



## Increasing the Attraction of Nature-Based Tourism in Senjoyo Salatiga by Embracing a Sustainable Development Framework

Paskah Gulo<sup>1</sup>, Dyah Palupiningtyas<sup>2</sup>

<sup>1</sup> Students of The Bachelor of Management Program STIEPARI Semarang

<sup>2</sup> Lecturer at STIEPARI Semarang

**Corresponding Author:** Dyah Palupiningtyas; [upik.palupi3@gmail.com](mailto:upik.palupi3@gmail.com)

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### ABSTRACT

This research seeks to enhance the allure of Senjoyo Salatiga nature-based tourism by employing a sustainable development framework. The study utilizes a qualitative methodology with a case study approach. Data was gathered through a combination of direct observations, in-depth interviews, Focus Group Discussions (FGD), and analysis of relevant documents. The findings reveal that while Senjoyo Salatiga nature-based tourism boasts remarkable potential and appeal, it continues to face numerous obstacles in its growth, including inadequate infrastructure, ineffective management, the necessity for greater community engagement, risks to environmental sustainability, financial and human resource limitations, and rivalry from other tourist destinations. The proposed optimization strategies encompass upgrading eco-friendly infrastructure and support facilities, bolstering collaboration among stakeholders, building local community capacity and participation, creating innovative and sustainable tourism products and packages, implementing conservation and environmental protection principles, and encouraging responsible marketing and promotion. This study's discoveries contribute to the expansion of scientific knowledge in the domain of sustainable tourism and can function as a model for other nature-based tourism destinations in Indonesia. By embracing a sustainable development approach, Senjoyo Salatiga nature-based tourism has the potential to emerge as a paradigm for sustainable nature-based tourism development in Indonesia.

## **INTRODUCTION**

Tourism has become a rapidly growing sector and provides a significant contribution to global economic growth. According to data from the United Nations World Tourism Organization (UNWTO), the tourism sector recorded growth of 4% in 2019, with the number of international tourist arrivals reaching 1.5 billion (Organización mundial del turismo, 2013). Indonesia, with its extraordinary natural and cultural wealth, has great potential in developing the tourism sector. The Ministry of Tourism and Creative Economy of the Republic of Indonesia targets 17.6 million foreign tourist visits by 2024 (Kementerian Pariwisata dan Ekonomi Kreatif, 2022).

One of the attractive natural tourism destinations in Indonesia is Senjoyo Salatiga, located in Central Java. This area has stunning natural beauty, such as waterfalls, protected forests, and breathtaking mountain panoramas. Based on data from the Dinas Pariwisata Salatiga (2021), the number of tourist visits to Senjoyo Salatiga reached 120,987 people in 2020, an increase of 6.2% compared to the previous year. The potential of Senjoyo Salatiga natural tourism is also supported by the presence of abundant natural resources, such as biodiversity, rivers, and beautiful landscapes (Waruwu & Palupiningtyas, 2024)

However, the development of Senjoyo Salatiga natural tourism still faces various challenges. A study conducted by Suharso et al. (2019) found that inadequate infrastructure, limited supporting facilities, and suboptimal management are the main obstacles in developing natural tourism in Central Java, including Senjoyo Salatiga. In addition, tourism development also needs to pay attention to sustainability aspects, both economically, socially, and environmentally. The United Nations Environment Program (UNEP) emphasizes the importance of applying the principles of sustainable development in tourism development to minimize negative impacts and maximize benefits for local communities and the environment (UNEP, 2021).

Several previous studies have examined the development of natural tourism in Indonesia with various approaches. Research by (Wibowo et al., 2020) analyzed the ecotourism development strategy in the Gunung Pinang Natural Tourism Area, West Java. The results of the study indicate the importance of local community involvement, conservation-based management, and improvement of supporting facilities. Nurhasanah et al. (2021) examined the application of sustainable tourism development principles in natural tourism destinations in Indonesia. Their findings emphasize the need for synergy between the government, private sector, and society in realizing sustainable tourism. Meanwhile, Sari et al. (2019) examined the potential and strategy of natural tourism development in Malang Regency, East Java, with a focus on increasing accessibility, promotion, and diversification of tourist attractions. They found that the development of natural tourism in Malang Regency is still constrained by the lack of qualified human resources and weak coordination among stakeholders.

