

## Analysis Potential and Strategies For The Development Of Ecotourism in Wanagiri Village, Tabanan Regency

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### Abstract

Post-pandemic shifts in tourist travel patterns have led to the emergence of a new trend commonly referred to as NEWA (Nature, Eco-tourism, Wellness tourism, and Adventure tourism). By emphasizing nature-based tourism concepts, this trend presents a significant opportunity for Wanagiri Village, located in Tabanan Regency, to advance its potential as a village grounded in eco-tourism principles. This study seeks to analyze the tourism potential of Wanagiri Village and to formulate alternative strategic recommendations for the village's tourism managers in the development of eco-tourism. A mixed-methods approach was adopted, integrating qualitative and quantitative analyses, specifically employing SWOT and AHP frameworks to comprehensively address each research question. Data collection was conducted through surveys, interviews, observations, literature reviews, and documentation. Informants were selected using purposive sampling techniques, resulting in a total of ten key informants. The findings indicate that Wanagiri Village possesses substantial potential for development as an eco-tourism-based tourist village, particularly in promoting education and conservation principles aligned with sustainable tourism paradigms. Based on the IFAS-EFAS analysis, the strategic position of Wanagiri Village falls within Quadrant I, which enables tourism managers to pursue aggressive strategies for eco-tourism product development. Furthermore, the AHP (Analytical Hierarchy Process) analysis identified priority strategies for implementation, which include: 1) Developing professional local human resources to enhance the quality and sustainability of eco-tourism activities. 2) Designing eco-tourism packages that integrate visits to the village's natural attractions. 3) Undertaking promotional activities through social media platforms and the establishment of a dedicated website. 4) Establishing collaborations with foreign investors as tourism business operators, aiming to strengthen the eco-tourism brand and develop bundled eco-tourism products unique to the village.

**Keywords:** Ecotourism, Sustainable Tourism, Development Strategy

### A. INTRODUCTION

The province of Bali is endowed with rich natural resources, including a wide variety of flora and fauna, archaeological and historical heritage, as well as vibrant arts and cultural traditions. These assets represent significant capital for the development and enhancement of the tourism sector. Such potential must be optimally utilized through the implementation of tourism initiatives aimed at increasing national income and ultimately improving public welfare. Given the diversity of its attractions, Bali's tourism sector continues to offer opportunities for boosting national revenue.

In this context, the NEWA tourism concept has gained popularity among tourists, particularly those seeking a form of "revenge travel" after being confined to their homes for over two years during the pandemic. One of the main reasons for this trend is that NEWA-based tourism is considered safer and carries lower health risks, as it emphasizes low-touch, less-crowded experiences. These include nature tourism, adventure tourism, rural (village-based) tourism, and spiritual tourism.

NEWA - an for Nature, Eco-tourism, Wellness tourism, and Adventure tourism is a tourism model that prioritizes environmental sustainability and the conservation of natural surroundings. As a post-pandemic trend, NEWA presents a promising future direction for the tourism industry. The adoption of the NEWA

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approach within Indonesia's tourism and creative economy sectors is expected to encourage tourists to care for the environment and cultural heritage. This, in turn, can contribute to improving the overall well-being and prosperity of local communities.

Post-pandemic, the application of NEWA-based tourism has begun to take shape in Indonesia's tourism sector. For example, Nature Tourism promotes travel to natural areas to foster environmental conservation. Similarly, the development of Ecotourism is evident through the advancement of sustainable tourism across various destinations. With its abundant natural and cultural resources, ecotourism holds substantial potential to serve as a unique selling point for Indonesia's tourism and creative economy sectors (Ministry of Tourism and Creative Economy, 2023).

However, the rapid development of the tourism sector in Bali has also brought significant challenges, particularly regarding land-use conversion. Massive investments in tourism facilities have led to drastic changes in the natural landscape, including coastal areas, hillsides, and even protected forests. These changes not only threaten the sustainability of local agriculture but also contribute to social disparities and increased unemployment risk (Purwahita et al., 2021).

