

Development of "RIMBUN" Conservation Village as a Leisure and Recreation Product Based on Ecotourism during the Covid-19 Pandemic

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ABSTRACT

During COVID-19 pandemic, RIMBUN Conservation Village had to stop ecotourism activities such as field trips, outbound and camping. These activities are the main source of income for RIMBUN Conservation Village, in order to survive, they decided to open a restaurant. To revive ecotourism and to survive during the pandemic, product development needs to be carried out. The basic concepts and theories used are leisure and recreation, ecotourism, product development and generation theory. Data collection techniques in this study include observation, interviews, questionnaires, and documentation. The technique of determining the informants used purposive sampling. The sampling technique in this study used accidental sampling with 100 respondents, this study used qualitative descriptive analysis. The results of the study show the characteristics of RIMBUN Conservation Village visitors are dominated by the millennial generation and married visitors. From geographical indicators, visitors came from South Tangerang City. Generations x, y and z like leisure and recreation activities, namely environmental, social, skills and education. These activities were analyzed and compared with the ecotourism potential in RIMBUN Conservation Village. The products that can be developed are natural and cultural sights and attractions, the provision of restaurants, procurement of equipment and rental of goods, educational and skills activities.

Keywords: ecotourism, generation, leisure and recreation, product development.

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I. INTRODUCTION

The development of RIMBUN Conservation Village products became important during the COVID-19 pandemic due to several things that stopped RIMBUN Conservation Village activities as a total tourist attraction. The complete cessation of RIMBUN Conservation Village activities resulted in no income. To understand more about the termination of the RIMBUN Conservation Village activities and the temporary steps that have been carried out by the manager, it will be explained further.

RIMBUN Conservation Village is one of the tourist attractions in South Tangerang City, Banten. RIMBUN Conservation Village is a tourist attraction that utilizes green open land and ecotourism activities that focus on agricultural and plantation education, RIMBUN Conservation Village has tourism products in the form of camping, outbound, English village, and field trips. The English village program is held once a week with registered visitors. Meanwhile, camping, outbound, and plant training are activities from the Holiday Super Bootcamp, Fun Explorer, Holiday Summer Camp packages which are carried out 2 days to a week. RIMBUN Conservation Village has an area of 2.5 hectares and can accommodate 300 camping participants from different agencies on the same day. Ecotourism activities were chosen to be part of the RIMBUN Conservation Village to provide a

green place in the middle of South Tangerang City. However, visitor visits have dropped drastically since the first case of COVID-19 in Indonesia was detected in March 2020, so the RIMBUN Conservation Village had to temporarily stop its activities.

COVID-19 is the name given by the World Health Organization or WHO to Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-COV2). Symptoms of COVID-19 vary from mild, such as fever, flu, sore throat, to severe, such as difficulty breathing. Despite being able to recover without hospital treatment, COVID-19 has claimed many lives. Humans can become infected with COVID-19 if COVID-19 droplets enter the eyes, nose, or mouth. So that if a COVID-19 patient talks, sneezes, or coughs without a mask, the droplets from the sneeze or cough can enter the mouth, nose, and eyes, or stick to surfaces that can be touched by many people. The WHO has confirmed there are cases where COVID-19 droplets can survive in the air. COVID-19 can be avoided by spraying disinfectant on other surfaces, washing hands for at least 20 seconds, or using a hand sanitizer with 70% alcohol content. Indonesian Ministry of Health recommends that community activities be carried out from the home to avoid crowds. People who have to leave the house are advised to keep their distance, must wear masks, and wash their hands at least 20 seconds before eating or touching their faces.

To prevent the spread of COVID-19, the South Tangerang government implemented Large-Scale Social Restrictions or PSBB in April 2020. This limits the movement of people to carry out activities. RIMBUN Conservation Village explained that they closed the RIMBUN Conservation Village for three (3) months. When they reopen in August, they stop several activities such as camping, outbound, and field trips. The three activities are carried out in groups and are usually carried out by agencies with activity participants who are not in the same house. These activities are usually carried out in groups with many participants so that the implementation of the activities will violate the health protocols issued by the Decree of the Minister of Health of the Republic of Indonesia Number Hk.01.07/Menkes/382/2020 concerning Health Protocols for the Community in Public Places and Facilities in the Context of Prevention and Control of Corona Virus Disease 2019 (Covid-19) so that RIMBUN Conservation Village activities are stopped.

