



# Analysis of perceptions of managers and local communities in the application of principles in Ranca Upas tourism park

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## ABSTRACT

**Background:** Ecotourism that involves local communities emphasizes active participation from local residents. This concept is based on the understanding that local populations possess indigenous knowledge about the natural environment and cultural heritage, which can serve as a tourism attraction. Therefore, community involvement is a crucial aspect of ecotourism development. This study focuses on the ecotourism management of Wana Wisata Ranca Upas and how it integrates local communities. **Methods:** A qualitative paradigm was applied as the research framework, following a post-positivist philosophy to explore phenomena in a natural setting. Data collection was conducted through triangulation, with an inductive approach to analysis. The study prioritized a deep understanding of community involvement over generalization. **Findings:** The analysis showed that the management of Wana Wisata Ranca Upas is committed not only to commercial aspects but also to environmental sustainability, community education, and providing significant economic and social benefits to local communities. Community motivation for participating in ecotourism varied, with many viewing it as a source of substantial income. However, there is a gap in ecotourism-related knowledge between the management, which operates according to Perhutani's vision and mission, and the local communities, who often do not fully understand ecotourism principles. Factors influencing these differences in perception include access to information, background, interests, decision-making processes, and trust. **Conclusion:** The study concludes that while Wana Wisata Ranca Upas emphasizes sustainability and ecotourism principles, there remains a knowledge gap between management and local communities. Bridging this gap is essential for the long-term success of ecotourism in the area. **Novelty/Originality of this study:** This study highlights the disconnect between management's vision and the local community's understanding of ecotourism, emphasizing the need for improved communication and education to foster more effective and sustainable community participation in ecotourism development.

**KEYWORDS:** community; ecotourism; manager; perception.

## 1. Introduction

Environmental-based tourism is a form of tourism that has unique characteristics, often contrasted with mass tourism (Damanik & Weber, 2006). The main difference lies in the nature of the product and the intended market segment. Unlike conventional tourism, environmental-based tourism is very concerned with the preservation of natural resources that become tourist attractions. According to the definition of The International Ecotourism Society, this concept refers to travel to nature that is done responsibly, with the aim of preserving the environment and improving the lives of local residents. (Aryunda, 2011)

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Stakeholder involvement is closely related to the capacity they have as capital in ecotourism management. This capacity mainly includes the development of networks between stakeholders that are indispensable in cross-sectoral ecotourism management (Agustina, Winarno, & Darmawan, 2018). Each party that plays a role in the management of tourist areas must establish a harmonious relationship to implement ecotourism programs, increase a sense of ownership, and build special cooperation (Pamungkas, 2013). This is supported by research by Salakory (2016) which states that the development of community-based ecotourism in the Banda Islands is based on the principle of developing tourist destinations that are economically, socially and environmentally sustainable. This effort is realized through the formation of an ecotourism organization consisting of tourism awareness communities with the skills to guide tourists, as well as travel service providers that facilitate tourist access to the intended tourist attraction.

Wana Wisata Ranca Upas is a natural tourist destination that relies on its natural beauty as the main attraction. This forest area has a dual function, namely as a conservation area as well as a tourist spot. The basic concept offered is nature tourism that integrates elements of environmental education and nature conservation. This area is surrounded by protected forests that are rich in a variety of flora, such as Huru, Hamirung, Jamuju, Kihujan, Kitambang, Kurai, Pasang, and Puspa trees (Bintang, Karsiwi, & Octaviany, 2019). Fauna that can be found here include deer and various types of birds. Wana Wisata Ranca Upas offers a variety of attractions, including a camping area, deer breeding, hot springs, waterboom and swimming pool, outbound rides, and children's play area.

