

**LAPORAN AKHIR  
PENELITIAN SKEMA PENELITIAN PENUGASAN STRATEGIS**



**DEVELOP DIGITAL MARKETING FOR COMMUNITY-BASED  
HEALTHY-ECOTOURISM DESTINATION WITH LEISURE  
PARTICIPATION TOWARDS WELLBEING**

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Susilo Nur Aji Cokro Darsono, S.E., M.R.D.M (0515049301)  
Raviano Osys Perdana Putra (20170430135)  
Dr. Chuanchen Bi

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

Dibiayai Oleh Lembaga Penelitian, Publikasi dan Pengabdian Masyarakat (LP3M)  
Universitas Muhammadiyah Yogyakarta  
Tahun Anggaran 2020/2021

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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## PROTEKSI ISI LAPORAN AKHIR PENELITIAN

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi laporan ini dalam bentuk apapun kecuali oleh peneliti dan pengelola administrasi penelitian.

## LAPORAN AKHIR PENELITIAN

### Informasi Data Usulan Penelitian

#### 1. IDENTITAS PENELITIAN

##### A. JUDUL PENELITIAN

Develop Digital Marketing for Community-based Healthy-Ecotourism Destination with Leisure Participation towards Wellbeing
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##### B. SKEMA, BIDANG, TEMA, DAN TOPIK PENELITIAN

Skema Penelitian	Bidang Fokus Penelitian	Tema Penelitian	Topik Penelitian
Penelitian Penugasan Strategis	Sosial Humaniora - Seni Budaya - Pendidikan	Sustainable mobility	Urban planning.

##### C. KOLABORASI DAN RUMPUN ILMU PENELITIAN

Jenis Kolaborasi Penelitian	Rumpun Ilmu 1	Rumpun Ilmu 2	Rumpun Ilmu 3
Kolaboratif Luar Negri	ILMU EKONOMI	ILMU EKONOMI	Ekonomi Pembangunan

#### 2. IDENTITAS PENELITIAN

Nama	Peran	Tugas
Diah Setyawati Dewanti, S.E., M.Sc., Ph.D.	Ketua Pengusul	
Susilo Nur Aji Cokro Darsono, S.E., M.R.D.M	Anggota Pengusul	Menganalisa kuantitatif dalam 5 instrumen penilaian ecotourism
Raviano Osya Perdana Putra	Mahasiswa Bimbingan	Membantu pekerjaan lapangan dalam pengambilan data
Dr. Chuanchen Bi	Pakar Bidang	Bersama dengan ketua peneliti mengidentifikasi CBHE dan perhitungan leisure, environment, Wellbeing

#### 3. MITRA KERJASAMA PENELITIAN (JIKA ADA)

Pelaksanaan penelitian dapat melibatkan mitra kerjasama, yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra	Kepakaran
Khon Kaen University International College	Dr. Chuanchen Bi	Manajemen Tourism

#### 4. LUARAN DAN TARGET CAPAIAN

##### Luaran Wajib

Tahun	Jenis Luaran
1	Buku Monograf
2	Uji Coba Produk
2	Hak Cipta
2	Publikasi Jurnal Internasional terindeks SCOPUS,

##### Luaran Tambahan

Tahun	Jenis Luaran
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#### 5. ANGGARAN

Rencana anggaran biaya penelitian mengacu pada PMK yang berlaku dengan besaran minimum dan maksimum sebagaimana diatur pada buku Panduan Penelitian dan Pengabdian kepada Masyarakat.

Total Keseluruhan RAB Rp. 30,000,000

Tahun 1 Total Rp. 30,000,000

Jenis Pembelanjaan	Komponen	Item	Satuan	Vol.	Harga Satuan	Total
BAHAN	Bahan (Habis Pakai)	Persiapan uji coba instrument	Unit	5	Rp. 500,000	Rp. 2,500,000
BAHAN	Bahan (Habis Pakai)	Pengambilan data dengan 5 instrumen	Unit	1000	Rp. 5,000	Rp. 5,000,000
PENGUMPULAN DATA	FGD Persiapan	Rapat persiapan dan perijinan	Paket	3	Rp. 150,000	Rp. 450,000
BAHAN	Bahan (Habis Pakai)	Souvenir untuk responden	Unit	500	Rp. 5,000	Rp. 2,500,000
PELAPORAN, LUARAN WAJIB, DAN LUARAN TAMBAHAN	Biaya Penyusunan Buku Termasuk Book Chapter	Pembuatan dan penjilidan buku monograf	Paket	1	Rp. 100,000	Rp. 100,000

