

GREEN TOURISM AS A FORM OF SUSTAINABLE TOURISM (CASE STUDY OF NATURE TOURISM ACTIVITIES AT CURUG CILEMBER BOGOR)

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ABSTRACT

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Curug Cilember is one of the destinations that carries the concept of nature tourism. Nature tourism is a form of green tourism which is an environmentally friendly tourism activity. The tourist attractions owned by Curug Cilember are the uniqueness of seven waterfalls in one area and a butterfly conservation park. The purpose of this study is to identify the natural tourist attractions in the Curug Cilember. The research method used is qualitative research with an exploratory approach. Data collection methods through observation, interviews and documentation. Determination of informants with purposive sampling which took five informants from the manager. The results of this study are that Curug Cilember has implemented green tourism with sustainable

management. The area managed by the Jogjogan Village community by maintaining the ecosystem. Socio-cultural sustainability by maintaining myths that believe and environmental sustainability by implementing conservation of the sustainability of flora and fauna diversity. The category of nature tourism activities in the Curug Cilember Forest Tourism Area has met five aspects starting from the information aspect, the diversity aspect, beauty and uniqueness, the adventure of lying animals and cross-nature adventures. Natural tourism activities such as natural conditions, topography and ecology as well as the uniqueness of flora and fauna support Curug Cilember as a green image destination.

Keywords: Green Tourism; Sustainable Tourism; Attraction; Natural Tourism; Tourist Activities

INTRODUCTION

West Java as one of the provinces in Indonesia has a very attractive natural landscape. One of the cities in West Java that is still relatively beautiful and has beautiful nature is Bogor Regency. Bogor Regency is located at an altitude of between 190 meters to 330 meters above sea level with an average temperature of between 26°C. These conditions make Bogor Regency quite cool and have quite high rainfall. Therefore, Bogor Regency has many green areas and natural landscapes. Bogor Regency has developed a lot of natural potential as a natural tourism destination. The increase in the number of tourist visits to Bogor Regency is



supported by the many tourist attractions that are increasingly developing (Ardiansyah and Gema Maulida 2020). The biodiversity and uniqueness of the natural landscape accompanied by historical and cultural heritage make Indonesia an attractive mega biodiversity (Ardiansyah and Iskandar 2022). Natural beauty can be an attraction to attract tourists to visit a tourist destination (Berutu 2023). One of the natural tourism destinations that has developed is the Curug Cilember Wana Wisata Area. The Wana Wisata area is located in the Megamendung area which is famous for its fairly cold temperatures. This tourist area is managed by Perum Perhutani. There are quite a lot of tourist attractions in Curug Cilember, such as seven waterfalls, butterfly conservation and grave pilgrimages. Several studies have been conducted in the Curug Cilember Tourism Area, namely regarding community participation in management which is influenced by internal and external factors. Internal factors are related to individual abilities while external factors are related to the relationship between managers and the community (Nida, 2019). Further research discusses the uniqueness of the nature of Curug Cilember which is used as a mainstay destination because it has seven waterfall objects along with their myths and has a camping area (Nurmanto, et al. 2023). Further research discusses the attractions, amenities and accessibility at Curug Cilember. Attractions focus on the power of natural scenery but are not yet supported by adequate amenities. Several of these studies have discussed several phenomena in Curug Cilember (Rahmawati, 2020). Researchers have not found any research on the study of nature tourism activities in the Curug Cilember Wana Wisata Area. Seeing the many tourist attractions, it can be further studied related to nature tourism activities that can be done by tourists.

The Curug Cilember Forest Tourism Area not only offers nature tourism in the form of waterfalls, but also butterfly conservation. This conservation area is a place to preserve butterflies and learn to breed butterflies. The addition of various tourist attractions can be an interesting tourist activity. The purpose of this study is to further examine tourism activities in the Curug Cilember Forest Tourism Area. The results of the study are expected to provide references for various tourism activities that can be done in one Curug Cilember area related to nature tourism.