In response to these challenges, various communities and stakeholders in Bali have initiated efforts to develop tourism based on ecotourism principles, particularly in rural areas with abundant natural potential. These initiatives align with sustainable development goals and aim to create environmentally friendly, community-based tourism products (Arida, 2014).

Tabanan Regency is one of the regions experiencing a significant increase in tourist visits, both domestic and international. The area holds great potential in the tourism sector due to its natural beauty, cultural richness, and artistic heritage. Utilizing these assets is expected to provide opportunities for nature- and culture-based education and recreation. Structuring the landscape aesthetically and systematically through analysis of land potential and natural attractions is key to attracting visitors.

Ecotourism, defined as travel to natural areas with the goals of environmental conservation, cultural preservation, and improving the welfare of local communities, became widely recognized in the 1990s. This concept is highly applicable in Indonesia, a country blessed with rich biodiversity (Hanum et al., 2021). By promoting ecotourism, tourism villages can develop products that support environmental and cultural sustainability while also delivering economic benefits to local communities (Sukariyanto, 2023).

Wanagiri Village, located in the Selemadeg District of Tabanan Regency, lies at the foot of Mount Batukaru and is renowned for its scenic landscapes, including rice terraces and protected forests. These natural assets position Wanagiri as a promising candidate for ecotourism development. Although tourism development in the village remains limited, the growing interest of niche tourists seeking natural experiences suggests a strong potential for future growth (Bayu Wisnawa et al., 2023).

Adopting a back to nature approach, ecotourism offers benefits not only to the environment but also to tourists and the local population. Nevertheless, Wanagiri still faces several obstacles, such as limited development strategies and insufficient community participation in tourism activities. The local government has taken steps to support tourism infrastructure development through initiatives such as focus group discussions (FGDs). In this context, a comprehensive and sustainable development strategy is urgently needed—not only to identify the village's potential but also to prioritize concrete, step-by-step actions. Strategic planning is essential to ensure a structured and targeted direction for tourism development, enabling Wanagiri to fully leverage its strengths and opportunities. Therefore, research on the potential and development strategies for ecotourism in Wanagiri Village is necessary as a guiding framework for tourism planning, grounded in the principles of ecotourism and sustainability.

## B. RESEARCH METHOD

This study adopted a mixed-method approach, combining qualitative and quantitative techniques to examine ecotourism development strategies in Wanagiri Village, Selemadeg District, Tabanan Regency. The research was conducted from January to June 2025.

Participants included village officials, traditional leaders, tourism awareness group (Pokdarwis) members, and local tourism actors. Informants were selected through purposive sampling, based on criteria from (Spradley, 2018), which emphasize active involvement in tourism, relevant knowledge, and decision-making roles (Sugiyono, 2016).

Instruments included, Interview guides exploring internal and external tourism factors, SWOT questionnaires (Likert scale 1–4 for IFAS and EFAS), and AHP questionnaires using Saaty's 1–9 scale for strategy prioritization.

Analysis techniques were, Qualitative analysis using Miles & Huberman's model, SWOT analysis to identify strategic positioning via IFAS and EFAS matrices (Nisak, 2004), and AHP (Analytical Hierarchy Process) to rank strategies based on four criteria: cost advantage, differentiation, human resource readiness, and urgency (Porter, 2012) and (R. V. Vargas, 2016). A consistency ratio ( $CR \leq 0.1$ ) was applied to validate results (L. Vargas, 2022), Two key informants—one village official and one Pokdarwis member were selected for AHP, following Saaty et al., (2022) guideline for representative input.