Jenis Pembelian	Komponen	Item	Satuan	Vol.	Harga Satuan	Total
PENGUMPULAN DATA	HR Petugas Survey	Petugas survey 5 instrument	OH/OR	500	Rp. 10,000	Rp. 5,000,000
PENGUMPULAN DATA	HR Sekretariat/Administrasi	Field Surveyor dan administrasi	OB	1	Rp. 7,450,000	Rp. 7,450,000
PENGUMPULAN DATA	Transport	Transport lokal pengambilan data	OK(Kali)	20	Rp. 100,000	Rp. 2,000,000
PENGUMPULAN DATA	Transport	Transport lokal pengambilan data	OK(Kali)		Rp. 0	Rp. 0
ANALISIS DATA	HR Pengolah Data	HR Pengolah data kuantitatif	Per Penelitian	5	Rp. 1,000,000	Rp. 5,000,000

## 5. LEMBAR PENGESAHAN

### HALAMAN PENGESAHAN LAPORAN AKHIR PENELITIAN SKEMA:

Judul : Develop Digital Marketing for Community-based Healthy-Ecotourism Destination with Leisure Participation towards Wellbeing  
 Peneliti/Pelaksana : Diah Setyawati Dewanti, S.E., M.Sc., Ph.D.  
 NIDN : 0526108201  
 Jabatan Fungsional : Lektor  
 Program Studi/Fakultas : Ekonomi Pembangunan  
 Nomor HP : 082133691838  
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#### Anggota

Nama : Susilo Nur Aji Cokro Darsono, S.E., M.R.D.M  
 NIDN : 0515049301  
 Jabatan Fungsional : Asisten Ahli  
 Program Studi/Fakultas : Ekonomi Pembangunan

Nama : Raviano Osya Perdana Putra  
 NIM : 20170430135  
 Prodi : Ilmu Ekonomi

Nama : Dr. Chuanchen Bi  
 NIK : E64329748  
 Institusi : Khon Kaen University International College

Mitra : Khon Kaen University International College  
 Nama Mitra : Dr. Chuanchen Bi

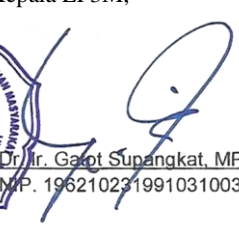
Kepakaran : Manajemen Tourism

Biaya : Rp. 30,000,000

Yogyakarta, 02 Agustus 2021

Mengetahui,  
Kepala LP3M,



  
Dr. Ir. Gatot Supangkat, MP., IPM  
NIP. 196210231991031003

## **6. RINGKASAN**

Establishing protected areas constitutes for the conservation of marine-coastal and cultural-city encompass complex management challenges for the long-term sustainability of these landscapes. These research has main objective as to develop the digital marketing for Community Based Healthy-Ecotourism (CBHE) destination of Yogyakarta provinces with leisure participation towards Well-Being. Two big concepts have been integrated in this research, Community-based Healthy-Ecotourism and Leisure participation towards Well-Being. Community-based Ecotourism has been promoted and widely adopted as an approach to conservation initiatives with contribute to the community with wellbeing. Healthy-ecotourism are fusion to protect the environment from climate change impact and crises affect of tourist industry from the Covid 19 pandemic. Leisure allows people escaping from environmental perception and satisfy the sense of achievement and performance at work. Two perspectives from the supply and demand from economic tourism has been achieved in this research. The environments perspective as the supply need to balanced, protect and conserve the natural resources to achieve sustainability. The leisure participation and wellbeing concept could be part of the demand side from consumers in tourist industry. The research use explanatory sequential mixed methodology with quantitative research methods as the first approach. The quantitative has been carried out in Gunung Kidul district and collect 294 questionnaires. The tourist destination which include into ecotourism activities measures with a 4A assessment (Attraction, Amenity, Accessibility, Ancillary) and the capability of implementation of health protocols for Covid 19. During the first step, the implementation of CBHE is measured by the weights of human wellbeing impacted from the tourist destination. In this phase, is also measure the leisure participation, environmental perception and wellbeing achieved by the visitors of healthy-ecotourism destination. This research divide three level of wellbeing, namely low level, medium level and high level. It is define based on minimum and maximum value including the mean. Based on the dividing value, the tourist stated has high level after having the tourist destination (56.1%) and still feel less happy with low level wellbeing (4.1%). The wellbeing measured 16 questions adopted from the Oxford Wellbeing questionnaire. It has been collected 294 tourist in Gunung Kidul regency with reliability as cronbach alpha equal to 0.81 and VIF less than 10 (no multicollinearity). Based on the analysis, the wellbeing level of tourist after having recreation is in high level (56.1%) and medium level (39.8%). The bivariate wellbeing level has correlation to amenity, ancillary, sustainable, environment participation to nature and leisure participation with CC in moderate level. The result of path analysis, the wellbeing of tourist could be identified by the leisure indexed, which are total ancillary, sustainability of the natural ecosystem and amenity.