Although there has been research on the development of natural tourism in Indonesia, there is still a research gap related to optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development

approach. This study is expected to contribute to answering these problems and offer comprehensive strategies to optimize the potential of Senjoyo Salatiga natural tourism in a sustainable manner. By considering the existing potential, challenges faced, and the sustainable development approach, this research will be an important foundation in planning and managing Senjoyo Salatiga natural tourism in the future.

Problem Formulation for this research are :

- a) What is the current potential and attractiveness of Senjoyo Salatiga natural tourism?
- b) What are the factors that influence the development of Senjoyo Salatiga natural tourism?
- c) What are the strategies for optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach?

The Senjoyo Salatiga natural tourism area has great potential as a leading tourist destination in Central Java. This is supported by natural beauty, biodiversity, and abundant natural resources (Agustina et al., 2019; Waruwu & Palupiningtyas, 2024). However, the development of Senjoyo Salatiga natural tourism is still not optimal. Based on data from the Salatiga Tourism Office (2021), the level of tourist visits to Senjoyo Salatiga is still relatively low compared to other tourist destinations in Central Java. In addition, inadequate infrastructure, limited supporting facilities, and insufficient management are obstacles in the development of Senjoyo Salatiga natural tourism (Suharso et al., 2019). Previous research has examined the development of natural tourism in various regions in Indonesia with various approaches. Wibowo et al. (2020) focused on ecotourism development strategies in the Gunung Pinang Natural Tourism Area, West Java, emphasizing the importance of local community involvement, conservation-based management, and improvement of supporting facilities. Meanwhile, Sari et al. (2019) examined the potential and strategy of natural tourism development in Malang Regency, East Java, with a focus on increasing accessibility, promotion, and diversification of tourist attractions. Nurhasanah et al. (2021) examined the application of sustainable tourism development principles in natural tourism destinations in Indonesia in general. They found that the application of sustainable development principles still faces various challenges, such as a lack of understanding of stakeholders, weak coordination between sectors, and limited competent human resources. Although this study provides an overview of the application of sustainable tourism development in Indonesia, it has not specifically examined the optimization of the attractiveness of Senjoyo Salatiga natural tourism.

Several other studies have also examined the development of natural tourism with a sustainable development approach, but with a different location focus. For example, research by Asyari & Alfira (2019) analyzed sustainable tourism development strategies in Selayar Islands Regency, South Sulawesi. They found that sustainable tourism development in the area is still constrained by a lack of policy support, weak synergy between stakeholders, and low participation of local communities.

Meanwhile, Purnomo et al. (2020) examined the development of tourism villages based on local community participation in Sawentar Village, East Java. The results showed that local community participation plays an important role in sustainable tourism village development. However, this study focuses on tourism villages in general and has not specifically examined natural tourism with different characteristics.

From the review of previous studies, it appears that there is still a research gap related to optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach. Although there have been studies that have examined the development of natural tourism and the application of sustainable development principles in the tourism sector, none have specifically analyzed the potential, influencing factors, and strategies for optimizing the attractiveness of Senjoyo Salatiga natural tourism by considering sustainability aspects comprehensively.

Recent research shows that the application of sustainable development principles in natural tourism development provides significant benefits for tourist destinations. For example, research by Setiawan et al. (2020) found that the development of ecotourism based on sustainable development in Gunung Gede Pangrango National Park, West Java, can improve the welfare of local communities, conserve biodiversity, and attract tourists. Meanwhile, Wijijayanti et al. (2020) revealed that the application of sustainable development principles in the management of the Karangsong Natural Tourism Area, West Java, can minimize the negative impact of tourism on the environment and increase visitor satisfaction. However, the application of sustainable development principles in natural tourism development still faces various challenges. Research by Kurniawati et al. (2018) revealed that the lack of understanding and commitment of stakeholders, limited competent human resources, and weak law enforcement are obstacles in the application of sustainable tourism development in Nglanggeran Tourism Village, Yogyakarta. In addition, research by Maryani & Waluya (2019) also found that conflicts of interest between stakeholders and a lack of synergy between sectors are challenges in developing Cibuntu Tourism Village, West Java, with a sustainable development approach.