The selection of the two key informants was based on the principle of purposive representativeness rather than numerical generalization. These informants were chosen due to their extensive experience and decision-making authority in the village's ecotourism management. The village official represented the policy and planning perspective, while the Pokdarwis member represented the community-based operational aspect. This combination ensures that both managerial and grassroots insights are reflected in the analytical hierarchy process. Similar AHP applications using a small number of highly knowledgeable informants have been recognized as valid in localized tourism planning studies (Saaty & Vargas, 2022; Hanum et al., 2021).

## C. RESULTS AND ANALYSIS

### Ecotourism Product Potential of Wanagiri Village

The findings of this study reveal that Wanagiri Village possesses significant potential for ecotourism development, stemming from its natural, cultural, and social assets. This potential was identified through field observations and supported by primary and secondary data. Key ecotourism products identified include protected forests, terraced rice fields, salak (snake fruit) plantations, camping grounds, natural rivers, and cultural-based educational activities such as traditional cloth weaving (mejaitan) and wood carving.



**Figure 1. Forest & Terraced Rice Wanagiri Village**

Source: Documentation, 2025

#### Protected Forest of KPHL South Bali

A 101-hectare protected forest, managed under the Southern Bali Forest Management Unit (KPHL), offers high ecological and spiritual value. The forest is home to rare flora and fauna, such as *Amorphophallus* (corpse flower), Bali starling, lutung (leaf monkeys), and pythons. The presence of Pura Jatiluwih, a sacred temple within the forest, further enhances its cultural significance. The site has strong potential for educational trekking experiences that combine nature appreciation with local spiritual traditions, supported by trained local guides.

#### Terraced Rice Field Trekking

Wanagiri Village hosts approximately 157 hectares of rice fields, some arranged in scenic terraces overlooking Mount Batukaru. These trails, accessible for over 1 kilometer, provide attractive trekking routes due to their visual appeal, structured layout, and proximity to public access. This landscape-based trekking product enhances visitor appreciation for traditional agricultural practices and complements ecotourism's focus on cultural and environmental interaction.

#### Snake Fruit Gula Pasir Plantation

The village is known for its salak gula pasir, a unique variety of sweet snake fruit cultivated using regenerative agriculture. This method emphasizes soil health, biodiversity, and crop-livestock integration. Practices include grafting, intercropping, and the use of protective shade trees. These innovations offer strong potential for educational agro-ecotourism, particularly for visitors interested in sustainable farming and biodiversity conservation.

#### Scenic Camping Ground

Situated on elevated land with panoramic views of rice fields and Mount Batukaru, the camping ground serves as a tranquil escape for nature enthusiasts. Basic facilities such as toilets and parking are already available, though additional infrastructure is needed. With further development, this area can support eco-camping tourism, which aligns well with the community's tourism priorities and natural assets.

#### River-Based Relaxation

The village river, fed directly by Mount Batukaru, provides opportunities for river soaking or natural bathing post-trekking. While the river is accessible via walking trails and offers refreshing water, it is occasionally impacted by rainfall that causes flooding and turbidity, presenting a challenge for continuous tourist use.

#### Cultural Education: Mejaitan and Wood Carving

Beyond natural attractions, Wanagiri Village holds valuable cultural practices such as traditional weaving (mejaitan) and wood carving, which have gained interest from visiting tourists. Local accommodations often coordinate with the village to provide hands-on cultural workshops, encouraging community participation in tourism and preserving Balinese heritage through meaningful visitor interaction.

### SWOT Analysis

Following the identification of ecotourism product potential in Wanagiri Village, a more in-depth analysis was conducted to examine the strengths, weaknesses, opportunities, and threats (SWOT) associated with the village's tourism conditions and development prospects. This analysis aims to determine strategic directions for advancing Wanagiri as a sustainable ecotourism destination. To support the SWOT analysis, the researcher distributed structured questionnaires to 10 informants, consisting of village officials, members of the tourism awareness group (Pokdarwis), tourism business actors, traditional village leaders, and local guides—individuals directly or indirectly involved in tourism

development in Wanagiri Village. The identification of SWOT components for ecotourism product potential in Wanagiri Village is described in the following sections.