## **7. KEYWORDS**

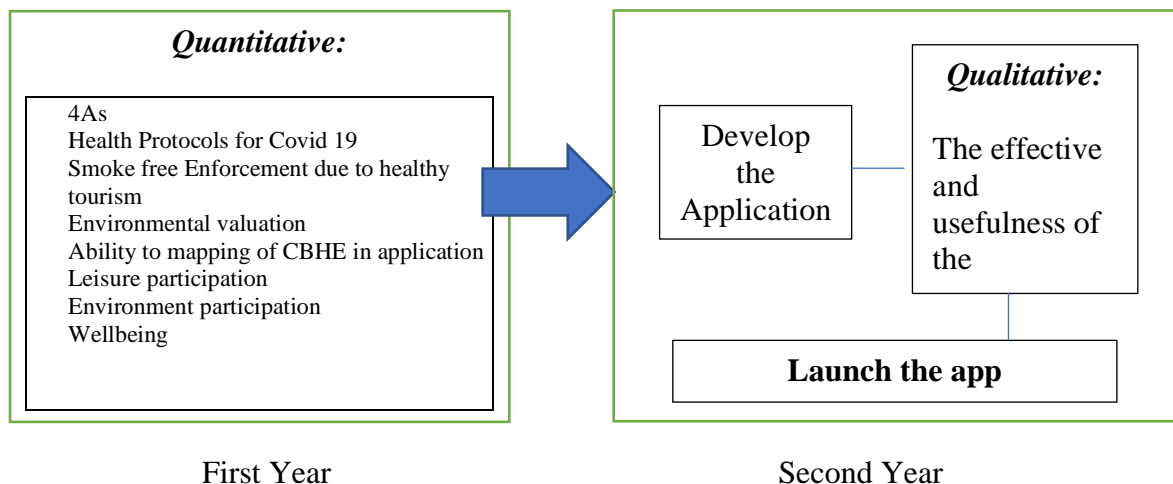
Community-based healthy ecotourism (CBHE), Leisure participation, 4A assessments, wellbeing, leisure participation

## 8. HASIL PELAKSANAAN PENELITIAN

This research use explanatory sequential mixed methodology. Mixed methodology research is both method and methodology for conducting research that involves collecting, analyzing and integrating quantitative and qualitative research in a single study or a longitudinal program of inquiry. This research converge the data by connecting or sequential each phase to other phase. The main reason of using mixed methods is to have community of practice argument which mixed methods may be the preferred approach within a scholarly community. The output is to improve the digital marketing, it need intuitive arguments with mirrors of real life. The area of the research is limited only in Yogyakarta province which consists of 5 districts. This program will be the pilot project which could be applied in the next semester in Thailand as part of the further collaboration.

Explanatory sequential mixed methodology started with quantitative methods as to identify the application of Community-based Healthy-Ecotourism (CBHE). The first year is to recognize the implementation of CBHE activities by measuring the tourist attraction with 4A assessment, which are Attraction, Amenity, Accessibility, Anciliary). The Health-Ecotourism is the measurement for the capability managers to apply the health protocols of Covid-19 and Smoke-free law. The first step is using the data collection from the perspective of managers, visitors and community surround the tourist destination. This phase also measuring the leisure participation through wellbeing.