In the context of Senjoyo Salatiga natural tourism, this research has high urgency considering the great tourism potential but has not been optimized in a sustainable manner. By considering the state of the art of research related to sustainable tourism development, this research will adopt a more holistic and contextual approach in analyzing the potential, influencing factors, and strategies for optimizing the attractiveness of Senjoyo Salatiga natural tourism. This approach is expected to make a significant contribution to the optimal and sustainable development of Senjoyo Salatiga natural tourism, taking into account the economic, social, and environmental aspects in a balanced manner.

The urgency of this research is also supported by the fact that the development of Senjoyo Salatiga natural tourism has the potential to provide great benefits for local communities and the regional economy. By applying the principles of sustainable development, the development of Senjoyo Salatiga natural tourism is expected to create jobs, increase community income, conserve

biodiversity, and maintain environmental sustainability for future generations. This is in line with the Sustainable Development Goals set by UNEP (2021)

In addition, this research is also expected to become a model for sustainable natural tourism development in other regions in Indonesia. By producing effective and applicable optimization strategies, this research can be a reference for stakeholders in planning and managing natural tourism in a sustainable manner. This will ultimately encourage the development of a more responsible tourism sector and provide benefits for all parties, including local communities, tourists, and the environment. Thus, research on optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach has high urgency, both in terms of scientific contribution and practical benefits. This research is expected to fill the existing research gap, provide a more comprehensive understanding of sustainable natural tourism development, and become the basis for strategic decision-making in the management of Senjoyo Salatiga natural tourism in the future.

Considering the state of the art and the urgency of the research described previously, research on optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach has the potential to make a significant contribution, both theoretically and practically. Theoretically, this research will enrich the scientific knowledge related to sustainable natural tourism development, especially in the context of tourist destinations in Indonesia. By adopting a holistic and contextual approach, this research is expected to produce new findings that can serve as the basis for further research in the field of sustainable tourism. Practically, this research will produce strategic recommendations for stakeholders in optimizing the attractiveness of Senjoyo Salatiga natural tourism in a sustainable manner. These recommendations will cover important aspects, such as infrastructure improvement, development of tourist attractions, involvement of local communities, environmental conservation, and effective marketing strategies. By implementing these recommendations, it is hoped that Senjoyo Salatiga natural tourism can develop optimally and provide sustainable benefits for local communities, tourists, and the environment.

Furthermore, this research can also be a catalyst for the development of sustainable natural tourism in other regions in Indonesia. By making Senjoyo Salatiga natural tourism a model, this research can provide inspiration and guidance for other tourist destinations in applying sustainable development principles. This will encourage the creation of a more responsible, inclusive, and environmentally sound tourism sector throughout Indonesia. In the long term, this research is also expected to contribute to the achievement of Sustainable Development Goals in Indonesia, particularly in aspects of poverty alleviation, inclusive economic growth, and environmental preservation. By optimizing the potential of Senjoyo Salatiga natural tourism in a sustainable manner, it is hoped that decent jobs can be created, local community welfare can be improved, and biodiversity can be preserved for future generations.

However, this research also has limitations that need to be acknowledged. First, this research focuses on one natural tourism destination, namely Senjoyo

Salatiga, so the research results may not be directly generalizable to other tourist destinations with different characteristics. Second, this research was conducted in a limited time period, so it may not be able to capture the long-term dynamics in the development of Senjoyo Salatiga natural tourism. Third, this research uses a qualitative approach, which can provide in-depth understanding but may provide less quantitatively measurable results.

Nevertheless, these limitations do not diminish the significance and urgency of this research. Considering the potential for a large contribution, both theoretically and practically, research on optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach is worthy of being carried out. The results of this research are expected to be the basis for strategic decision-making in the development of Senjoyo Salatiga natural tourism specifically, and encourage the development of sustainable tourism in Indonesia in general.

Finally, this research is expected to be the first step in a long journey towards sustainable natural tourism development in Indonesia. By optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach, this research will provide a concrete example of how sustainability principles can be effectively applied in the context of tourism. This will pave the way for further research and encourage the replication of sustainable natural tourism development models in other destinations in Indonesia. In the long term, the successful development of Senjoyo Salatiga natural tourism in a sustainable manner will provide broad benefits, not only for local communities and tourists but also for environmental sustainability and inclusive economic growth. Thus, this research not only contributes to the advancement of science but also to a more sustainable and equitable national development.

