic, the implementation of mass tourism is naturally no longer effective. The existence of the Covid-19 pandemic, which has spread in various countries has had a huge impact on world tourism, including Indonesia. The limited mobility of people, both domestically and abroad, as an effort to stop the spread of the virus has resulted in a significant decline in tourism activities. Bali as one of the world's tourist destinations also experiences a negative impact in various aspects caused by this pandemic. Many tourist attractions that have been inviting mass tourism activities involving large numbers of tourists/groups have been temporarily closed. The existence of a pandemic finally requires a change in the direction of this tourism development to be implemented immediately.

The negative impact of the Covid-19 pandemic on tourism also has an impact on local people in tourism areas. The closing of tourist attractions encourages private parties to close various businesses in the field of tourism accommodation, which has been attracting workers from the local community. One of the tourism programs made by the government to be applied properly to current conditions is the development of ecotourism. Ecotourism is an activity to travel to a natural area, the purpose of which is to protect the environment and protect the lives and welfare of local residents (Fennel, 1999). The ecotourism activities have three main elements: ecology, economy, and evaluation of community opinions (Western, 1995). Ecological elements, tourism activities carried out must be environmentally friendly. Economic factors, the tourism activities carried out must be able to provide economic benefits to the surrounding communities. Elements of ECO (Evaluating Community Opinion), tourism activities carried out must pay attention to opinions and involve the surrounding community.

Ecotourism as a tourism business activity provides many benefits, such as a source of funding for conservation areas, protection of conservation areas, alternative sources of livelihood for local communities, options for

promoting conservation, and special encouragement of conservation efforts (Page and Ross, 2002). However, not only focusing on conservation activities, a more complex definition of ecotourism has been summarized by The International Ecotourism Society (TIES). Ecotourism is a professionally packaged travel activity; trained; and contains elements of education, as an economic business sector, taking into account cultural heritage, participation, and welfare of local residents, as well as efforts to conserve natural resources and the environment (TIES, 2006).

Implementing ecotourism programs during the pandemic is a good idea, because in ecotourism the number of visitors is limited or regulated according to the environmental and socio-cultural carrying capacity of the community. In addition, the development of ecotourism can provide financial benefits and empowerment for local communities by creating tourism products that promote local values. According to government plans, tourism leaders, including the Bali tourism-conscious community, are working hard to shift the direction of tourism development towards quality tourism. Many studies/researches have been carried out to add new forms of tourist destinations that are more sustainable, both in terms of the environment, economy, society, and culture. The result is that many villages in Bali have the potential to develop into eco-tourism, and Peliatan Village in Ubud is one of them (Adnyana, 2020).

Based on the results of the synthesis of ecotourism theory, it is concluded that there are six criteria for developing ecotourism, including environmental criteria, level of community participation, education, economics, socio-cultural, and institutional. The six criteria of ecotourism become a single entity, which cannot exist alone, and must be considered in the development of ecotourism. According to Coy (1998), ecotourism should be able to provide direct ecological, social, and economic benefits to the host community. This issue is in line with the development of ecotourism as a sustainable tourism activity. Strengthening the existence of local communities with active involvement in tourism development efforts is a supporting element for the sustainability of local

communities (McKercher, 2003). Furthermore, the existence of tangible benefits received by the community from economic activities can encourage people to maintain the preservation of natural areas.

The criteria for the level of community participation in ecotourism development include the involvement of local communities in local ecotourism activities and the management of transportation and accommodation facilities by local communities. In the development of tourism areas, the community is optimally involved in the process of planning, developing, managing, and supervising local ecotourism (Page & Ross, 2002). Furthermore, the form of community participation is also seen by participating in creating and managing local transportation and accommodation facilities.

However, no research examines the degree of priority of ecotourism criteria, especially community participation in ecotourism development. Community participation is one of the characteristics of ecotourism activities and one of the important criteria that must be considered in the development of ecotourism villages so that the development work can proceed smoothly and effectively. For this reason, this study aims to determine the degree of priority of the level of community participation as a criterion in ecotourism development and to determine the condition of the level of community participation in Peliatan Village in ecotourism development.