**Tabel 1 : SWOT Analysis**

<div> <div>IFAS</div> <div>EFAS</div> </div>	<b>Strength</b> <ol style="list-style-type: none"> <li>1. A wide range of natural potentials that can be developed into ecotourism products.</li> <li>2. High community involvement in environmental conservation and strong awareness regarding sustainable agriculture and plantation practices.</li> <li>3. Utilization of regenerative agriculture systems, offering educational value for visitors.</li> <li>4. Clean village environment supported by a waste management system (TPS 3R) in collaboration with the traditional village council (Desa Adat).</li> </ol>	<b>Weaknesses</b> <ol style="list-style-type: none"> <li>1. Limited community knowledge about developing ecotourism-based products.</li> <li>2. Low community participation in ecotourism activities.</li> <li>3. Inadequate facilities to support tourist comfort during ecotourism activities.</li> <li>4. Lack of processed local products or crafts that could serve as economic value-added items.</li> </ol>
	<b>Opportunities</b> <ol style="list-style-type: none"> <li>1. Emerging trend of NEWA tourism (Nature, Eco-tourism, Wellness, and Adventure) supporting nature-based tourism development.</li> <li>2. Growing interest from foreign investors in establishing eco-based accommodations in Wanagiri Village.</li> <li>3. Increasing number of tourists visiting the village for nature-based activities.</li> <li>4. Development of the Gilimanuk–Mengwi toll road, with an</li> </ol>	<b>Strategi SO</b> <ol style="list-style-type: none"> <li>1. Design integrated ecotourism packages that include visits to natural attractions within the village.</li> <li>2. Prepare and train local human resources to become professional ecotourism facilitators.</li> <li>3. Increase promotional efforts through social media and official websites.</li> <li>4. Collaborate with foreign investors in developing the ecotourism brand and integrate village-owned ecotourism products into broader tourism ventures.</li> </ol>
		<b>Strategi WO</b> <ol style="list-style-type: none"> <li>1. Collaborate with tourism academics and relevant institutions to provide training and build community competencies in tourism.</li> <li>2. Involve local residents in the development and execution of ecotourism activities.</li> <li>3. Encourage community creativity in processing salak gula pasir into unique local souvenirs and value-added products..</li> </ol>

access gate located near Wanagiri, enhancing accessibility and mobility. 5. Inclusion of Wanagiri in the regional NIKOSAKE (nira, coffee, salak, coconut) agro-sector development program in Tabanan Regency, with the village being a key producer of salak gula pasir.		
<b>Threats</b> 1. Competition from neighboring villages that are more well-known and offer similar natural products. 2. Lack of attention and support from the government and related institutions in developing tourism in Wanagiri.	<b>Strategi ST</b> 1. Diversify ecotourism packages in collaboration with surrounding villages. 2. Build partnerships with local government, tourism institutions, and academic stakeholders in managing tourism development.	<b>Strategi WT</b> 1. Strengthen product knowledge and competencies among managers, business actors, and the community to remain competitive. 2. Partner with the government to improve tourism-supporting infrastructure and facilities.