An incident involving dirt bikes in Ranca Upas has raised significant concerns regarding the damage inflicted on edelweiss fields, which are crucial for flora and fauna conservation efforts. This unfortunate event occurred due to the negligence of the organizing committee, who failed to properly supervise and guide participants along the designated paths. Although lane dividers were installed to protect sensitive areas, these guidelines were disregarded by the riders, leading to extensive damage. Local farmers who cultivate edelweiss expressed their disappointment and frustration over the lack of respect for the environment, emphasizing the detrimental effects on their livelihoods and conservation efforts. This incident serves as a stark reminder of the need for more stringent enforcement of regulations in ecotourism areas to prevent similar occurrences in the future.

In the Ranca Upas area of Ciwidey, Bandung Regency, conflicts have emerged in the development of tourism, stemming from differing interpretations of ecotourism between the managers and the local community. Residents feel that the ecotourism concept promoted by the managers is not fully aligned with their understanding or values. This disconnect highlights a communication gap that can hinder collaborative efforts to develop sustainable tourism practices. From the manager's perspective, the principles of ecotourism must be adhered to in order to promote sustainable practices that benefit both the environment and the local community. However, the differing interpretations of these principles have led to tensions that could impact the long-term success of tourism in the region.

Ferdian (2020) elaborates on the broader implications of the tourism industry, noting its potential negative effects on the socio-cultural and natural environments. The physical development associated with tourism can exacerbate social tensions among local communities, particularly when there are conflicts over resource use and environmental management. Indicators of such tensions include disputes related to natural resource utilization, environmental degradation, and the erosion of local cultures and traditions. As communities grapple with these challenges, it becomes imperative for stakeholders to engage in meaningful dialogue and collaboration. By addressing these issues proactively, a more harmonious balance can be achieved between tourism development and the preservation of cultural and natural heritage in ecotourism areas like Ranca Upas.

Therefore, Priono (2012) proposed five main principles of ecotourism that need to be considered: conservation (natural and cultural), community involvement, economic aspects, education, and tourism. This study aims to assess the views of managers and local residents regarding the implementation of the five principles of community-based

ecotourism in the Ranca Upas area, Ciwidey, Bandung Regency. Assessment of the application of this concept is expected to support the development of tourism products and environmental conservation efforts in the area. This is important to ensure that the development of the area provides benefits as needed, improves the standard of living of local communities, and preserves nature.

Perception can be understood as a mental process in which information from the environment is received and processed by the brain, which is then integrated with a person's thoughts, emotions, and personal experiences (Gibson (1989) in Akbar, 2015). According to social learning theory, human behavior is not just an automatic response to stimuli, but also the result of complex interactions between the environment and individual cognitive structures. Gibson and his colleagues define perception as a cognitive mechanism that a person uses to interpret and understand the world around him. It involves the process of giving meaning to the environment by the individual. The process of perception begins when an object produces a stimulus that is received by the sense organs or receptors. This stimulus is then passed on by the sensory nerves to the brain through physiological processes. In the brain, a psychological process occurs in which the individual becomes aware of what is seen, heard, or felt. The final stage of this process is when the individual responds to the stimulus (Walgito, 2016). The stimulation that hits the sensory organs is a natural or physical process. The signals received by the senses are then relayed through the sensory nerves to the brain. This stage is known as the physiological process. Next, processing occurs in the brain as the center of consciousness, allowing a person to realize what he sees, hears, or touches. Activities that take place in the brain or center of consciousness are referred to as psychological processes. It can be concluded that the final stage of perception is when the individual realizes the stimulus he receives through the sensory organs, for example what he sees, hears, or touches. This is the true essence of perception. Reactions that arise as a result of perception can take various forms (Walgito, 2016).

The process of perception involves the organization and interpretation of stimuli received by individuals, resulting in an integrated meaning unique to each person. This means that responses arising from perception can vary significantly, influenced by factors such as attention and individual characteristics. For example, two individuals may encounter the same stimulus, such as an advertisement for an ecotourism site, but interpret it differently based on their past experiences, values, and preferences. Consequently, the subjective nature of perception underscores the complexity of human behavior and decision-making. Understanding these differences is crucial for stakeholders in ecotourism development, as they must consider the diverse perceptions of community members and potential tourists to create more effective marketing and engagement strategies (Walgito, 2016).