The approach in this study uses the concept of green tourism and nature tourism. Nature tourism as one form of tourism activity to realize the creation of green tourism. Tourism development today focuses more on promoting green tourism compared to traditional tourism approaches (Law, DeLacy, and McGrath 2017). Green Tourism is an advanced model of sustainable tourism management that carries environmentally friendly tourism and supports local community involvement and focuses on the balance of nature (Sri Hastuti, Anggraini, and Budiman 2023). The focus of green tourism is divided into four components, namely cultural diversity, local economic development, environmental conservation and richness of experience (Dodds and Joppe 2001). Furthermore, from this focus, the criteria for tourist destinations based on green tourism are formed, consisting of four aspects, namely sustainable management, cultural sustainability, socio-economic sustainability and environmental sustainability. Green tourism as a form of supporting sustainable tourism because it encompasses the elements that must be met in sustainable tourism goals. The following is illustrated in the following chart:

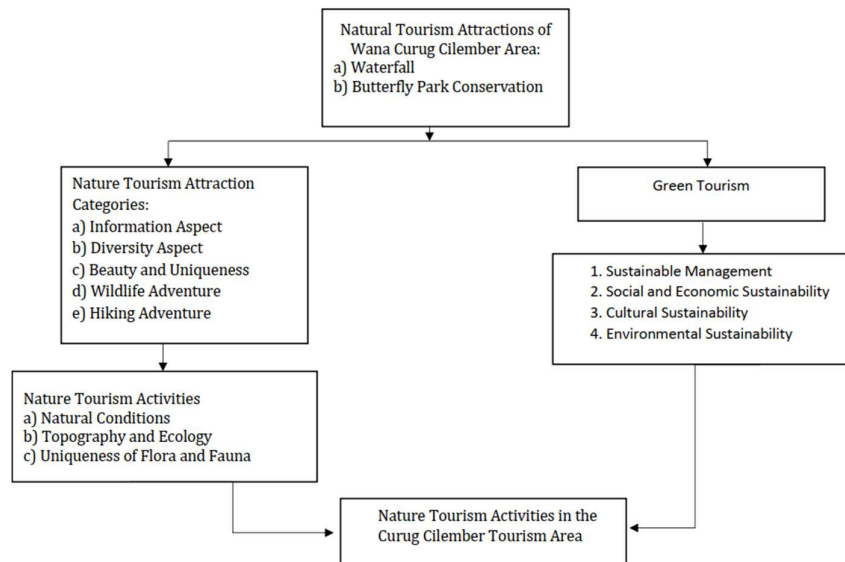


Figure 1. Research Framework
Source: processed by researchers, 2024

Based on the above framework diagram, a tourist area has implemented green tourism to support sustainable tourism if it has fulfilled the aspects of sustainable management, economically providing benefits, cultural sustainability and environmental sustainability. In addition to fulfilling these four components, a tourist destination can be said to be based on green tourism if the activities fulfill the information aspect, the diversity aspect, have their own beauty and uniqueness, and there are environmentally friendly activities such as wildlife viewing adventures and cross-country adventures.

The concept of green tourism can shape the character of tourists indirectly to implement eco-friendly behavior (Nowacki, Kowalczyk-Anioł, and Chawla, 2023). Eco-friendly behavior as a form of education for tourists to participate in maintaining sustainable tourist destinations because they help preserve the natural environment. The destination image that can be formed is based on the green image destination, which means sustainable tourism management by prioritizing the concept of maintaining natural conditions, maintaining topography and ecology and maintaining the uniqueness of flora and fauna.

METHOD

The research method used is qualitative research. Qualitative is research that analyzes and interprets texts and interview results with the aim of finding the meaning of a phenomenon and obtaining in-depth information from the issues or problems to be solved (Sugiyono 2018). The research approach used is exploratory research. Exploratory research is research that tries to dig as deeply as possible into a problem and tries to find the cause and effect of a social phenomenon (Arikunto 2019). Exploratory research is used with the aim of obtaining research results as detailed as possible regarding the natural tourist attractions of Curug Cilember and its tourism activities. The data collection methods used are observation, interviews

and documentation. Observations were carried out directly by going to the field to the Curug Cilember Forest Tourism Area. In-depth interviews were conducted by determining informants through purposive sampling. The number of informants was five people consisting of tourist destination managers. Documentation was carried out to take pictures of natural tourism activities that can be done at Curug Cilember.