The active activities in the RIMBUN Conservation Village are currently only restaurants, selling vegetables, planting seeds, and a playground for children. Camping zone, agricultural land temporarily closed. Tourism activities that can be carried out in less than 24 hours and show the ecotourism side as a whole have not been held again so that visitors during the COVID-19 period only enjoy the sights and food and beverage offerings offered by the RIMBUN Conservation Village. To re-show ecotourism activities both in terms of education, skills regarding culture or nature, RIMBUN Conservation Village can develop products that are under visitor characteristics and health protocols during the COVID-19 pandemic. Thus, the selection of leisure and recreation as the main foundation for the development of ecotourism products is considered by researchers to be one of the solutions for the RIMBUN Conservation Village. This is because leisure and recreation have many ways, time intervals, and types to fill spare time. This is different from the concept of tourism which has certain conditions that must be met, such as the trip being carried out in a different place from the usual daily life and carried out for more than 24 hours.

From the initial information extracted, the RIMBUN Conservation Village has yet to collect data on the characteristics of visitors. However, from the observations of the informants, there is a clear difference, from morning to evening, the visitors who come are families and bring their children. Meanwhile, in the afternoon until the evening, the visitors who come are teenagers. It should be clarified that there has not been an analysis of the characteristics of visitors to the RIMBUN Conservation Village so that in this study the characteristics of visitors will be needed to develop the right product in the RIMBUN Conservation Village. The characteristics of visitors will then be analyzed so that ecotourism-based leisure and recreation products can be developed that are by the characteristics of visitors.

RIMBUN Conservation Village requires product development during the pandemic. Product development can be targeted at ecotourism-based leisure and recreation activities. This research is important to carry out to provide a variety of ecotourism products that can be carried out in less than 24 hours in the RIMBUN Conservation Village to help

restore income and the RIMBUN Conservation Village position as an ecotourism attraction in the middle of South Tangerang City.

II. LITERATURE REVIEW

A. Ecotourism

Ecotourism is environmentally friendly tourism developed by taking into account the balance of values (Yoeti, 2016). Ecotourism is a type of tourism that is environmentally sound with activities of seeing, witnessing, studying, admiring nature, flora and fauna, socio-cultural local ethnicities, and tourists who do so participate in fostering the preservation of the surrounding natural environment by involving residents (Arida, 2015). Furthermore, it is also stated that basically ecotourism in its implementation is carried out with simplicity, maintaining the authenticity of nature and the environment, maintaining the authenticity of art and culture, customs, habits of life, creating tranquility, solitude, maintaining flora and fauna, and maintaining the environment to create a balance between life. humans with their natural surroundings.

B. Ecotourism Products

Ecotourism products are an important aspect in the development of an ecotourism object because the provision of ecotourism products will allow tourists to meet local communities as hosts. According to Nugroho (2011), ecotourism products are unique, attached to local environmental and cultural conditions. By consuming ecotourism products, tourists will gain an understanding of the principles of environmental conservation through experience and interaction with the local community. For a unique and distinctive experience, tourists are willing to pay a high price (Jaafar, 2014).

C. Leisure and Recreation

Leisure or free time is the remaining time that humans have after using their time to carry out activities that must be carried out. Activities that can be carried out in leisure are hobbies or recreation that can improve mood by traveling to interesting places and can be done alone or in groups. The explanation of the concept of recreation is an activity carried out to fill spare time with a specific purpose, such as seeking pleasure, satisfaction, refreshment that can restore physical and mental strength. Free time, leisure, or free time can be used by doing recreation, one form of recreation is tourism activities (Suriyadi & Suryasih, 2018).

The concept used in this research is geographical recreation and activity recreation. Recreation geographically only uses the categories of day trips and leisure. While recreational activities use types of recreation in the form of Big Muscle Activity, Social activity, Cognitive recreation, Environment-related recreation, Hand intellect, Nature learning are used to set limits on leisure and recreation activities that can be applied to product development in the RIMBUN Conservation Village.

D. Tourist Characteristics

Tourist characteristics are used in this study to support product development in the RIMBUN Conservation Village

so that it meets one of the requirements of product development, namely market analysis to meet consumer needs (Parhusip & Arida, 2018). The description of tourists is usually distinguished based on the characteristics of the trip and the characteristics of the tourists (Widiandri & Nugroho, 2021).

E. Generation Theory

Generation is a group of individuals who identify their group based on the similarity of the year of birth, age, location, and events in the life of that individual group that has a significant influence on their growth phase (Putra, 2016), generation theory of Bencsik *et al.* (2016) which complements the theory of generations from the veteran generation to the alpha generation (Table I and II).

TABLE I: GENERATION GROUPING

Year of Birth	Label
1925–1946	Veteran generation
1946–1960	Baby boom generation
1960–1980	X generation
1980–1995	Y generation
1995–2010	Z generation
2010 +	Alfa generation

Sources: Bencsik *et al.* (2016).