Source: Data Processing Results, 2025

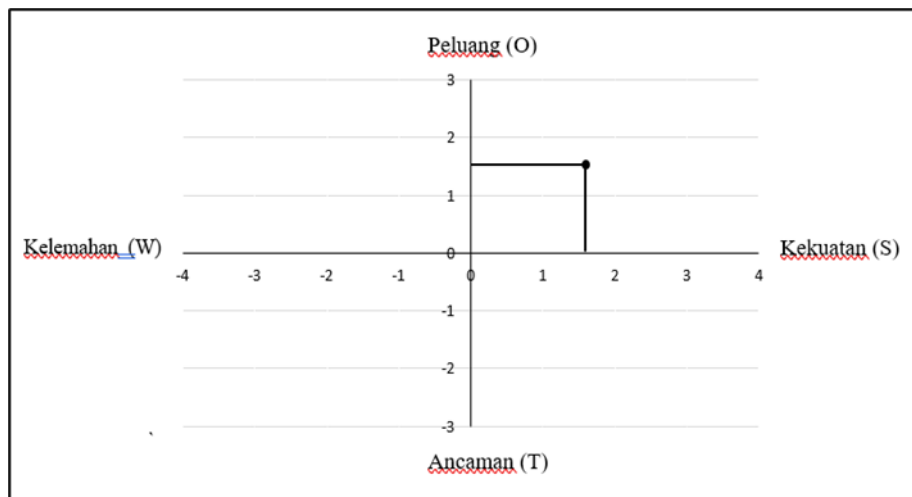
**Tabel 2 : IFAS & EFAS**

No	Faktor Strategis	Bobot	Rating	Skor
<b>Strenghts</b>				
1	A wide range of natural potentials that can be developed into ecotourism products.	0.26	3.8	1.0
2	High community involvement in environmental conservation and strong awareness regarding sustainable agriculture and plantation practices	0.23	3.3	0.8
3	Utilization of regenerative agriculture systems, offering educational value for visitors.	0.26	3.8	1.0
4	Clean village environment supported by a waste management system (TPS 3R) in collaboration with the traditional village council (Desa Adat).	0.24	3.5	0.9
Total		1		3.61
<b>Weaknesses</b>				

1	Limited community knowledge about developing ecotourism-based products.	0.25	1.6	0.4
2	Low community participation in ecotourism activities.	0.29	1.9	0.6
3	Inadequate facilities to support tourist comfort during ecotourism activities.	0.18	1.2	0.2
4	Lack of processed local products or crafts that could serve as economic value-added items.	0.28	1.8	0.3
Total		1		1.67
VALUE		1.7		
<b>Analisis Faktor Eksternal</b>				
No	Faktor Strategis	Bobot	Rating	Skor
<b>Opportunities</b>				
1	Emerging trend of NEWA tourism (Nature, Eco-tourism, Wellness, and Adventure) supporting nature-based tourism development.	0.23	3.5	0.8
2	Growing interest from foreign investors in establishing eco-based accommodations in Wanagiri Village.	0.17	2.5	0.4
3	Increasing number of tourists visiting the village for nature-based activities.	0.19	2.8	0.5
4	Development of the Gilimanuk–Mengwi toll road, with an access gate located near Wanagiri, enhancing accessibility and mobility.	0.23	3.4	0.8
5	Inclusion of Wanagiri in the regional NIKOSAKE (nira, coffee, salak, coconut) agro-sector development program in Tabanan Regency, with the village being a key producer of salak gula pasir.	0.2	2.9	0.6
Total		1		3.09
<b>Threats</b>				
1	Competition from neighboring villages that are more well-known and offer similar natural products.	0.53	1.6	0.9
2	Lack of attention and support from the government and related institutions in developing tourism in Wanagiri.	0.47	1.4	0.7
Total		1		1.51
VALUE		1.5		

Source: Data Processing Results, 2025

Based on the results table 1 and 2 above of the SWOT analysis and the IFAS–EFAS matrices, the next step involves determining the development strategy using a Cartesian diagram, as illustrated in the following figure:



**Figure 2. Cartesian Diagram Result of SWOT Analysis for Tourism Development**  
 Source: Data Analysis Result, 2025

Based on the figure 2 above, it can be observed that the development of ecotourism product potential in Wanagiri Village is currently positioned in Quadrant I, which lies on the Strengths–Opportunities (SO) axis. This indicates that the village government and the tourism management group (Pokdarwis) are in a favorable position to implement aggressive strategies, leveraging internal strengths while taking full advantage of existing external opportunities.