2. METHODS

2.1. Research Stages

This study was conducted in two stages, the stage of formulating the criteria hierarchy and the stage of identifying the criteria of community participation in Peliatan Village.

2.2. Analytical Hierarchy Process

This study uses the AHP (Analytical Hierarchy Process) method developed by Thomas L. Saaty. This decision support model will describe complex multi-factor or multi-criteria problems into a hierarchical structure. The basic concept of AHP is the use of a pairwise comparison matrix to generate relative weights between criteria and alternatives. A criterion

will be compared with other criteria in terms of how important it is to the achievement of the stated goals.

AHP calculation will be assisted by Expert Choice 11 software to assess the criteria and alternatives. The characteristic of the AHP method is to use expert opinions who are experts in the field under study. Calculations are carried out using a comparative scale in order to obtain a relatively accurate priority scale ratio. The paired comparison scale used is verbal judgments to describe how important the elements/criteria are compared to other elements/criteria.

The AHP (Analytical Hierarchy Process) method was chosen as an analytical tool in formulating a hierarchy of ecotourism development criteria to reduce the level of research subjectivity. In the AHP method, it is possible to weigh the development criteria that were initially subjective (based on the preferences of the experts) to a global final weighting that was more objective in each criterion.

2.3. The Stage of Formulating the Hierarchy of Criteria

The first stage of the research is to formulate a hierarchy of ecotourism development criteria to determine the degree of priority in the level of community participation as ecotourism criteria. At this stage, expert opinions on the importance of one criterion versus another are collected through online questionnaires. Fifteen experts have been selected and they are considered to understand general ecotourism issues and issues so that they can develop an objective rating scale. Opinions or preferences of experts will be analyzed with Expert Choice 11 software to determine the hierarchy of ecotourism development criteria.

2.4. The Stage of Identifying the Criteria for the Level of Community Participation in Peliatan Village

The second stage of this research is to determine the level of community participation in Peliatan Village. Direct field observations and interviews with village officials were conducted to determine the level of participation of the Peliatan village community

in the development of ecotourism. At this stage, data were collected through interviews with village heads and direct observations in Peliatan Village to get an overview of the condition of the level of community participation.

2.5. Locus of Research

The research was conducted in Peliatan Village in Ubud District, Bali Province. This village has been studied and has the potential to be developed as ecotourism based on previous studies. The position of this village in Ubud District can be seen in **Figure 1**.



Figure 1. Ubud District

Peliatan Village, which is located about 2 km east of downtown Ubud, is one of the tourism centers in Gianyar Regency. Besides offering the natural beauty of the countryside, Peliatan Village is also famous for traditional Balinese crafts, such as Balinese sculptures, carvings and paintings (**Figure 2**). This village, which is thick with art and culture, has become one of the tourist villages that is in great demand by tourists while in Bali.



Figure 2. Peliatan Village
Source: Peliatan Village, 2019

3. RESULTS AND DISCUSSION

3.1. Hierarchy of Criteria for the Development of Ecotourism Based on The Preferences of the Experts

This hierarchy of ecotourism criteria is obtained from the results of data processing by combining pairwise comparison scales of 15 experts who have expertise in the fields of tourism, environment, architecture, socio-culture, and economics. The paired comparison scale and the combined criteria hierarchy of 15 experts can be seen in **Table 1** and **Table 2**. According to the paired and hierarchical comparison scale above, the inconsistency value is very small, namely 0.03, indicating the accuracy and consistency of the data are relatively good (valid data).

According to experts, the most important criterion is the environmental aspect, because the main activities of tourist travel are for natural areas and the purpose is to protect the environment. This response is consistent with the point of view of Page and Ross (2002), who believe that ecotourism is very dependent on the environment, and that the environment is closely related to the protection and sustainable use of natural resources, whether it is ecologically, socially or economically.