In the context of ecotourism development, it is essential for communities to embrace a creative economy approach to effectively market their products and services to a global audience. In today's digital era, information technology plays a pivotal role in promoting this creative economy, providing platforms for wider reach and engagement. By leveraging digital tools, local communities can showcase their unique offerings, attract tourists, and generate direct income from ecotourism activities. This community-based ecotourism model not only fosters economic benefits but also cultivates local pride and identity, as residents take ownership of their cultural heritage and natural resources. Ultimately, this approach encourages the preservation of both nature and native culture, ensuring that tourism development aligns with sustainable practices and the well-being of local communities (Kesuma, 2016).

The perception of managers and communities in the application of ecotourism principles is an important variable in tourism development. Especially in policy making, the community is considered to have to play a role as a subject not only as an object that will feel the impact of the policy. However, there are many problems that often arise when discussing the application of ecotourism principles, one example is the principle of ecotourism is only used as a mere formality to show that the tourist attraction has an

ecotourism concept even though it may not fully apply the existing principles in its realization. This shows that there is a gap between existing policies or principles regarding their application in the field, for this reason, a theory of ecotourism principles is needed by harmonizing the relevant parties who are directly involved in its management.

Therefore, to harmonize the perceptions that exist in the management of Ranca Upas Wana Wisata, observations and interviews will be conducted to analyze the perceptions of managers and communities in the application of ecotourism principles. The theory of ecotourism principles by J. Stephen, Page and Dowling K. Ross (2000) was chosen as a reference theory to assess the principles of ecotourism applied at Ranca Upas Tourism Park, Ciwidey, Bandung Regency. After analyzing the perceptions of managers and communities in the application of ecotourism principles, the development that should be applied on the basis of ecotourism principles at Ranca Upas Tourism Park will also be described.

## 2. Methods

This research applies a qualitative paradigm as its analytical framework. The qualitative approach is a research strategy based on the philosophy of post-positivism, used to study phenomena in natural settings (in contrast to experiments), with researchers acting as the main instrument. Data collection is carried out through triangulation, analysis is inductive, and study results emphasize depth of understanding rather than generalization (Sugiyono, 2014). The qualitative approach covers all stages of research - from proposal, process, hypothesis, fieldwork, analysis, to conclusion drawing - by emphasizing non-numerical aspects, situational descriptive, in-depth interviews, content analysis, snowball technique, and narrative. In line with this, this study seeks to explore and understand social realities related to the perceptions of managers and the community in implementing the concept of ecotourism in the Ranca Upas area.

Qualitative data was obtained through in-depth interviews with informants selected using non-probability sampling method with purposive sampling technique. Qualitative data is obtained through in-depth interviews with informants selected using non-probability sampling methods with purposive sampling techniques. Quoted from Andreas, Bogdan and Taylor (1975) in (Surayya, 2018) qualitative methodology is defined as a research procedure that produces descriptive data in the form of written or oral narratives from research subjects and observable behavior. Therefore, the research data will be analyzed descriptively to describe the perceptions of managers and communities in Ranca Upas regarding the principles and application of ecotourism in the area.

The data for this research were collected through a comprehensive methodology that included field observations, documentation studies, and direct interviews. Researchers engaged in face-to-face interviews with four resource persons, ensuring a balanced perspective on the topic. Of these, two interviews were conducted with managers from the Ranca Upas Wana Wisata, providing insights into the operational aspects and management strategies of the tourism site. Additionally, two interviews were carried out with members of the local community, specifically partners in the Edelweiss Cooperative, which allowed for an understanding of the community's views and experiences regarding ecotourism development in the area. This multi-faceted approach not only enriched the data but also facilitated a deeper understanding of the dynamics between tourism management and local community engagement in Ranca Upas.