The recommended SO strategies, derived from the SWOT analysis, include:

1. Designing integrated ecotourism packages that incorporate visits to the key ecotourism attractions of Wanagiri Village.
2. Preparing and training local human resources to become professional facilitators in enhancing the quality of ecotourism activities.
3. Conducting promotional campaigns through social media platforms and developing an official village tourism website.
4. Collaborating with foreign investors as tourism stakeholders to build an ecotourism brand and integrate village-based ecotourism products into broader tourism networks.

### **AHP (Analytic Hierarchy Process)**

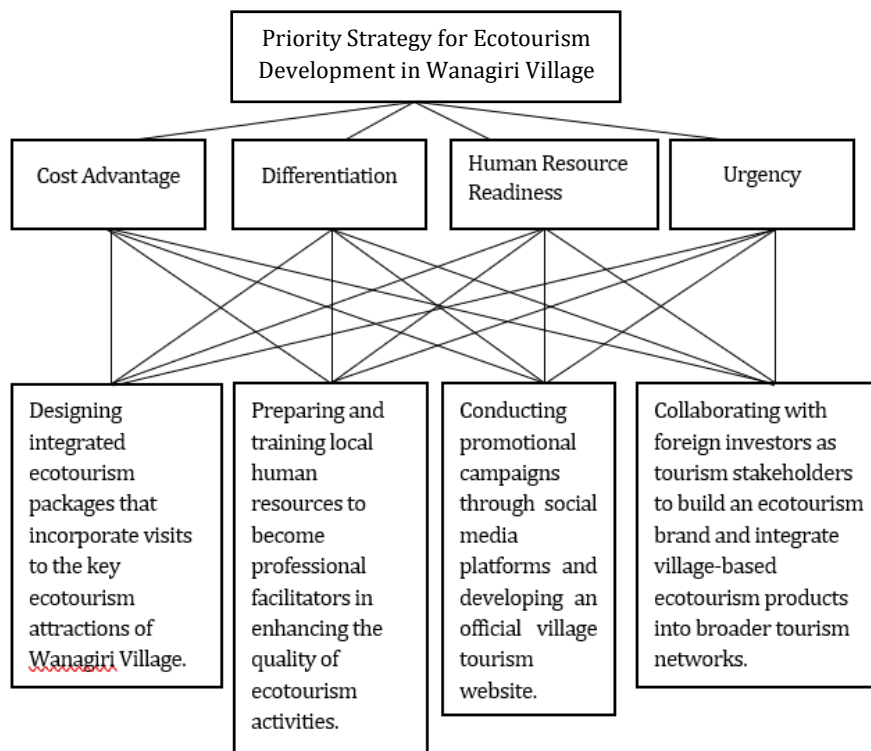
In this study, the AHP (Analytical Hierarchy Process) analysis was conducted using Expert Choice software version 11 to assist in assigning weights for pairwise comparisons, enabling the determination of strategic priority values. The AHP method was applied based on four criteria, which were adapted from the combined perspectives of M. Porter (2012) and R. Vargas (2016). These criteria include: Cost Advantage, Differentiation, Human Resource Readiness, and Urgency.

The purpose of detailing these criteria was to gain deeper insights into stakeholder perceptions and needs regarding the development of ecotourism strategies in Wanagiri Village. Furthermore, these criteria



support effective decision-making in complex scenarios by structuring problems into a hierarchy and conducting pairwise comparisons to determine priorities and identify the best strategic alternatives.