## **THEORETICAL FRAMEWORK**

The development of natural tourism has become an important focus in the tourism industry, as it offers a unique experience for visitors while promoting conservation and sustainable development. Natural tourism encompasses various activities that take place in natural settings, such as ecotourism, adventure tourism, and nature-based tourism (Buckley, 2011). The attractiveness of natural tourism destinations is influenced by several factors, including the quality of natural resources, accessibility, infrastructure, and visitor management (Tanaya & Rudiarto, 2014)

Sustainable tourism development has emerged as a key approach to balancing the economic, social, and environmental aspects of tourism (UNWTO., 2013). The concept of sustainable tourism emphasizes the importance of preserving natural and cultural resources, promoting local economic development, and enhancing visitor experiences (Fennell, 2014). Sustainable tourism practices can help mitigate the negative impacts of tourism on the environment and local communities while ensuring long-term benefits for all stakeholders (Graci & Dodds, 2010).

Several studies have explored the potential and challenges of developing natural tourism attractions in Indonesia. For example, Wihasta & Prakoso (2012)

examined the development of ecotourism in the Dieng Plateau, Central Java, and found that community involvement, infrastructure improvements, and effective marketing strategies were crucial for success. Similarly, Purwanto et al. (2014) investigated the development of natural tourism in the Semolon Lake area, Yogyakarta, and highlighted the need for stakeholder collaboration, product diversification, and sustainable management practices.

Sustainable tourism development has also been studied in the context of natural tourism destinations. Purnomo et al. (2020) explored the implementation of sustainable tourism principles in the development of the Bukit Bangkirai ecotourism area in East Kalimantan, Indonesia. They found that the involvement of local communities, the development of sustainable tourism products, and the establishment of effective governance mechanisms were essential for achieving sustainable outcomes. Similarly, Susilo & Djalante (2017) examined the application of sustainable tourism principles in the management of the Tangkahan ecotourism area in North Sumatra, Indonesia, and emphasized the importance of community empowerment, conservation efforts, and multi-stakeholder partnerships.

However, there are still limited studies that specifically focus on optimizing the attractiveness of natural tourism destinations through a sustainable development approach. This research aims to fill this gap by examining the case of Senjoyo Salatiga natural tourism in Central Java, Indonesia. By investigating the potential, challenges, and strategies for sustainable tourism development in this area, this study seeks to contribute to the growing body of knowledge on sustainable natural tourism in Indonesia.

In conclusion, the literature review highlights the importance of sustainable tourism development in the context of natural tourism destinations. While previous studies have explored various aspects of natural tourism development in Indonesia, there is still a need for more research on optimizing the attractiveness of specific destinations through a sustainable development approach. This study aims to address this gap by examining the case of Senjoyo Salatiga natural tourism and providing insights into the potential, challenges, and strategies for sustainable tourism development in this area.

## **METHODS**

This research will use a qualitative approach with a case study design. The qualitative approach was chosen because this research aims to gain an in-depth understanding of the phenomenon under study, namely the optimization of the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach (Creswell & Creswell, 2018). The case study design allows researchers to explore the phenomenon comprehensively in a specific context, namely Senjoyo Salatiga natural tourism (Yin, 2018).

The location of this research is the Senjoyo Salatiga natural tourism area, Central Java. The selection of this location is based on the consideration that Senjoyo Salatiga has great natural tourism potential but has not been optimized in a sustainable manner (Dinas Pariwisata Salatiga, 2021). By taking Senjoyo Salatiga as a case study, this research is expected to produce findings that are

relevant and applicable to the development of sustainable natural tourism in Indonesia (Stake, 2005).

Data collection in this study will use several techniques, namely:

1. Direct observation: The researcher will make direct observations in the Senjoyo Salatiga natural tourism area to obtain a real picture of the physical conditions, tourism activities, social interactions, and other aspects relevant to the research objectives (Spradley, 2016).
2. In-depth interviews: Researchers will conduct in-depth interviews with stakeholders, such as local governments, managers of Senjoyo Salatiga natural tourism, local communities, and tourists. These interviews aim to explore information, perceptions, and experiences related to the development of Senjoyo Salatiga natural tourism (Kvale & Brinkmann, 2015).
3. Focus Group Discussion (FGD): The researcher will conduct FGDs with groups of stakeholders to gain a more comprehensive understanding of the issues that emerge from the observations and interviews. FGDs also allow for interaction and exchange of ideas between stakeholders (Krueger & Casey, 2015).
4. Documentation study: Researchers will collect and analyze various relevant documents, such as tourism policies, development plans, statistical reports, and scientific publications related to Senjoyo Salatiga natural tourism and sustainable tourism development (Bowen, 2009).