The second phase will be applied in the second year is integrate to the developing of digital marketing application or website to share the CBHE in Yogyakarta province. The application develop the position of tourist site, attraction, accessibility and include the leisure participation index and wellbeing as the evaluation of life satisfaction from the visitors. Therefore, tourist who want to choose the tourist attraction, they could choose tourist destination through the application or website and see what they expected. After developing the app, there will be the measurement to evaluate the app before it launch. The conceptual framework is shown as Graphic below



The first month was having meeting to discuss the further preparation for team member. Afterwards, construct the questionnaire and did the pilot testing for 30 questionnaire spread in 4 regencies. Based on the pilot testing, the researchers found reliability Cronbach Alpha 0.81 which is stated as high reliable for the instruments. The first phase of this research has been carried out to collect data in one regency, is Gunung Kidul regency. It has been collected 294 respondents with an individual as the unit analysis. The quantitative phase was collected with

structural interview using questionnaire and using non-probability random sampling namely accidental random sampling. The tourist destination is randomly chosen by the district level in Gunung Kidul and mostly chosen by the type of beaches tourist attraction destination. The main reason to choose beaches is because Gunung Kidul is surrounded by the sea and it is stated as the most attractive ecotourism places with strong natural conservation in Gunung Kidul regency. Therefore, among 17 tourist destinations, 16 destinations were chosen as beaches. The tourist destinations that have been chosen are Goa Pindul, Drini beach, Gesing beach, Jogan beach, Jungwok beach, Kesirat beach, Mbuluk beach, Mesra beach, Nglolang beach, Ngobaran beach, Nguluran beach, Pok Tunggal beach, Sadranan beach, Sili beach, Sundak beach, Watu Kodok beach and Wediombo beach. These were defined into 6 different sub-district levels.

Table 1. Descriptive analysis for each of variables

<b>Variable</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>Mode</b>	<b>Standar Deviation</b>
Amenity	0.00	9.00	3.95	3.00	1.53
Accessibility	0.00	9.00	3.97	6.00	1.69
Ancillary	0.00	9.00	4.56	6.00	1.30
Sanitation protocols	0.00	9.00	3.83	6.00	1.78
Cleanliness as healthy standard	0.00	9.00	3.21	3.00	1.57
Sustainable	0.00	9.00	4.04	4.00	1.82
Social interaction	2.00	9.00	5.11	5.00	1.15
Environment participation to nature	0.00	6.00	3.62	4.00	1.31
Leisure participation	0.00	9.00	4.82	5.00	1.32
Wellbeing	30.00	80.00	65.90	68.00	11.36

The distribution age of the respondents is minimum 12 years old and maximum is 57 years old, with mode is in 17 years old (8.6%). Most of the respondents finished their high school education or 12 years formal education (47.9%). However, related to the income questions, the respondent refused to answer the questions (54.4%) and intended to be blank. However, the minimum level of the income stated as 20,000 IDR or equal to \$1.5 per month and the maximum is 5,000,000 IDR or equal to \$350 per month. The respondents are mostly female (53.1%). The length of the destination spread into other city or province, approximately 5.9% stated have 50 km length from the tourist destination to their places. The respondents stated that it was the first time they came to the tourist destination (70.1%) with most of the attraction respondents used are natural based (water and camp with friends).