The determination of ecotourism development strategy alternatives in Wanagiri Village was based on the results of the SWOT, IFAS, and EFAS analyses. The hierarchical structure applied in this discussion is illustrated in the following figure:



**Figure 3. AHP structure**

Source: Data Analysis Result, 2025

The strategy prioritization based on all assessment criteria indicates that Strategy 2, namely “Preparing local human resources for ecotourism activities to ensure professionalism,” is the top priority for ecotourism development in Wanagiri Village, with a Consistency Ratio (CR) = 0.06 (CR < 0.1). This CR value confirms that the prioritization results are consistent and valid. The priority ranking of ecotourism development strategies in Wanagiri Village based on all criteria is illustrated in the following figure:



**Figure 4. Priority Based on All Criteria**

Source: Data Analysis Result, 2025

Based on the results of the AHP analysis, the implementation of ecotourism development strategies in Wanagiri Village is prioritized in the following order: 1). Strategy 2, Preparing professional local human resources to improve the quality of ecotourism activities; 2). Strategy 1, Designing ecotourism packages

that include visits to the village's natural attractions; 3). Strategy 3 Conducting promotional activities through social media and developing an official website; 4). Strategy 4, Collaborating with foreign investors as tourism stakeholders to develop the ecotourism brand and integrate the village's ecotourism products.

### **Ecotourism Development Strategies for Wanagiri Village**

Wanagiri Village demonstrates strong potential to evolve into a leading destination, particularly in the context of ecotourism. Based on SWOT analysis of the current tourism conditions, Wanagiri possesses multiple strengths and opportunities that can be leveraged to address existing weaknesses and threats. Strategically, Wanagiri is positioned in Quadrant I of the SWOT Cartesian diagram, indicating that the village should adopt an aggressive strategy by utilizing its internal strengths to seize external opportunities. The implementation of SWOT-AHP analysis resulted in the following prioritized strategies:

#### **Preparing Professional Local Human Resources.**

Wanagiri Village has abundant natural resources, supporting its potential to become a prominent ecotourism destination. With substantial strengths and favorable opportunities, local tourism managers need to develop professional human resources (HR) to sustain ecotourism activities. The AHP results identified "Human Resource Readiness" as the highest priority criterion. This aligns with the high level of community participation in environmental conservation and agricultural knowledge.

According to Pajriah (2018), human resources are a key success factor in tourism development, acting as the driving force, product creator, and determinant of competitiveness. The local community has previously received training from the provincial and regency tourism offices on NIKOSAKE (nira, coffee, salak, coconut) agro-tourism, yet follow-up implementation has been limited. Community members have sufficient knowledge of agriculture and have received hospitality training. Some already work as local guides.

To achieve professionalism, the community must be prepared to handle all aspects of visitor services—from establishing an information center to providing guiding services and involving farmers in educational activities. As AHP analysis categorized this strategy under "urgency," it must be implemented immediately. According to Pujiningrum Palimbunga (2018), involving local HR in tourism development can create jobs, enhance tourism literacy, and improve economic conditions.

Wanagiri's regenerative agriculture system provides ecological and educational value, reinforcing its potential in ecotourism. Its regenerative farming practices focus on soil health, biodiversity, and integrated livestock-crop systems. These initiatives also reflect the community's commitment to conservation.

#### **Designing Ecotourism Packages Featuring Local Natural Attractions.**

Leveraging the village's abundant natural and cultural assets to create appealing ecotourism and educational packages is the second priority. This strategy, ranked under the "Differentiation" criterion in the AHP analysis, aims to distinguish Wanagiri's tourism products from those of neighboring villages. Mustafa & Khalim (2023), argue that meaningful differentiation enhances competitive advantage.

Unlike nearby Belimbing Village, which focuses on well-known rice terrace trekking, Wanagiri can emphasize unique features such as: A protected forest area with the historical Jatiluwih Temple, Regenerative salak plantations, producing a distinct salak variety that is exclusive to Wanagiri due to soil and farming differences, Scenic camping grounds offering views of Mount Batukaru and

proximity to a natural river sourced from the mountain, Rice fields covering 157 hectares with terraced farming, used selectively for trekking based on visitor demand, and Cultural activities such as traditional Balinese weaving and woodcarving, which have attracted tourist interest for hands-on experiences.