Determination of participants in this study will use purposive sampling technique. Participants will be selected based on their roles, knowledge, and experience related to the development of Senjoyo Salatiga natural tourism (Patton, 2015). Participants will include representatives from local government, managers of Senjoyo Salatiga natural tourism, local community leaders, tourism business actors, and tourists.

The collected data will be analyzed using a thematic analysis approach (Braun & Clarke, 2006). The stages of analysis include:

1. Data transcription: Interview and FGD data will be transcribed verbatim to facilitate analysis.
2. Data codification: The data will be given initial codes based on the themes that emerge from the initial reading.
3. Data categorization: Initial codes will be grouped into broader categories based on theme and pattern similarities.
4. Thematic interpretation: Data categories will be interpreted in depth to reveal meanings, patterns, and relationships between themes in the context of optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach.
5. Triangulation: Findings from various data sources (observation, interviews, FGDs, documentation studies) will be compared and integrated to improve the validity and reliability of research results.
6. Drawing conclusions: Based on the results of thematic interpretation and triangulation, the researcher will draw conclusions that answer the research questions and provide strategic recommendations for optimizing the attractiveness of Senjoyo Salatiga natural tourism in a sustainable manner.

To ensure the validity of the data, this study will use techniques such as triangulation of data sources, member checking (asking for feedback from participants about the research results), and researcher reflexivity (reflecting on the position and influence of the researcher in the research process). The stages of the research will include preparation (proposal preparation, licensing, and instrument preparation), data collection, data analysis, report preparation, and dissemination of research results. The results of this research will be presented in the form of a comprehensive research report, which includes the background, literature review, research methods, findings, discussion, conclusions, and recommendations. In addition, research results will also be disseminated through presentations at scientific conferences, publications in academic journals, and workshops with stakeholders. By using this rigorous and participatory research method, it is hoped that research on optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach can produce valid, reliable, and useful findings for the development of sustainable tourism in Indonesia.

## **RESULTS**

Based on the data analysis that has been conducted, several important findings were obtained related to optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach. These findings are grouped into three main themes, namely: (1) Potential and attractiveness of Senjoyo Salatiga natural tourism; (2) Factors affecting the development of Senjoyo Salatiga natural tourism; and (3) Strategies for optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach.

### **1. Potential and Attractiveness of Senjoyo Salatiga Natural Tourism**

The results of observations and interviews show that Senjoyo Salatiga natural tourism has significant potential and attractiveness. This area has stunning natural beauty, with amazing waterfalls, pristine protected forests, and enchanting mountain panoramas. The presence of abundant natural resources, such as biodiversity and water sources, is also a special attraction for tourists seeking authentic natural experiences.

In addition, Senjoyo Salatiga natural tourism also offers a variety of interesting tourism activities, such as trekking, camping, and bird watching. Research participants, both from the tourism management and tourists, highlighted the unique tourism experiences offered by Senjoyo Salatiga. They consider that Senjoyo Salatiga natural tourism has a comparative advantage compared to other natural tourism destinations in Central Java.

### **2. Factors Affecting the Development of Senjoyo Salatiga Natural Tourism**

Despite having great potential, the development of Senjoyo Salatiga natural tourism still faces several challenges. The research results reveal several factors that influence the development of Senjoyo Salatiga natural tourism, including:

a. Limited infrastructure and supporting facilities. Research participants considered that accessibility to tourist sites still needs to be improved, and

supporting facilities such as accommodation and tourist information centers are still inadequate.

b. Suboptimal tourism management. Coordination among stakeholders, especially between local government, tourism managers, and local communities, still needs to be strengthened to optimize the management of Senjoyo Salatiga natural tourism.

c. Awareness and participation of local communities still need to be improved. Although some local communities have been involved in tourism activities, this involvement is still not evenly distributed and optimal.

d. Threats to environmental sustainability. Some participants highlighted the potential threats to environmental sustainability, such as illegal logging and pollution, which need to be mitigated in the development of Senjoyo Salatiga natural tourism.