A very important criterion is the socio-cultural aspect, because from the perspective of the scope of ecotourism activities (Eplerwood, 2002), in addition to rural tourism and natural (environmental) tourism, it is also based on cultural tourism. The authenticity of the natural environment and social sustainability (adapt to traditional values and strengthen the development of local identity) and cultural sustainability (adapt to the cultural values of the local community) are the main considerations for ecotourism activities.

A slightly more important ecotourism criterion is the aspect of community participation. This response is in accordance with the five main criteria for the development of ecotourism (Choy, 1997), namely the authenticity of the natural and cultural environment, the existence and carrying capacity of the community, education and experience, sustainability, and ability in ecotourism management and

management. Community participation in ecotourism activities runs through every stage of the activities, including planning, development, implementation, monitoring, and evaluation stages, so that ecotourism activities can be run optimally.

An important ecotourism criterion is an educative aspect, which according to Australian National Ecotourism Strategy (1994) the element of education is important because it strives to improve understanding of the environment and culture. Environmental and cultural conservation education is also carried out so that the public and tourists can react and create a positive relationship with the object/nature.

A quite important criterion of ecotourism is the economic aspect, and one of the goals of ecotourism activities is to improve the welfare of the local population (Fennel, 1999). In this case, it is necessary to regulate natural resources so that their use can be sustainable and help the local community's economy and support future generations.

The ecotourism criteria with the last level (less important), the institutional aspect, is one of the main principles of sustainable ecotourism management (Yusnikusumah et al., 2017). The existence of institutions that specifically support eco-tourism management activities also ensures the sustainability of the ecotourism activities carried out.

The weight of the community participation is 0.168, which is the third level after environmental (0.281) and socio-cultural criteria (0.210) (see **Table 3**). It is reasonable that the criteria of environmental and social-cultural are higher than the community participation because environmental and social-cultural sustainability is the basis of the scope of ecotourism activities itself. However, community participation is no less important because the form of ecotourism management is no longer centralized, but highly dependent on the participation of local communities as part of management (Basuni and Kosmaryandi, 2008).

In addition, the economic impact felt by the community due to the Covid-19 pandemic has also made the criteria for the level of community participation important in ecotourism management because it can affect the income of the local community itself. In this case, the local community plays a key role in the development of ecotourism, that is, as a provider of tourist attractions and a determinant of the quality of tourism products.

Community participation can be regarded as a form of empowerment in ecotourism management. It has a control function for every action of decision makers, so that decision makers can take more responsibility for all decisions they make.

Table 1. The grading scale pairwise comparisons of experts

	Lingkungan	Tingkat Partisipasi Masyarakat	Pendidikan	Ekonomi	Sosial Budaya	Institusional
Lingkungan		2.90509	1.93424	2.72778	1.13852	2.57937
Tingkat Partisipasi Masyarakat			1.34113	1.34912	1.13207	3.09142
Pendidikan				2.35738	1.37973	2.68392
Ekonomi					1.63362	1.26747
Sosial Budaya						2.52216
Institusional						
	Incon: 0.03					

Table 2. The hierarchy of expert combined ecotourism criteria



For this reason, it is necessary to promote community participation by creating a favorable atmosphere so that the community can attract their attention and concern to each ecotourism activity, as well as their willingness to actively and sustainably cooperate.

Table 3. The hierarchy level and weighting ecotourism criteria from combined expert

Hierarchy Level	Criteria	Scale
1	Environment	0,281
2	Sosio-cultural	0,210
3	Community Participation	0,168
4	Education	0,166
5	Economy	0,100
6	Institusional	0,075

3.2. The Condition of the Community Participation in Peliatan Village

The forms of community participation that will be described in this section are adjusted to the four forms of community participation according to Cohen and Uphoff (1977), including community participation in decision making, community participation in implementation, community participation in benefit-taking, and community participation in evaluation. The condition of the community participation in Peliatan Village in ecotourism development is as follows.