F. Tourism Stakeholders

Stakeholders are defined as individuals, groups, or organizations who have an interest in, are involved, or are influenced (positively or negatively) by the development program (S. Nugroho *et al.*, 2017). Stakeholders are part of tourism actors which can be grouped as follows: Tourists; Tourism industry (service providers); Supporting tourism services; Government; Local people. Composition of sustainable tourism stakeholders: State as Regulator and

Facilitator; Entrepreneur as Investor; Local Community as Participant; Travelers as Contributors; and Nature as Catalyst (Hetifah, 2003).

G. Tourism Village

Tourism Village is an area whose residents have activities in the social and economic fields in the form of tourism business development based on the potential for natural and artificial attractions, including cultural heritage buildings and the social order of local community life, cultural values, and traditional arts and crafts and traditional culinary arts. and accommodation infrastructure (Nabila & Yuniningsih, 2016). Tourism village is a trip taken by someone to visit traditional settlements in the city as a destination for recreation, personal development, or to see the uniqueness of a tourist attraction in a temporary period. This concept is used in an effort to give meaning to the RIMBUN Conservation Village.

III. METHODOLOGY

The data aspects of the visitor characteristics of RIMBUN Conservation Village are socio-demographic information of the respondents (age, gender, education); Geographical information of respondents; and Psychographic information of respondents (motivation to visit, length of visit, income spent, facilities used). The data aspects of the development of ecotourism products for leisure and recreation in the RIMBUN Conservation Village are:

Recreational activities according to the characteristics of visitors; Ecotourism potential in RIMBUN Conservation Village; and Product development according to ecotourism potential in RIMBUN Conservation Village.

TABLE II: CHARACTERISTICS OF GENERATIONS

	Baby-boom	X generation	Y generation	Z generation
Teamwork	Unknown	Natural environment (multinational companies)	Belief in the success of common effort	On a virtual level (only if forced)
Knowledge On	Sharing Willingly, voluntarily	It is based on mutuality and cooperation	Only in cases of self-interest or if forced	virtual level, easily and rapidly, no stake, publically
View	Communal, unified thinking	Self-centred and medium-term	Egotistical, short term	No sense of commitment, be happy with what you have and live for the present
Relationship	First and foremost, personal	Personal and virtual networks	Principally virtual, network	Virtual and superficial
Aim	Solid existence	Multi-environment, secure position	Rivalry for leader position	Live for the present
Self-realization	Conscious carrier building	Rapid promotion	Immediate	Questions the need for it at all
IT	It is based on self-instruction and incomplete	Uses with confidence	Part of its everyday life	Intuitive
Values	Patience, soft skills, respect for traditions, EQ, hard work,	Hard work, openness, respect for diversity, curiosity, practicality	Flexibility, mobility, broad but superficial knowledge, success orientation, creativity, freedom of information takes priority	Live for the present, rapid reaction to everything, initiator, brave, rapid information access, and content search
Other possible characteristics	Respect for hierarchy, exaggerated modesty or arrogant inflexibility, passivity, cynicism, disappointment	Rule abiding, materialistic, fair play, less respect for hierarchy, has a sense of relativity, need to prove themselves	Desire for independence, no respect for tradition, quest for new forms of knowledge, inverse socialization, arrogant, home office and part-time work, interim management, undervalue soft skills and EQ	Differing viewpoints, lack of thinking, happiness, pleasure, divided attention, lack of consequential thinking, no desire to make sense of things, the boundaries of work and entertainment overlap, feel at home anywhere

Sources: Bencsik *et al.* (2016).

Data collection techniques using observation, interviews, documentation, and questionnaires. The data in this study which was excavated using observation techniques is the existing condition of the RIMBUN Conservation Village product. Interviews were conducted to find out information about the condition of the Rimbung Conservation Village during the COVID-19 period and the choice of the name for the Rimbung Conservation Village.

In this study, the informant determination technique used was purposive sampling, where purposive sampling was a technique for determining informants according to selected criteria relevant to the research problem. The criteria for the informants are, among others; 1) informants must know the depth of data on the object of research, 2) informants have a broad knowledge of the object of research.

Determination of the sample in this study was done by accidental sampling technique, namely taking respondents as a sample based on chance. This study using 20 indicators so that the number of samples used is $5 \times 20 = 100$ samples.

In the study, questionnaires were distributed to visitors to the RIMBUN Conservation Village either directly at the RIMBUN Conservation Village at random or also distributed online by contacting the photo on Instagram that included the RIMBUN Conservation Village as the place. Questionnaires were distributed until there were 100 questionnaires. The distribution of questionnaires in the RIMBUN Conservation Village will be carried out if visitors have enjoyed the RIMBUN Conservation Village for a few hours so that the data obtained is valid. The data analysis technique used is the frequency distribution analysis technique and the qualitative data analysis technique.

IV. RESULTS AND DISCUSSION

A. Likert Analysis Results

The Likert scale in this study was used to measure respondents' satisfaction with the RIMBUN Conservation Village. A description of the satisfaction of visitors to the RIMBUN Conservation Village was distributed to 106 respondents regarding environmental tidiness, educational information included in ecotourism, and restaurant facilities.