The data analysis method used was qualitative data analysis with an interactive model. Interactive model data analysis consists of data collection, data reduction, data presentation and drawing conclusions (Miles A Huberman 2014). Data collection from observation, interviews and documentation are collected into one and then reduced. Data reduction is done by filtering the interview results to map the research data needs. Furthermore, data presentation is done by describing the interview results plus documentation in the field. The last step is to draw conclusions from the entire data description that has been made.

RESULTS AND DISCUSSION

Profile of Wana Wisata Curug Cilember

In Sundanese, "*Curug*" means waterfall. Meanwhile, "*Cilember*" consists of two words, namely "*Ci*" which means water and "*Lember*" which refers to wood ear mushrooms. From these two words, it can be concluded that in the past this area was rich in water and many wood ear mushrooms were found. Wana Wisata Curug Cilember, which covers an area of 7 hectares, is located between coordinates 106 ° 55'–107 ° 00' East Longitude and 6 ° 38'–6 ° 40' South Latitude, located in the area between Bogor and Cianjur. Administratively, this location is included in the Jogjogan Village area, Cisarua District, Bogor Regency (Perum Perhutani Unit III West Java and PPK ITB, 2000).

Located at an altitude of 900–1,000 meters above sea level, this Wana Wisata offers a cool atmosphere with a unique hilly landscape. The beauty of the various waterfalls in this area is the main attraction for tourists. With a fairly high humidity of around 80% and an air temperature of between 20–26°C, this area has a climate that supports its tourist attractions. Since 1990, Wana Wisata Curug Cilember has been managed by Perum Perhutani. The Bogor Regency Government has also designated this area as one of the developed tourist destinations, and in April 2000, the Bogor Regent officially opened this area to the public as a place for daily recreation or lodging. The Curug Cilember forest tourism area is located in two villages, namely Megamendung Village (the location of the destination) and Jogjogan Village (accessibility to the destination).

The main attractions of this area include a valley with a waterfall, a butterfly sanctuary (butterfly dome), a campsite, a tourist cottage, a pine forest, and an orchid collection garden. In addition, this area has a high diversity of flora and fauna, with other tourism potentials that are still being developed. The management of Curug Cilember has implemented KBM. KBM (Independent Business Unit) Ecotourism quality policy for West Java & Banten. The steps taken are to develop Perhutani tourist attractions as superior natural tourist destinations that preserve the environment, provide sustainable economic benefits for companies and the

community, and are committed to implementing a quality management system. In 2023, the Curug Cilember tourist area from KBM (Independent Business Unit) changed to Palawi (Perhutani Alam Wisata). The purpose of changing this management concept is to focus on Curug Cilember as a tourist area with the main attraction being nature tourism and environmental conservation.

Implementation of Green Tourism at Curug Cilember

The implementation of green tourism in Curug Cilember consists of sustainable management, social and economic sustainability, cultural sustainability and environmental sustainability. In Sustainable Management Curug Cilember applies restrictions on the number of visitors to reduce environmental impacts. The number of visitors is 300-500 people per day. Waste management and cleanliness education for tourists. In the Curug Cilember area, trash bins and separation of organic and non-organic have been provided. Maintaining the quality of the waterfall as an ecotourism asset. The steps taken include many interpretive signs not to litter, especially in the waterfall area.

Social and economic sustainability can be seen from involving the local community as guides or souvenir sellers. Tourists who want to get to the highest waterfall, namely waterfall 2 and 1, must use the services of a local guide because the terrain is still quite extreme. Improving local economic welfare through employment opportunities. On average, local people who work are equipped with language skills. Arab tourists are foreign tourists who dominate visits. Organizational structure that involves the local community to support economic sustainability. Overall, the people who work are residents of Jogjogan Village. The management of Curug Cilember implements a partnership consisting of Irmas (Association of Mosque Youth) and the Jogjogan Village Community. The number of Irmas members is 40 people and the managers from Jogjoga Village are 20 people consisting of 12 permanent employees and 8 casual daily employees. The management system used is the division of tasks such as Irmas is responsible for environmental cleanliness, MCK areas and monitoring. The Jogjogan Village Community is involved in K3 which is regulated in the PKS (Cooperation Agreement).