This study adopts a case study design, which is an intensive, detailed, and in-depth scientific exploration of a program, event, or activity at the individual, group, institutional, or organizational level to gain a comprehensive understanding of the phenomenon. The cases studied can vary from simple to highly complex. The scope of the case is limited by time and activity, with the researcher collecting information thoroughly using various data collection techniques within a predetermined period of time. Research subjects may include individuals, groups, institutions or communities. Researchers aim to study in depth the background and environmental interactions of the social units that are the focus of the

study. The main purpose of case study research is to provide a detailed description of the background, distinctive characteristics, or status of the case under study. From these specific characteristics, researchers can then draw general conclusions (Rusandi, 2021).

In qualitative research, data collection occurs in natural settings, allowing researchers to observe phenomena in their authentic environments. This approach emphasizes the use of primary data sources, focusing on participant observation, in-depth interviews, and documentation to gather rich, contextual information (Andriani et al., 2022). According to Catherine Marshall and Gretchen B. Rossman (2005), these fundamental methods enable qualitative researchers to immerse themselves in the research environment, fostering a deeper understanding of the subject matter. By employing techniques such as direct observation and engaging in thorough interviews, researchers can capture the nuances and complexities of human behavior and interactions. Additionally, reviewing relevant documents further enriches the data, providing a comprehensive perspective on the research topic and enhancing the overall validity of the findings.

Triangulation is a data collection method that integrates various techniques and sources of information. When researchers apply triangulation, they not only collect data, but also simultaneously test its validity by comparing results from various data collection methods and sources (Andriani et al., 2022). In this study, technical triangulation was applied, where researchers used various methods to obtain data from the same source. The methods used included participatory observation, in-depth interviews, and document analysis, which were conducted simultaneously on one data source. In addition, source triangulation was also applied, which is the use of one method to collect data from various different sources (Andriani et al., 2022). The research instrument was prepared by considering the theory used by using several tools including interview guidelines that were previously prepared by the researcher so that the interview process could run effectively and stay on topic. This guideline contains a list of questions that have been compiled based on the research theory references into different groups of question types given to 4 interviewees with different positions from community stakeholders. A recording device was also used as an instrument to support the observation, documentation and interview process through voice recordings and photographs.

### 3. Results and Discussion

Ranca Upas Campground (BPRU) is part of the 215 ha Ranca Upas Tourism Area located in RPH Patrol, BKPH Tambak Ruyung Timur, KPH South Bandung. Wana Wisata Ranca Upas is one of the tourist forests managed by Perum Perhutani since 1991. Forest concession rights granted to Perum Perhutani include the provision of tourism facilities and infrastructure, the exploitation of existing tourism objects and the organization of natural tourism activities. Perhutani is in charge of the manager at Wana Wisata Ranca Upas with the highest position of Site Manager and assisted by senior staff and several staff under him. The existence of this strategic position helps the Site Manager in supervising all activities in Ranca Upas. Among them is the aspect of applying the principles of ecotourism in Wana Wisata Ranca Upas. In addition to the nature conservation aspect, the manager has an economic policy as a business entity that also shares the results with the community who are members of the Edelweiss Cooperative as partners of the community in tourism activities in Ranca Upas.

Perum Perhutani plays a vital role in the implementation of nature conservation programs in Ranca Upas by providing training and opportunities for collaboration with other parties interested in contributing to these efforts. The organization not only focuses on ecological preservation but also emphasizes economic policies that benefit the local community, particularly members of the Edelweiss Cooperative. This partnership allows the community to participate actively in tourism activities, ensuring that they share in the economic benefits generated by these initiatives. By fostering collaboration between the management and local stakeholders, Perum Perhutani is able to create a framework where

both environmental sustainability and community welfare are prioritized. This holistic approach supports the development of a more resilient and inclusive tourism model in Ranca Upas.