3.2.1. Peliatan Village Community Participation in Decision Making

Peliatan Village attaches great importance to the value of art and culture. All village rules/policies are based on art and culture. The villagers are very keen to implement and succeed in all village activities based on art and culture. One of the big decisions taken by the people of Peliatan Village is to revive the cultural treasures that have been forgotten for decades in the village, namely the "*manyud-anyudan*" or "*nyuciang mala*" procession, a series of Balinese traditional wedding

ceremony processions containing meanings and symbols to purify themselves for the bride and groom before starting a new life (Sutaryantha, August 2021). This cultural procession is rarely found nowadays due to several factors, including the difficulty of access to the river, the condition of the river which tends to be dirty, and the environment around the river is inadequate for holding a ceremonial procession.



Figure 3. Program of Reviving the Cultural Treasures in Riverside of Peliatan Village

Source: Peliatan Village, 2020

On this basis, the residents of Peliatan Village are determined to develop the village based on local values. Another major decision taken by the people of Peliatan Village is related to efforts to preserve natural resources, while maintaining the village's rice fields, which reach 237 hectares and consist of 12 subak as tourist attractions, to protect rice fields from other land conversions. The participation of the Peliatan village community in decision-making can also be seen in one of the *awig-awig* (customary laws) and *perarem* (dynamic traditional rules) of the village that manages waste and pig manure. In this case, all

decisions contained in the *awig-awig* and *perarem* of the village are made with the approval of all villagers.

3.2.2. Peliatan Village Community Participation in Implementation

It can be said that people in Peliatan Village are actively participating in all activities in the village. Good cooperation is often carried out by village officials and residents with stakeholders, especially those related to the environment. For example, work with villagers, village officials, PEGO organizations, BKM (Community Self-Sufficiency Organization), Peliatan Village PKK and other stakeholders to build watershed activities with the village to achieve success in village development based on local values. This kind of river arrangement takes place in the four main locations of the village, namely in the Beji area Tukad Mas Temple, Bulakan Tirta Mas, Tukad Ulun Pangkung, and Tukad Mas.

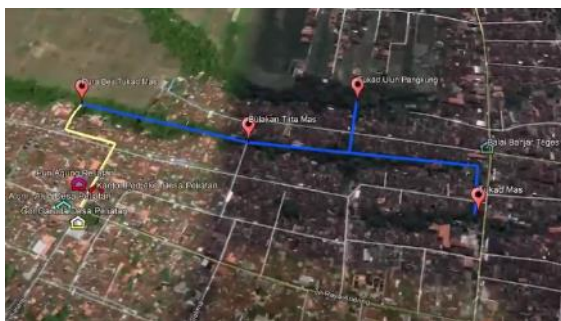


Figure 4. The Four Main Focal Points of Peliatan Village's River Arrangement

Source: Peliatan Village, 2020

The arrangement of the river along this village is not only done to revive a cultural procession that has been forgotten for decades, but it is also done so that the river in Peliatan Village is no longer a slum suburban area, but instead becomes an alternative public space where villagers gather and interact.

In terms of village waste management, the role and contribution of the Peliatan village community is very high, which can be proved by the existence of several village organizations that directly involve village residents. For example, the PEGO (Peliatan

Ngogo, *ngogo*: clean) campaign allows villagers to participate in and educate them about plastic waste. Considering that plastic waste is difficult to decompose and harm the environment, it tries to minimize plastic waste in the village. In addition, there is also the TEKI organization (Teges Kawan Yangloni), where the village community in this case is directly involved in managing their waste by being facilitated by garbage transport cars and garbage trucks in collaboration with BUMDes which can be used free of charge. Villagers take turns to use garbage transportation facilities to manage rural garbage.



Figure 5. Riverside Arrangement in Peliatan

Source: Peliatan Village, 2020

The apparatus of Peliatan Village continues to launch a million biopore campaign, in which village communities participate in the creation of biopore in their homes as a place to dispose of organic waste and minimize stagnant water (see **Figure 6**). In addition to the one million biopore campaign, villagers were also involved in the success of the Gianyar Regent's program, namely Puspa Aman (Pusat Pangan Alami Mandiri Asri dan Nyaman). The villagers started the Puspa Aman project together with environmental activists and PKK in Peliatan village. They planted various useful

plants along the rivers around the Tukad Mas area to maintain the diversity of the flora.