Figure 2. Community businesses

Cultural sustainability through cultural preservation programs that are not disturbed by tourism activities. Strengthening cultural identity as a tourist attraction. Local Crafts: residents around Curug Cilember often make and sell traditional crafts such as bamboo weaving, miniature waterfalls, or wooden souvenirs decorated with typical West Javanese carvings. Typical cuisine: there are stalls and kiosks selling typical Sundanese foods such as *Liwet* rice, *Lotek*, and various local snacks.

The community is fully involved in management such as local guides taken from Irmas. Guides in the Curug Cilember area are divided into two, namely Mursid (guides for Arab tourists) and guides for local tourists. In the Puncak Bogor area, it is indeed dominated by Arabs who have formed an Arab Village. On average, Mursid guides can already speak Arabic well and fluently. Other businesses that have an impact on improving the economy are the community as photographers, flying bike rides, flying foxes and shooting targets. (Mista, 2024)

In the Wana Wisata Area, the beliefs of the previous community are still very much maintained. The folklore that developed in Curug Cilember states that this location is believed to be a bathing place for the princesses of the Siliwangi Kingdom. Therefore, many people believe that bathing in this waterfall can keep them young. In addition, Curug Cilember is known for various myths that surround it. Some of them are: a) Bathing in Curug Cilember is believed to make it easier for someone to find a soul mate or life partner and help cure various diseases. b) Bathing in the middle of the night, especially on Friday Kliwon nights in the months of Muharram and Maulid, is believed to provide blessings, maintain youth, and increase strength. This belief still exists today and is an indicator of the sustainability of culture and beliefs that are still adhered to. This statement is supported by research conducted by (Nurmanto et al. 2023) which states that there are four myths such as the myth of the existence of supernatural beings, the power of waterfalls, the myth of gaining power and the myth of luck in love.

Environmental sustainability in the Curug Cilember area is very well maintained. The existing attractions still carry the concept of environmentally friendly tourism. In addition, Curug Cilember is a conservation area for flora and fauna typical of West Java. Protection of natural topography and biodiversity, as well as maintaining natural ecosystems as part of environmental conservation efforts. The number of visitors is recorded every month. On weekdays the number of tourists reaches 200 to 300 people. On weekends it reaches 800 people. The overall capacity of Curug Cilember is 1,300 people. Environmental conservation carried out is reforestation and tree planting. The trees planted consist of hard trees and overlapping plants. Hard trees consist of Mahogany and Damar trees. Overlapping Plant Trees consist of Avocado and Durian. Previously, the forest area in the Curug Cilember area was a rubber production area, but after being developed in 1998 it was stopped and became a tourist area based on natural tourism and conservation (Mista, 2024)

Figure 3. Interpretation environment *care*

Natural Tourism Attraction Category

Information Aspect, the fulfillment of the information aspect in the Curug Cilember Forest Tourism Area is very complete. The information board is divided into several signs, namely: direction signs, ticket price boards, rule signs, weather and climate signs (warning signs), flora information boards and situation maps. The direction signs are related to the direction of tourist interpretation when climbing the waterfall from waterfall 7 to waterfall 1. The creation of an interpretation route is important because it functions to convey information about the tourism potential in the area, which is expected to provide benefits and increase its attractiveness (Negara 2022).

Rule signs are mostly found in this area because it is an area where natural conditions can change suddenly. These regulations include landslide-prone areas, areas prone to falling trees, rules not to feed fauna carelessly and fire-prone areas.