To ensure the continuity of tourism activities, Perum Perhutani collaborates closely with the Edelweiss Cooperative, providing not only land but also supervision and training for community members. This cooperation aims to enhance the overall experience for visitors, ensuring they feel safe, satisfied, and at ease during their stay. The application of nature-based principles is central to Perhutani's vision of preserving sustainable forests while promoting ecotourism. Site Manager SU (52) underscores the importance of aligning ecotourism development with environmental sustainability, emphasizing that all activities should support the longevity of the forest ecosystem. Furthermore, the focus on ecologically sustainable practices ensures that the balance between utilizing natural resources, conserving the environment, and enhancing the welfare of the local community is consistently maintained, promoting a harmonious coexistence between tourism and nature in Ranca Upas.

Ranca Upas Wana Wisata managers generally have a strong understanding of the principles of environmental education. They realize the importance of maintaining environmental balance and conserving natural resources to ensure the continuity of their business. Managers generally have a strong understanding of the importance of the principle of benefits for local communities. They realize that ecotourism should provide economic, social, and cultural benefits to local communities. Managers realize that satisfied tourists tend to return again and recommend tourist attractions to others, which can bring economic benefits to the sustainability of ecotourism businesses and local communities. Local people who are members of the Edelweiss Cooperative become partners in the operation of attractions or rides in the Ranca Upas Tourism Area. In its division, this community is divided into several coordinators to supervise people who have businesses according to their coordination section. From the statements of several informants related to perceptions in the application of ecotourism principles in Wana Wisata Ranca Upas, people tend not to fully know the theory of ecotourism itself but it has been carried out in their activities in Ranca Upas as a partner community. The community can be interpreted as a recipient of direct responses in the field even though they are not given a direct stimulus related to ecotourism. Everything that is practiced in the field by the community is much influenced by direct activities.

In terms of the community's explanation of the Nature Based aspect in the application of ecotourism principles in Ranca Upas from the community's perception, it can be seen that the management considers the sustainability of the Ranca Upas forest in tourism development. Both from the ecotourism development process do not change the landscape of Ranca Upas which is based on natural forests. Ecotourism communities generally have a good understanding of the importance of environmental education. They realize that environmental education can help increase public awareness about the importance of preserving nature and encourage them to behave in an environmentally friendly manner.

The community in Ranca Upas recognizes ecotourism as a significant avenue for enhancing their welfare. They perceive that the influx of tourists brings tangible benefits, such as increased income and opportunities for local businesses. This understanding encourages residents to cultivate positive relationships with tourists by meeting their needs, ultimately aiming to boost tourist satisfaction. As the community engages with visitors, they become more aware of how their actions can directly influence economic outcomes. This proactive approach fosters a sense of responsibility among residents, reinforcing the belief that ecotourism can be a catalyst for sustainable development and improved quality of life.

The perception of ecotourism among community partners at Wana Wisata Ranca Upas is shaped by direct experiences in the field rather than solely theoretical knowledge. Through hands-on involvement, community members gain insights into ecotourism practices, which significantly influence their understanding and attitudes towards these initiatives. Factors such as local environmental conditions, cultural values, and community

dynamics also play a crucial role in shaping their perceptions. The interactions between community members and tourists create a feedback loop where experiences lead to learning, enhancing their ability to manage tourism sustainably. Consequently, this practical exposure not only strengthens their commitment to ecotourism but also empowers them to contribute meaningfully to conservation efforts.

According to the theory of perception formation, four essential components influence how perceptions are developed: environment, stimulus, organism, and response. In the context of Ranca Upas, the manager's perception is largely shaped by the organizational environment, particularly the company's vision and mission. Perhutani's commitment to sustainable forest management and community benefit serves as a guiding framework for program development. This vision prioritizes the sustainable use of forest resources while addressing societal and environmental interests. By optimizing forestry business operations under the principles of good corporate governance, Perhutani strives to create a model that not only promotes ecotourism but also enhances the overall welfare of the local community, ensuring that their needs and aspirations are at the forefront of development efforts.