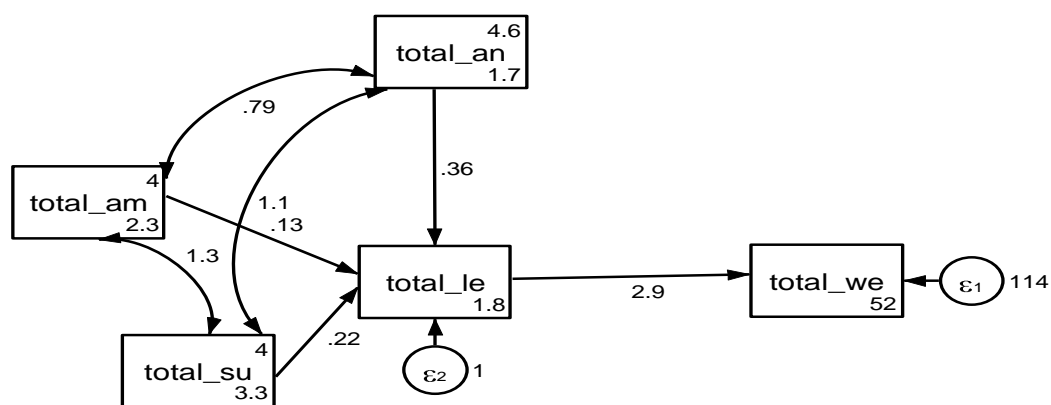


Table 2. Bivariate analysis

Independent Variable	df	Sig	Chisquare	CC
Amenity *)	4	0.002	16.724	0.232
Accessibility	4	0.057	9.170	0.174
Anciliary **)	4	0.000	31.861	0.313
Sanitation protocols	4	0.247	5.419	0.135
Cleanliness as healthy	4	0.295	4.925	0.128
Sustainable *)	4	0.005	14.698	0.218
Environment participation to nature *)	2	0.001	15.156	0.221
Leisure Participation *)	4	0.000	25.866	.0.397

Based on bivariate analysis, there is relationship between dependent variable to indepent variables. On table 2, wellbeing measurement has relationship to amenity with level significant less than 0.05, with CC as weak correlation (0.232). Anciliary has also significant correlated to wellbeing with level of significant less than 0.01 and moderate level of CC (0.313). Sustainable, environment participation to nature and leisure participation have relationship to wellbeing with level significant less than 0.05. Leisure participation has the largest CC number among other independent variables, which is 0.397.

Path analysis has been carried out to recognize the direct and indirect influenced independent variables to dependent variable. There is total leisure who has direct effect to total wellbeing with  $\beta$  is 2.9. The higher total leisure is increased the feeling of total wellbeing as much as 2.9 points. The total anchiliary, total amenity and total sustainable have indirect effect to total wellbeing through total leisure as the moderate variable. The strongest among three independent variables, total anchiliary has the highest  $\beta$  as much as 0.36



## 9. KESIMPULAN PENELITIAN

Based on the analysis, total wellbeing has correlation with anchiliary and leisure participation with significant level less than 0.01. In path analysis, leisure participation has direct effect to wellbeing, means tourist need the leisure with physical activity to spend the recreation. Total

anciliary, amenity and sustainable appear indirect effected to wellbeing. Those variables have also correlated to wellbeing which means that the awareness of tourist to enjoy the environment but less harm the natural resources suround tourist attraction is supporting wellbeing feeling. Complete amenity in tourist destination is play important role to tourist improve the wellbeing level. Therefore, the improvement level of facilities and amenities are important attraction to the tourist. It can be part of the element in digital marketing assessment. In conclusion, amenities, anciliary and sustainable of natural attraction are the important things could be share as the component for the digital marketing for Yogyakarta Province.

## **10. STATUS LUARAN WAJIB**

Output status has not been drafted yet. However, this research has been share and presentation in the Scientific Working Group on Southeast Asia and East Asia German Geographical Society (DGfG) on it's Annual Conference 2021, 25 to 27 June 2021. It is organized by the Institutes of Geography, Universities of Cologne, Duisburg-Essen, Bochum and Innsbruck. However, the preparation of having monograph is preparing for the literature review concerning Economic Tourism which is stated as 30% from the whole work. The research itself has been carry out in one regency, Gunung Kidul and need to collect for other 3 regencies.

Since the Covid 19 outbreak has been increases again after Ramadhan, the data collection need to be postponed due to the limitation of tourist come inside to Yogyakarta and the safetiness for the research team.

## **11. DOKUMEN LUARAN WAJIB**

The primary output document is preparing the draft of monograph with DGFG from the presentation of Scientific Working Group on Southeast Asia and East Asia. Since the Covid 19 outbreak, the data collection face barrier due to restriction policies started on June to recent time.

## **12. LINK LUARAN WAJIB**

Due to the primary output has not been finished, therefore the link has been set yet.

## **13. STATUS LUARAN TAMBAHAN**

The additional output as to present in the international coverage has been carried out with DGfG scientific forum.