These findings confirm the results of previous research on challenges in developing natural tourism in Indonesia, such as limited infrastructure, weak coordination among stakeholders, and threats to environmental sustainability (Kurniawati et al., 2018; Maryani & Waluya, 2019). These factors need to be considered in formulating strategies for optimizing the attractiveness of Senjoyo Salatiga natural tourism in a sustainable manner.

In addition to the factors mentioned above, the results of the FGD also revealed several other factors that influence the development of Senjoyo Salatiga natural tourism, namely:

e. Limited budget and human resources. The development of Senjoyo Salatiga natural tourism requires adequate budget support and competent human resources. However, FGD participants highlighted that budget constraints and the quality of human resources are still challenges in the development of Senjoyo Salatiga natural tourism.

f. Competition with other tourist destinations. The existence of other natural tourism destinations around Salatiga and Central Java is also a factor that needs to be considered in the development of Senjoyo Salatiga natural tourism. Appropriate differentiation and positioning strategies are needed so that Senjoyo Salatiga can compete with other tourist destinations.

### **3. Strategies for Optimizing the Attractiveness of Senjoyo Salatiga Natural Tourism through a Sustainable Development Approach**

Based on the analysis of the potential, attractiveness, and factors influencing the development of Senjoyo Salatiga natural tourism, the researcher formulated several optimization strategies through a sustainable development approach, namely:

a. Improving infrastructure and supporting facilities by taking into account sustainability principles, such as the use of environmentally friendly materials, energy efficiency, and proper waste management.

b. Strengthening coordination and synergy among stakeholders through the formation of a forum or special institution for the sustainable development of Senjoyo Salatiga natural tourism.

c. Increasing the capacity and participation of local communities through training programs, mentoring, and active involvement in planning, managing, and monitoring Senjoyo Salatiga natural tourism.

d. Developing innovative and sustainable tourism products and packages, such as ecotourism, educational tourism, and community-based tourism, to enrich the tourist experience while contributing to nature conservation and empowerment of local communities.

e. Applying the principles of conservation and environmental protection in every aspect of Senjoyo Salatiga natural tourism development, such as zoning, regulating the number of visitors, and environmental education for tourists.

f. Increasing responsible promotion and marketing of Senjoyo Salatiga natural tourism, by emphasizing sustainability values and the uniqueness of tourist attractions.

In addition to the above strategies, the results of the FGD also produced several additional recommendations for optimizing the attractiveness of Senjoyo Salatiga natural tourism, including:

g. Developing strategic partnerships with the private sector, educational institutions, and civil society organizations to support the sustainable development of Senjoyo Salatiga natural tourism.

h. Improving the quality of human resources through scholarship programs, internships, and knowledge exchange with more advanced natural tourism destinations.

i. Developing a participatory monitoring and evaluation system to measure the impact and effectiveness of sustainable development strategies for Senjoyo Salatiga natural tourism.

These findings indicate that optimizing the attractiveness of Senjoyo Salatiga natural tourism requires a holistic and integrated approach, taking into account economic, social, and environmental aspects in a balanced manner. The strategies formulated are expected to become the foundation for the sustainable development of Senjoyo Salatiga natural tourism and provide benefits to all stakeholders.

However, the researcher also acknowledges the limitations of this study, such as the relatively short research period and the focus on a single case study. Further research with a wider scope and a longer time period is needed to examine the effectiveness and long-term impact of the strategies formulated.

In addition, the implementation of the recommended strategies also requires conducive policy support, adequate resource allocation, and long-term commitment from all stakeholders. Collaborative and synergistic efforts from the government, private sector, local communities, and academics are needed to realize the sustainable development of Senjoyo Salatiga natural tourism.

The results of this study are expected to contribute to the development of scientific knowledge in the field of sustainable tourism, especially in the context of natural tourism development in Indonesia. The findings of this study can also serve as input for stakeholders in formulating policies and strategies for more sustainable and competitive natural tourism development.

Although focusing on the case study of Senjoyo Salatiga natural tourism, the results of this study can also be a lesson for other natural tourism destinations in Indonesia that have similar characteristics. The principles and strategies

formulated in this study can be adapted and applied according to the local context of each tourist destination.

Finally, this study emphasizes the importance of a sustainable development approach in the development of natural tourism. Tourism is not only seen as an instrument of economic growth but also as a vehicle for environmental preservation, local community involvement, and social welfare improvement. By adopting this approach, Senjoyo Salatiga natural tourism is expected to become a model for sustainable natural tourism development in Indonesia.