Figure 4. Rule sign

Diversity Aspect, the diversity in this area is quite large so that it is often used as a living research laboratory. There are two types of diversity, both flora and fauna. The flora and fauna typical of Curug Cilember are quite prominent. There are various types of flora typical of tropical forests, such as tall pine trees and various types of wild orchids that grow on tree trunks and cliffs, as well as various types of undergrowth that support the local ecosystem. The fauna in this area is also a special attraction, especially the butterfly park which is home to various species of

butterflies, creating a stunning view when their colorful wings flutter among the wildflowers. In addition to butterflies, this area is also a habitat for various species of birds and insects typical of the mountains, creating a harmonious natural symphony with bird chirping and insect buzzing, adding to the natural charm for visitors who want to see various butterflies and other wildlife in their natural habitat.

Beauty and uniqueness, the addition of various tourism activities adds to the beauty and uniqueness of the waterfall. There are mat rentals and photographer services, flying bike tours, fish therapy pools, flying foxes, shooting arenas and butterfly breeding domes. Butterfly educational tourism is a point of difference from other natural tourist destinations. Tourists can learn about various species of butterflies and their breeding process. Butterfly Captivity and its breeding are assisted by an expert, Ade Ridwan. The butterflies that are bred come from Bantimurung, South Sulawesi and vice versa. Several butterflies from the Curug Cilember captivity also fill the stock of butterfly species in the Bantimurung butterfly park (Ade RH, 2024)



Figure 5. Butterfly Breeding

Wildlife Adventure, tourists can experience adventure by seeing various wildlife. Some of the wildlife that can be found in this area are wild monkeys, various species of butterflies, insects and spiders, squirrels and leeches. The diversity of flora and fauna is very diverse, research conducted by UI and ITB found the presence of Javan Hawk Eagles and Wild Boars.

Hiking Adventure, the main attraction of Curug Cilember is the splendor of the tiered waterfalls. So this offers a hiking adventure to explore all the waterfalls from the lowest waterfall to the highest waterfall.

It is better for tourists to get more detailed information when buying entrance tickets. If tourists want to trek to the highest waterfall, they must use the services of a guide because it is not supported by good accessibility and interpretation if they climb alone (Dewi, 2024).

The distance between waterfalls also varies, passing through steep and challenging trekking paths. The manager has written the distance to each level of the waterfall. From the entrance to waterfall 7 is 200 m. Curug 7 to waterfall 5 is 450 m. Curug 5 to waterfall 4 is 150 M. Curug 4 to waterfall 3 is 300 m. The furthest distance from the waterfall is from waterfall 3 to waterfall 2, which is 15 km. Along

the way to the waterfall, tourists are accompanied by the beauty of flora and fauna as well as knowledge from the signs that have been prepared.

Nature Tourism Activities

Natural Conditions, Curug Cilember in Bogor has a cool natural environment with a tropical mountain climate. This condition creates a comfortable and refreshing atmosphere, especially for visitors looking for fresh air and an escape from city life. Rainfall in this area is quite high, especially during the rainy season from November to March, when rainfall peaks. During this period, the waterfall presents a more dramatic beauty with abundant water flow, creating spectacular views and thunderous sounds that form a stunning natural symphony. The combination of cool temperatures and optimal humidity not only provides comfort for visitors, but also supports the survival of various ecosystems around the waterfall area.

Topography and Ecology, Curug Cilember is located in a hilly area. This area is surrounded by dense tropical forests, with steep slopes and valleys that form a waterfall that flows in stages. The topographic structure is in the form of small hills and valleys that help form a waterfall that flows in stages from one level to another. This hilly topography is a good place for the life of various types of plants and animals. In addition, it also functions as a natural water catchment for the surrounding ecosystem.



Figure 6. Waterfall landscape

Ecologically, the area around Curug Cilember is overgrown with various types of tropical trees and shrubs that grow abundantly, creating a beautiful and lush environment. This ecological condition contributes significantly to the preservation of local biodiversity and attracts visitors who want to enjoy the beauty of nature while interacting with the wild. Eco-friendly destinations based on natural are emerging as a modern trend that captures the interest of many tourists (Talalova, Chu Thanh, and Gardiennet 2021).

