

## ABSTRACT

### ***MIDDLE-CLASS ECOTOURISM PLANNING GUIDE USING A DESIGN STRATEGY APPROACH***

By :

Anindya Wiraprasasta

206012310026

*Tourism in Indonesia has shown significant growth, making a major contribution to the national economy and environmental sustainability. However, developing middle-class ecotourism such as Alam Santosa, Silamci, and Kampung Blekok in West Java still face several challenges and obstacles. This research identified several main problems, including limited management of supporting facilities and services, lack of understanding and skills in tourism management at the regional level, as well as the large number of middle-class ecotourism objects that experience obstacles in managing their existing potential. Data collection uses a design research method with design strategy approach that combines qualitative (observation, interviews, literature study) and quantitative (questionnaire) methods. Tourist attraction data was analyzed using a comparison matrix and SWOT analysis method to formulate an effective middle-class ecotourism planning strategy. The results of this research are in the form of a middle-class ecotourism planning guide with a design strategy approach in which several aspects need to be considered, namely attractions (natural, cultural, artificial attractions), amenities (facilities, infrastructure, infrastructure), accessibility (affordability), funding (finance), and stakeholders (society, government, industry). The benefits of this research are important as a guide for local governments, tourism managers, and other stakeholders in optimizing middle-class ecotourism management in the future to maximize regional tourism potential with a focused goal of improving the welfare of local communities and maintaining environmental sustainability.*

*Keywords: Ecotourism Planning, Design Strategy, Middle-Class, Guide*