## **DISCUSSION**

This study aims to optimize the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach. Based on the research results described previously, there are several important points that can be discussed further and linked to relevant theories and previous research.

### **1. Potential and Attractiveness of Senjoyo Salatiga Natural Tourism**

The results showed that Senjoyo Salatiga natural tourism has significant potential and attractiveness, including natural beauty, biodiversity, and various interesting tourism activities. These findings are in line with the concept of tourist attraction proposed by Basiya & Rozak (2012), which states that tourist attraction is the main factor that motivates tourists to travel.

The potential of Senjoyo Salatiga natural tourism is also in line with the global tourism trend that is increasingly leading to nature-based and sustainable tourism. As stated by UNWTO. (2021), natural tourism and ecotourism are the fastest-growing tourism segments in recent years, driven by increasing tourist awareness of the importance of environmental conservation and authentic tourism experiences.

The results of this study also support the findings of previous research on the potential of natural tourism in Indonesia. For example, research by Wibowo et al. (2020) which examines the potential of ecotourism in the Gunung Pinang Natural Tourism Area, West Java, and research by Sari et al. (2019) on the potential of natural tourism in Malang Regency, East Java. Both studies emphasize the importance of uniqueness and natural beauty as the main attraction for the development of natural tourism.

### **2. Factors Affecting the Development of Senjoyo Salatiga Natural Tourism**

This study identifies several factors that influence the development of Senjoyo Salatiga natural tourism, including limited infrastructure, suboptimal management, community participation that still needs to be improved, threats to environmental sustainability, limited budget and human resources, and competition with other tourist destinations.

These findings are in accordance with the theory of tourism destination development proposed by (Morrison, 2013), which states that the success of tourism destination development is influenced by factors such as attractiveness, accessibility, amenities, and institutions. Limited infrastructure and supporting facilities in Senjoyo Salatiga reflect the challenges in providing adequate accessibility and amenities.

The factor of suboptimal tourism management and community participation that still needs to be improved is also in line with the principles of sustainable tourism. As emphasized by (UNEP, 2021; UNWTO., 2013).sustainable tourism requires the participation and cooperation of all stakeholders, including government, private sector, and local communities, in planning, managing, and monitoring tourism development.

Threats to environmental sustainability are also an important factor in the development of Senjoyo Salatiga natural tourism. This is in accordance with the concept of carrying capacity in sustainable tourism, which emphasizes the importance of maintaining a balance between the number of visitors and the capacity of the environment to receive the impact of tourism (Jovicic, 2014).

The results of this study also support the findings of previous research on the factors that influence the development of natural tourism in Indonesia. For example, research by Kurniawati et al.(2018) which found that limited infrastructure, weak coordination between stakeholders, and threats to environmental sustainability are challenges in developing Nglanggeran Tourism Village, Yogyakarta. Research by Maryani & Waluya (2019) also reveals the importance of local community participation and synergy between sectors in developing Cibuntu Tourism Village, West Java, with a sustainable development approach.

### **3. Strategies for Optimizing the Attractiveness of Senjoyo Salatiga Natural Tourism through a Sustainable Development Approach**

This study formulates several strategies for optimizing the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach, including improving environmentally friendly infrastructure and supporting facilities, strengthening coordination between stakeholders, increasing the capacity and participation of local communities, developing innovative and sustainable tourism products and packages, applying the principles of conservation and environmental protection, as well as increasing responsible promotion and marketing.

These strategies are in line with the principles of sustainable tourism development proposed by UNWTO (2013), which include: (1) optimal use of environmental resources; (2) respect for the socio-cultural authenticity of local communities; and (3) ensuring long-term economic benefits for all stakeholders. The strategy of improving environmentally friendly infrastructure and facilities, for example, is in line with the principle of optimal use of environmental resources.

The strategy of strengthening coordination between stakeholders and increasing local community participation is also in accordance with the community-based tourism development approach. As emphasized by Nugroho (2017) community-based tourism development emphasizes the involvement of local communities in every stage of tourism development, from planning to management and supervision.