## **14. DOKUMEN LUARAN TAMBAHAN**

The document has been attached

## **15. LINK LUARAN TAMBAHAN**

The link for additional output is [https://umyac-my.sharepoint.com/personal/ddewanti\\_umy\\_ac\\_id/\\_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fddewanti%5Fumy%5Fac%5Fid%2FDocuments%2FHibah%20Diah%2FDGFG](https://umyac-my.sharepoint.com/personal/ddewanti_umy_ac_id/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Fddewanti%5Fumy%5Fac%5Fid%2FDocuments%2FHibah%20Diah%2FDGFG) .

## 16. PERAN MITRA (JIKA ADA)

Dr.Chuanchen Bi as the collaborator or partner of this team support the construction of instruments. It is also prepare the literature review for the monograph book together with team.

## 17. DAFTAR PUSTAKA

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## 18. LAMPIRAN-LAMPIRAN

BT	K	S	Y	G
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Nama Tempat wisata:

### KUESIONER

*Developing Digital Marketing for Community-Based Healthy Ecotourism Destination with Leisure Participation Towards Wellbeing*

**Universitas Muhammadiyah Yogyakarta bekerjasama dengan Khon Kaen University**

Usia	:	
Pendidikan terakhir	:	
Pendapatan Anda tiap bulan	:	
Jenis Kelamin	:	1. Pria                      2. Wanita
Tempat Asal	:	
Jarak antara rumah ke destinasi wisata	:	..... km

Sudah berapa kali datang kemari?	:	
Berapa pendapatan Anda setiap bulan	:	Rp
Jenis atraksi yang digunakan disini	:	1.
		2.
		3.
		4.
		5.

Silahkan pilihan jawaban Anda dengan pilihan “**Selalu; Kadang-kadang; Tidak Pernah**” dengan memberikan tanda √ untuk beberapa pertanyaan berikut ini:

<b>ECOTOURISM:</b>	<b>Selalu</b>	<b>Kadang-kadang</b>	<b>Tidak pernah</b>
<b>Nature based environmental education</b>			
1. Tempat wisata ini memberikan informasi tentang bagaimana melindungi alam			
2. Tempat wisata ini mengeksplorasi alam terlalu berlebihan			
3. Wisata alam ini baik untuk dicontoh di tempat wisata lainnya			
<b>Culture and resources for recreational</b>			
4. Saat Anda berwisata disini, Anda merasakan ini adalah tempat wisata milik Yogyakarta			
5. Budaya ramah tamah terlihat di tempat wisata ini			
6. Sumber daya alam yang ada di tempat wisata ini sangat terjaga dan dipelihara dengan baik			
<b>Educating visitors</b>			
7. Terdapat banyak papan informasi tentang tempat wisata ini			
8. Anda melihat banyak petugas yang siap memberikan informasi tentang tempat wisata ini			
9. Anda melihat papan informasi mengenai atraksi di tempat wisata ini			
<b>Sustainable utilization of ecological resources</b>			
10. Terdapat papan informasi mengingatkan untuk selalu menjaga kelestarian alam			
11. Terdapat banyak petugas yang melakukan pemeliharaan ekosistem di tempat wisata			
12. Terdapat banyak petugas melakukan pengawasan kepada tamu untuk tetap menjaga kelestarian tempat wisata			
<b>Leisure (Lee&amp;Jen, 2019), Intellectual Component:</b>			
13. Tempat wisata ini dapat memberikan edukasi kepada anak-anak			
14. Tempat wisata memotivasi Anda untuk melakukan yang terbaik untuk melestarikan alam			
15. Tempat wisata ini mengajarkan Anda bahwa Tuhan mengkaruniai alam yang indah			
<b>Social and Familiarity component</b>			
16. Tempat wisata ini dapat mengakrabkan Anda dengan teman-teman atau keluarga Anda			
17. Anda menjadi lebih memahami apa yang dibutuhkan keluarga atau teman Anda yang Anda ajak bersama-sama menikmati tempat wisata ini			
18. Wisata alam dan atraksi disini mendekatkan Anda dengan orang-orang sekitarnya			