Despite initial visits by tourists, the village lacks comprehensive ecotourism packages. The Pokdarwis has outlined some packages, but they do not yet fully reflect ecotourism principles. Future packages should integrate nature and culture-based experiences, include local accommodation, transportation, restaurants, and guide services, and emphasize the uniqueness of Wanagiri's salak as a key feature.

#### Promoting via Social Media and Developing a Website

Weak promotional efforts have hindered Wanagiri's recognition as a tourist destination. Ranked third in the AHP analysis under "Cost Advantage," this strategy emphasizes low-cost, high-return methods like social media. Avinda et al., (2016), highlight the vital role of promotion in regional tourism development.

Currently, promotions are conducted by local accommodation providers via personal social media. There is no engagement with external media or influencers. To improve visibility, the Pokdarwis and village government must actively utilize Instagram, Facebook, TikTok, and YouTube to promote Wanagiri's ecotourism through compelling content.

According to Nasional (2021), continuous innovation in promotion—particularly interactive social media campaigns—is essential. Suggested actions include creating engaging videos and photos, collaborating with media influencers Punapi Bali, Liburan Bali, and posting detailed information about available tour packages.

In addition to social media, establishing an official website is crucial. Warouw & Rembang (2022), state that websites are effective platforms for tourism communication. A dedicated site would provide information on activities, contact details, tour packages, cultural highlights, and supporting amenities such as lodging and dining options.

#### Collaborating with Foreign Investors to Build an Ecotourism Brand

The fourth priority involves forming partnerships with foreign investors to strengthen the village's ecotourism brand and integrate local products into larger tourism offerings. Sarmoko et al., (2023), emphasizes that tourism destination branding involves developing a unique identity through symbols, messages, taglines, and design to attract tourists and investors.

Freire (2016), adds that strong destination branding creates specific appeal to potential investors. This strategy can include technical assistance, HR capacity building, co-promotional activities, and co-branding of investor tourism products with Wanagiri's ecotourism assets.

To ensure professionalism and reliability, the top three strategies must be implemented effectively to establish trust and attract serious investment interest. When developed properly, these partnerships can support long-term growth and sustainability in Wanagiri's tourism sector.

Despite the promising potential and prioritized strategies, several challenges may hinder the implementation process. First, limited funding and human resource capacity could slow down the development of training programs and infrastructure improvements. Second, community participation, although high in conservation activities, remains inconsistent in tourism operations, which may affect long-term sustainability. Third, the village's dependence on seasonal agricultural cycles may restrict the continuity of agro-ecotourism activities. To address these challenges, it is recommended that the village

government establish a multi-stakeholder coordination forum involving academic institutions, tourism offices, and local investors to ensure continuous monitoring, capacity building, and financial support.

#### **D. CONCLUSION**

This study concludes that Wanagiri Village possesses significant potential to become a leading ecotourism destination. The SWOT analysis revealed various strategic alternatives, including SO (Strengths–Opportunities), WO (Weaknesses–Opportunities), ST (Strengths–Threats), and WT (Weaknesses–Threats) strategies. The Cartesian diagram indicated that Wanagiri Village lies in Quadrant I—where internal strengths can be leveraged to maximize external opportunities—making the SO strategy the most appropriate to implement initially.

Furthermore, through the Analytical Hierarchy Process (AHP), this study identified four recommended strategies for developing ecotourism in Wanagiri Village, which were then ranked based on priority as follows: 1). Strategy 2, Preparing professional local human resources to enhance the quality of ecotourism activities; 2). Strategy 1, Designing ecotourism packages that incorporate visits to the village's natural and cultural assets; 3). Strategy 3, Promoting ecotourism through social media platforms and developing an official website; 4). Strategy 4, Collaborating with foreign investors, particularly those in the accommodation sector, to develop the village's ecotourism brand and integrate local ecotourism products.

These prioritized strategies are expected to guide the sustainable development of ecotourism in Wanagiri Village, aligning environmental conservation with community empowerment and economic resilience.

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