The stimulus or message emanating from Perhutani emphasizes the need to achieve its vision and mission across all organizational levels. This necessity is reflected in the programs implemented by Perhutani, particularly those focusing on education and environmental awareness. These initiatives involve direct engagement with the community to promote the preservation of local flora, ensuring that ecological concerns are prioritized. The discussion surrounding "organisms" encompasses all staff working at Wana Wisata Ranca Upas, highlighting their critical role in executing these programs. Ultimately, the response to this stimulus is an active involvement of the staff, who are encouraged to contribute their thoughts and actions towards realizing the company's vision and mission effectively.

In addition to these internal efforts, managers at Perhutani are acutely aware of the importance of fostering relationships with the local community, particularly through the principles of ecotourism. This is exemplified by the economic policies that facilitate profit-sharing with community members, specifically those affiliated with the Edelweiss Cooperative. The partnership with the cooperative is not merely transactional; it involves providing land, training, and ongoing supervision to empower local stakeholders in tourism operations. The practices at Ranca Upas Wana Wisata align closely with established theories of ecotourism, which emphasize community involvement and sustainable practices. By integrating these principles, Perhutani aims to create a harmonious relationship between tourism development and community welfare, ensuring that both the environment and the local populace benefit from ecotourism initiatives.

The analysis indicates that the manager of Wana Wisata Ranca Upas adopts a holistic approach to ecotourism that transcends mere commercial interests. This commitment to sustainable ecotourism management encompasses not only the economic benefits but also a strong focus on environmental sustainability and community education. By prioritizing these aspects, the management fosters a balanced relationship between tourism and ecological preservation, ensuring that the natural environment is safeguarded for future generations. Moreover, the social benefits provided to local communities are significant, as they enhance livelihoods and empower residents to participate actively in the tourism sector. This comprehensive strategy underscores the importance of integrating economic viability with social and environmental responsibilities in ecotourism practices.

In the context of the perception formation process, the local community's understanding of ecotourism is shaped by their daily interactions and experiences within their environment. This familiarity allows for a flexible and practical perception of ecotourism, grounded in lived experiences rather than abstract theories. The establishment of a cooperative, known as Edelweiss, serves as a critical stimulus that facilitates community engagement within the Ranca Upas Tourism Area. This cooperative not only acts as a support system for local activities but also promotes collaborative efforts in the management of Wana Wisata. As a result, the Edelweiss Cooperative becomes an essential

platform for integrating community voices and initiatives into the ecotourism framework, enhancing both local involvement and sustainability in the region.

The local community around Ranca Upas Wana Wisata becomes an organism that is associated with the theory of perception formation and is also supported by the formation of an edelweiss cooperative so that it can gather local communities around Ranca Upas Wana Wisata. The last thing is the response, namely the occurrence of an understanding of the distribution of proceeds from the local community's business which will be given 10% to Perhutani and 10% to the cooperative, and the remaining 80% for people who have a business. There are two factors that determine the selection of stimuli for perception, namely internal factors and external factors related to oneself. Internal factors ranging from a person's psychological needs affect their perception. Sometimes there are things that are "seen" (which actually do not exist), because of psychological needs. Background affects things that are selected in perception, people with certain backgrounds will look for people with similar backgrounds and follow certain dimensions. Experience prepares a person to look for people, things, and phenomena that may be similar to their personal experience. Personality also affects perception. A person who has an introverted personality may tend to be with similar or completely different people. General attitudes and beliefs also affect perception. Self-acceptance is an important trait that affects perception. Someone who is more sincere in accepting the reality of themselves absorbs things more than those who are less sincere about something.