<b>Avoidant component</b>			
19. Tempat wisata ini memberikan Anda ketenangan diri			
20. Tempat wisata ini memberikan rileks			
21. Tempat wisata ini adalah tempat pelarian Anda dari hingar bingar kota dan pekerjaan Anda			
<b>4A - Amenity</b>			
22. Terdapat fasilitas toilet bersih			
23. Banyak restoran atau rumah makan dengan harga yang murah dan dapat untuk dibeli			
24. Banyak hotel yang nyaman disediakan jika wisatawan ingin menginap			
<b>Accessibility</b>			
25. Tempat wisata ini mudah dijangkau dari pusat kota			
26. Jalan menuju tempat wisata ini sudah aspal			
27. Tidak ada kesulitan untuk menuju tempat wisata ini			
<b>Anciliary</b>			
28. Terdapat tempat spot foto yang menarik di tempat wisata ini			
29. Terdapat tempat edukasi untuk anak-anak			
30. Terdapat tempat diakses umum untuk bisa duduk dan berkumpul dengan keluarga atau teman			
<b>Healthy – Garbage management</b>			
31. Terdapat tempat sampah dengan pembeda jenis sampah, misalnya warna hijau untuk sisa makanan, kuning untuk sampah kertas, botol bekas dan merah untuk sampah non hijau dan kuning			
32. Anda melihat banyak sampah di sekitar tempat wisata			
33. Anda bisa melihat tempat pembuangan akhir sampah di dalam tempat wisata			
<b>Sanitation Protocols</b>			
34. Terdapat tempat cuci tangan sebelum jalan masuk			
35. Petugas selalu mengukur suhu tubuh wisatawan yang akan masuk			
36. Petugas dan pengusaha ditempat wisata menggunakan masker			
<b>Smokefree Enforcement</b>			
37. Apakah Anda melihat puntung rokok dibuang disekitaran tempat wisata			
38. Apakah Anda melihat wisatawan merokok di tempat wisata ini?			
39. Apakah Anda melihat karyawan atau petugas wisata merokok di tempat wisata ini?			

Berikan jawaban dibawah ini dengan memberikan tanda  $\surd$  untuk beberapa pertanyaan berikut ini :

SS = Sangat Senang; AS = Agak Senang; S = Senang;

TS= Tidak Senang; ATS = Agak Tidak Senang; STS = Sangat Tidak Senang

<b>Subjective Wellbeing</b>	SS	AS	S	TS	ATS	STS
40. Anda merasa puas dengan tempat wisata ini						

41. Dengan berkumpul dengan keluarga di tempat wisata ini dapat membuat Anda bahagia						
42. Setelah Anda berwisata disini, Anda merasa hidup Anda lebih bahagia						
43. Anda merasa puas atas apa yang Anda miliki sekarang ini						
44. Anda sangat optimis dengan masa depan Anda						
45. Anda melihat keindahan dan kecantikan dunia di destinasi wilayah ini						
46. Anda merasa diri Anda sehat						
47. Anda mendapat energi baru dari tempat wisata ini						
48. Anda disambut dengan hangat oleh para petugas disini						
49. Anda melihat semua petugas disini memberikan senyum kepada Anda						
50. Anda merasa bahagia jika berkumpul dengan keluarga Anda						
51. Anda merasa bahagia jika berkumpul dengan teman-teman Anda						
52. Setelah Anda berwisata disini, Anda merasa lebih bahagia						
53. Setelah ini, Anda akan mudah dalam mengambil keputusan						
54. Dengan berlibur di lokasi ini, Anda merasa lebih sehat						
55. Setelah berkunjung disini, Anda mendapatkan kenangan indah						

- Apakah Anda setuju dengan konsep wisata sehat? A. Iya b. Tidak
- Apakah Anda merasa area wisata di daerah ini sudah termasuk kategori wisata sehat?
  - a. Sebagian besar b. Sebagian Kecil c. Belum sama sekali
- Menurut Anda, apa saja kriteria tempat wisata yang sehat? (*jawaban bisa lebih dari satu*)
  - Ada papan informasi kesehatan/ informasi tentang penanggulangan covid 19
  - Ada tanda larangan merokok
  - Disediakan tempat khusus merokok
  - Ada fasilitas cuci tangan
  - Ada fasilitas air bersih
  - Ada fasilitas pembuangan sampah
  - Lainnya, sebutkan .....