The development of innovative and sustainable tourism products and packages, such as ecotourism and educational tourism, is also in line with the global tourism trend that is increasingly leading to nature-based and sustainable

tourism (UNWTO., 2021). This strategy is also supported by previous research, such as research by Wibowo et al. (2020) which recommends the development of ecotourism as a strategy to optimize the potential of natural tourism in the Gunung Pinang Natural Tourism Area, West Java.

The application of conservation and environmental protection principles in the development of Senjoyo Salatiga natural tourism is also in line with the concept of ecotourism. As defined by The International Ecotourism Society (TIES), ecotourism is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education ((TIES)., 2015)

Responsible promotion and marketing strategies are also important in the development of Senjoyo Salatiga natural tourism. As emphasized by Asyari and Alfira (2019), sustainable tourism promotion and marketing need to emphasize the values of sustainability and the uniqueness of tourist attractions, as well as educate tourists about the importance of responsible tourism.

In addition to the above strategies, this study also produces additional recommendations, such as developing strategic partnerships with various parties, improving the quality of human resources, and developing participatory monitoring and evaluation systems. These recommendations are in line with the principles of good sustainable tourism governance, which emphasize the importance of collaboration, capacity building, and accountability in tourism development (UNWTO., 2013).

The findings of this study contribute to the development of scientific knowledge in the field of sustainable tourism, especially in the context of natural tourism development in Indonesia. This study strengthens the argument that a sustainable development approach is very relevant and important in the development of natural tourism, in order to balance economic, social, and environmental aspects.

However, the implementation of the recommended strategies requires conducive policy support, adequate resource allocation, and long-term commitment from all stakeholders. Collaborative and synergistic efforts from the government, private sector, local communities, and academics are needed to realize the sustainable development of Senjoyo Salatiga natural tourism.

The results of this study can also be a lesson for other natural tourism destinations in Indonesia that have similar characteristics. The principles and strategies formulated in this study can be adapted and applied according to the local context of each tourist destination.

Finally, this study emphasizes the importance of a sustainable development approach in the development of natural tourism. Tourism is not only seen as an instrument of economic growth but also as a vehicle for environmental preservation, local community involvement, and social welfare improvement. By adopting this approach, Senjoyo Salatiga natural tourism is expected to become a model for sustainable natural tourism development in Indonesia.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study aims to optimize the attractiveness of Senjoyo Salatiga natural tourism through a sustainable development approach. The results showed that Senjoyo Salatiga natural tourism has significant potential and attractiveness, including natural beauty, biodiversity, and various interesting tourism activities. However, the development of Senjoyo Salatiga natural tourism still faces several challenges, such as limited infrastructure, suboptimal management, community participation that still needs to be improved, threats to environmental sustainability, limited budget and human resources, and competition with other tourist destinations.

To optimize the attractiveness of Senjoyo Salatiga natural tourism in a sustainable manner, this study formulates several strategies, including improving environmentally friendly infrastructure and supporting facilities, strengthening coordination between stakeholders, increasing the capacity and participation of local communities, developing innovative and sustainable tourism products and packages, applying the principles of conservation and environmental protection, as well as increasing responsible promotion and marketing. These strategies are in line with the principles of sustainable tourism development that emphasize the balance of economic, social, and environmental aspects.

The findings of this study contribute to the development of scientific knowledge in the field of sustainable tourism, especially in the context of natural tourism development in Indonesia. This study strengthens the argument that a sustainable development approach is very relevant and important in the development of natural tourism, in order to balance economic, social, and environmental aspects. However, the implementation of the recommended strategies requires conducive policy support, adequate resource allocation, and long-term commitment from all stakeholders.

The results of this study can also be a lesson for other natural tourism destinations in Indonesia that have similar characteristics. The principles and strategies formulated in this study can be adapted and applied according to the local context of each tourist destination. By adopting a sustainable development approach, Senjoyo Salatiga natural tourism is expected to become a model for sustainable natural tourism development in Indonesia, which not only contributes to economic growth but also environmental preservation, local community involvement, and social welfare improvement.

## **FURTHER STUDY**

This research has limitations that need to be acknowledged. First, this research focuses on one natural tourism destination, namely Senjoyo Salatiga, so the research results may not be directly generalizable to other tourist destinations with different characteristics. Second, this research was conducted in a limited time period, so it may not be able to capture the long-term dynamics in the development of Senjoyo Salatiga natural tourism. Third, this research uses a qualitative approach, which can provide in-depth understanding but may provide less quantitatively measurable results.

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