

Research Article

Ecotourism Development Strategy in Dago Mountain Tourist Attraction

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Abstract: Mount Dago is located in Dago village, Cikuda Wanaherang, Parung Panjang, Bogor city, West Java. It is a relatively new tourist destination inaugurated in 2019. Spanning approximately 10 hectares, the area is owned by Perhutani and managed collaboratively with the Village and Forest Community Organization (LMDH). The site boasts a well-preserved ecosystem, blending natural beauty with cultural attractions, including a traditional village that enhances its unique appeal. This study investigates the ecotourism development strategy for Mount Dago, emphasizing sustainable tourism principles such as conservation, education, community involvement, and economic benefits. The research aims to identify strategic approaches to optimize the potential of Mount Dago while maintaining environmental balance and improving the welfare of the local community. A qualitative methodology is employed, with data triangulation ensuring the validity and reliability of findings. By examining the dimensions of ecotourism—conservation, participation, education, recreation, and economic impact—this study provides insights into the integration of natural and cultural resources to develop sustainable tourism. Results highlight the importance of stakeholder collaboration, effective management, and adherence to ecological and socio-economic principles to position Mount Dago as a leading ecotourism destination in West Java.

Keywords: Community Involvement, Conservation, Cultural Tourism, Ecotourism, Sustainable Tourism.