Flora and Fauna uniqueness, types of Flora in Curug Cilember. Curug Cilember is a tropical rainforest dominated by *Pinus merkusii* tree vegetation and various other types of jungle plants. Among the types of ferns that are commonly found in this area are Bird's Nest Fern (**Asplenium nidus L**), Pole Fern (**Cyathea contaminans**), Rane Fern (**Selaginella plana Hieron**), and Vegetable Fern

(**Diplazium esculentum**). Overall, 13 types of trees and 13 types of undergrowth, epiphytes, and lianas have been identified in this area.

Dominant trees in Curug Cilember. Pine is the type of tree most commonly found in the Curug Cilember area. Pine wood is often used as raw material for furniture, household appliances, matches, chopsticks, and other products. One of the unique things about pine trees is their ability to stay green all year round. Perhutani also develops pine trees as a business commodity by utilizing their sap for further processing and export.

Types of Ferns, among the many types of ferns found, the Pole Fern (**Cyathea contaminans**), also known as the tree fern because its shape resembles a tree, is one of the dominant ones. Vegetable Fern (**Diplazium esculentum**) is also often found and is known as a low-fat and carbohydrate vegetable. In 100 grams of Vegetable Fern contains 88.68% water, 34 kcal of energy, and 4.55 grams of protein.

Epiphytes, Epiphytic ferns are a group of plants that live by attaching themselves to the surface of trees without damaging their hosts. Epiphytic ferns use host trees as a place to live to get suitable environmental conditions, while water and nutrient needs are obtained from sediment around the surface of the tree.



Figure 7. *Cyathea contaminans*

Various Types of Fauna in the Curug Cilember Forest Tourism Area. In the Curug Cilember Forest Tourism area, various types of fauna were found such as Surili (**Presbytis comata**), Horned Frog (**Megophrys montivola**), Long-tailed Monkey (**Macaca fascicularis**), Wild Boar (**Sus scrofa vittatus**), Javan Pepper Bird (**Dicaeum trochileum**), Javan Cinenen Bird (**Orthotomus sepium**), as well as various types of butterflies, including **Papilio memnon**, **Papilio helene**, and **Papilio polytes**. The types of fauna that are most commonly found are Butterflies and Long-tailed Monkeys. Butterflies are insects with beautiful, colorful wings that are often found in parks and perched on flowers. This insect belongs to the order Lepidoptera or scale-winged insects, with its main activity occurring during the day. The Long-tailed Macaque is a primate widely known in Indonesia due to its widespread distribution, including in Way Kambas National Park. This animal is known to be intelligent and has good survival skills, both on the edge of the forest and in habitats that have been disturbed by human activity.

CONCLUSIONS

The implementation of green tourism in the Curug Cilember Tourism Area has been implemented well. The fulfillment of these elements from sustainable management, social, cultural, economic and environmental sustainability. The category of natural tourist attractions consists of aspects of Information, aspects of diversity, beauty and uniqueness, wildlife adventure and cross-country adventure.

The fulfillment of aspects of natural tourism activities in this area, namely natural conditions, topography and ecology and the uniqueness of Flora and Fauna supports the creation of a Green Image Destination. Tourism activities carried out include butterfly breeding education, waterfall trekking, enjoying the diversity of flora and fauna naturally.

Curug Cilember has been well managed and runs harmoniously between the community and environmental conservation. Green tourism has been implemented through sustainable management and environmental, social, cultural and economic sustainability. Suggestions that can be given are more about the management of attractions related to cross-country adventures in the category of natural tourism attractions. The manager has not provided a good trekking route from waterfall 4 to waterfalls 3 and 2. This makes tourists have to find their own trekking route. This is certainly very dangerous for tourists who do not use the services of a tour guide to the highest waterfall. If access is difficult, it can be stipulated that tourists are required to use a guide to get to the last waterfall. Further research can conduct a study on the formulation of green image destination branding in Curug Cilember. This form of tourism can be started from mapping natural tourism activities and determining a management concept that is in accordance with the characteristics of the Curug Cilember Forest Tourism Area.

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