Another innovative movement promoted by village officials is the popularization of ecological bricks, which collect waste plastic bottles filled with non-biological waste and make them into reusable building blocks. The use of environmentally friendly technologies not only helps to reduce inorganic waste, but also makes villagers realize that they need to pay more attention to the environment. The innovative movement of Peliatan Village apparatus and residents to maintain the village environment earned Peliatan Village the best village award with the highest score in the acceleration of the 2018 Building Village Index (IDM), which was measured through three main components, namely ecological or environmental resilience, social resilience, and economic resilience.



Figure 6. One Million Biopore Campaign

Source: Peliatan Village, 2020

As to the Covid-19 pandemic, Peliatan Village residents have sought the New Normal protocol, by spraying disinfectants on the village environment every week and implementing the 5M health protocol (washing hands, using masks, keeping distance, staying away from crowds, reducing mobility).

3.2.3. Peliatan Village Community Participation in Benefit - Taking

There are many benefits received by the people of Peliatan Village, related to the environmental conservation efforts carried out. Maintaining the cleanliness of the village environment contributes positively to providing financial benefits to local villagers. The Yangluoni area was once a slum, full of garbage left by sculptors, and now it has become a tourist attraction managed by the community and the village government. With the help of 75 million funds from the center, the villagers along with the BKM (Community Self-Sufficiency Agency) and PEGO arranged the 1.5 km long area to make it look more aesthetically pleasing and set the telajakan function (fence border) so that it would not switch functions. The arrangement of the slopes, together with courtyard lights and vegetation, makes the Yangloni area now home to 105 homestay families (Sutaryantha, 2021) (see **Figure 7**).



Figure 7. Aesthetically Pleasing Road of Yangloni Area

Source: Peliatan Village, 2020

In addition to providing direct economic benefits to the villagers, the development of Peliatan Village Homestay can also create new employment opportunities. With the rapid growth of Peliatan village homestays, the villagers who manage the homestays have also received hospitality assistance and training, thanks to the cooperation between the village officials and the BETA Campus (Bali Institute of Tourism Excellence). This cooperation is also carried out by providing villagers with English language training to cultivate

competent and reliable tourism human resources. Other benefits received by the village community are related to watershed management activities and the implementation of the Safe Puspa program, the Peliatan Village community is expected to not only be able to enjoy the river flow with a clean environment, but also be able to enjoy various useful plants that can be used as a means of ceremonies.

3.2.4. Peliatan Village Community Participation in Evaluation

The Peliatan Village community is actively involved in the assessment and supervision, especially in every activity related to the environment and village development. This involvement is carried out directly by participating in monitoring, assessing, providing suggestions or criticisms of related stakeholders. The supervision or evaluation carried out is carried out based on the rules/norms that apply in the village. In this case, the village rules, awig-awig, and village perarem agreed with the villagers become the reference for supervision. One example is the regulations related to environmental cleanliness, where village officials will be compensated in the form of money worth Rp. 500,000; to those who saw and took photos of the villagers who littered the village. Thus, villagers participate in maintaining and supervising the cleanliness of their living environment.



Figure 8. Monitoring the Implementation of Environmental Management in the Village of Peliatan

Source: Peliatan Village, 2020

4. CONCLUSION

Based on the results of the research above, it is concluded that the criteria for the community participation (with a weight of 0.168) are the third hierarchy after the environmental criteria (0.281) and socio-cultural (0.210). The community participation as an ecotourism criterion is no less important because in this case, local communities play a key role in the development of ecotourism, namely as a provider of tourist attractions and a determinant of the quality of tourism products. Community participation is seen as a form of community empowerment that can provide financial benefits to the local community itself, as a solution for people who are economically affected by the Covid-19 pandemic. Community involvement can also carry out a control function over every action of decision-makers, so that decision-makers can be more responsible for every decision made.

The form of community participation in Peliatan Village is carried out in every activity related to the environment and village development. All villagers are very keen to contribute to the activities of each village based on local artistic and cultural values. The forms of community participation include community participation in decision-making, community participation in implementation, community participation in gaining benefits, and community participation in evaluation.

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