External factors play a crucial role in shaping an individual's perception by influencing how they interpret and interact with the world around them. Elements such as family background, the information one acquires, and the collective knowledge and needs of the surrounding community significantly impact perception. Additionally, factors like the intensity, size, contrast, and novelty of an object can alter one's viewpoint and understanding of their environment. For instance, repeated exposure to a stimulus can either enhance familiarity or foster a sense of novelty, thus affecting perception. Ultimately, these characteristics of the external environment contribute to the fluidity of individual perspectives, illustrating how diverse experiences can lead to varying interpretations of the same object or situation, thereby highlighting the complexity of human perception (Dari, 2023).

Based on the results of the findings, the differences in perceptions of managers and the community in the management of ecotourism in Wana Wisata Ranca Upas have significant differences. The influence of educational background and experience shows that educational background and work experience play an important role in shaping managers' perceptions of ecotourism. Furthermore, community perceptions of ecotourism are more influenced by direct practice in the field rather than theory or formal training in line with the findings of Juwita, Rahmafitria, & Rosita (2017) related to the influence of community perceptions on the development of the Ciburial Tourism Village which states that perceptions can influence directly proportional to participation because the more people understand the things or positive impacts given from tourism and the change of the village to a tourist village, the higher the desire of the community to contribute to the village. This shows the importance of direct experience in shaping their understanding of the principles of ecotourism. While theoretical understanding is very well understood by managers so that it becomes a difference in perception between the two parties.

Another principle difference is in terms of decision-making and evaluation. The decision-making process in ecotourism management in Ranca Upas tends to involve discussions between managers and the community. However, significant decisions often come from central management, which can slow down local responses to situations on the ground. Thus, when associated with factors that influence perceptions, there are differences in internal and external factors of the community and managers. In the overall analysis, these factors are interrelated and influence each other in shaping the perception and implementation of ecotourism principles in Ranca Upas Tourism Area. It is important to continue to improve access to information, community participation, and sustainable management so that ecotourism can run effectively and provide maximum benefits for all



parties involved in line with research from Rahmafitria & Rahmafitria (2018) the community in Wana Wisata Kawah Putih is already very aware that as a community living in a village that is a tourist destination many people need training that is considered to be very important for the sustainability of the business or work they do.

#### **4. Conclusions**

Based on the research conducted related to the application of ecotourism principles at Wana Wisata Ranca Upas, there are several important conclusions. First, the manager understands the principles of ecotourism applied at Wana Wisata Ranca Upas well, where this tour does not only focus on economic aspects, but also maintains natural sustainability and ecotourism principles according to Perhutani's vision and mission. Second, the local community around Ranca Upas Wana Wisata has a different understanding of ecotourism from the manager, especially regarding the terms used. Although the community does not fully understand the concept of ecotourism in theory, in practice they have implemented the principles of ecotourism indirectly through cooperation with managers and edelweiss cooperatives. Third, there are significant differences in perceptions between managers and the community regarding ecotourism management. This difference is caused by several factors, such as access to information, background, interests, decision making, and level of trust.

The research entitled "Analysis of Perceptions of Managers and Local Communities in the Application of Ecotourism Principles at Ranca Upas Tourism Area" has implications both for the study of ecotourism science and practically for several parties. First, for the community, this research helps broaden understanding of the principles of ecotourism, both in theory and practice, especially in the context of its application at Ranca Upas Tourism Park. Second, for the Resort and Leisure Management Study Program, this research can be a source of study for tourism ecology courses that discuss the application of ecotourism principles. Third, for the government, this research can be a reference in formulating policies that are more flexible and encourage active community participation in applying the principles of ecotourism.

From the results of this study, the researcher recommends several things. First, for the local community around Ranca Upas Wana Wisata, it is hoped that they can synergize with the government and managers so that the application of ecotourism principles can be maximally achieved. Second, for the government, researchers hope that there will be more in-depth efforts in providing an understanding of ecotourism theories to the surrounding community through continuous socialization, so that people can understand ecotourism more thoroughly. Third, for future researchers, it is recommended to expand the scope of research, not only focusing on the regional level, but also national and international in examining the application of ecotourism principles.

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The authors declare no conflict of interest.

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