The index value obtained from the calculation and analysis of the Likert scale on the satisfaction of visitors to the RIMBUN Conservation Village is 71.67%. The index value of 71.67% is in the agreeing index (60-79.99%) with satisfaction with the RIMBUN Conservation Village. In the results of Likert's analysis, the highest sub-variable with answers agrees and strongly agree is visitor satisfaction with the environmental cleanliness of the RIMBUN Conservation Village. This means that visitors are most satisfied with the cleanliness of the RIMBUN Conservation Village environment. This means that visitors are satisfied with the layout of the RIMBUN Conservation Village environment. The sub-variables for the answers to disagree and strongly disagree are the sub-variables of information about local culture. This means that local cultural information is insufficient so that it does not satisfy visitors. This means that the information presented on natural knowledge such as flora and fauna is insufficient so it becomes the second sub-variable that cannot satisfy visitors.

B. Characteristics of Generation X Visitors

Generation X respondents as visitors to the RIMBUN Conservation Village were 20.8%. Generation X is the smallest percentage of visitors to the RIMBUN Conservation Village. Judging from the most interesting activities by the first-generation X visitors, activities related to the environment with examples are given in the questionnaire were enjoying the natural scenery, camping, fishing. The second most chosen activity was social activity with the examples given in the questionnaire being meetings, talking. The third most chosen activity is an educational activity with examples given in the questionnaire are seeing traditional dances and music, learning gardening and recycling, conservation efforts.

In carrying out activities that are physically directed at generation X, thinking about the safety and difficulty level of the activities is a priority. This is considering the age of generation X who need more supervision if the physical activities carried out are camping and exploring nature around the RIMBUN Conservation Village. So, to fulfill interesting activities, the activities that can be provided by the RIMBUN Conservation Village are walking through the park in the RIMBUN Conservation Village which can provide relaxation, by the purpose of traveling for generation X (Arida, 2018), and still providing an educational side about ecology, according to the interests of the next generation. X towards educational activities. The existence of a restaurant in the RIMBUN Conservation Village has supported social activities which are the second interesting activity for generation X. RIMBUN Conservation Village needs to improve the service in its restaurants.

C. Characteristics of Millennial Generation Visitors

The millennial generation visitors to the RIMBUN Conservation Village from the questionnaire results were the most visitors at 48.1% of all respondents. This makes the millennial generation consumers or visitors who can be a priority for the RIMBUN Conservation Village manager. The three most interesting activities chosen by the millennial generation in sequence from the most are environmental activities, social activities, and skills activities. The millennial generation in broad terms are tourists who like to try new things and attach importance to experiences that provide new solutions, ideas, or emotions (Hakim, 2019). The millennial generation in traveling does not like homogeneous or standardized ones, so the uniqueness of tourist activities or attractions is important. RIMBUN Conservation Village can package leisure and recreation activities related to the environment and skills to provide impressive new experiences for the millennial generation. It is also worth noting that the visiting friends of the millennial generation in the RIMBUN Conservation Village are their families. From the observations of researchers, many of the visitors brought their children to play. This can also be seen from the criticisms and suggestions from visitors who expressed their concerns about the children's play area. From this data, activities related to the environment and skills that can be carried out by children can be packaged. Social activities have been supported by a restaurant in the RIMBUN Conservation Village, but services and facilities can be improved to increase visitor satisfaction.

D. Characteristics of Generation Z Visitors

The results of the questionnaire show that generation Z in RIMBUN Conservation Village is 33.7% and is the second-largest generation as visitors in RIMBUN Conservation Village after the millennial generation. Most of Generation Z as visitors to the RIMBUN Conservation Village chose social activities as the most interesting activities. Then the second most interesting activity was environmental activity, and the third most interesting activity was skill activity. Generation Z and the millennial generation have some similarities in determining their tourist destinations. They are more concerned with memorable new experiences than buying things. It also provides Generation Z with experiences that can be shared on social media (Pramono et al., 2020). Generation Z travels more with their families because, in the age range of Generation Z, most of them are students and young workers. However, in filling their spare time with less or less than 24 hours, as was the case at the RIMBUN Conservation Village, Generation Z travels with their friends. One way to share experiences after traveling is by uploading photos on social media so that the leisure and recreation activities that were chosen the most interesting in the previous questionnaire can be packaged with photo booths or activities that can be photographed properly. Generation Z is passionate about recognizing and trying local specialty drinks and foods. Generation Z also likes to explore new things and places, so creative and unique packaging can be the choice of RIMBUN Conservation Village in packaging environmental tourism activities, skills with ecotourism principles.

E. Ecotourism Potential in RIMBUN Conservation Village

The natural potential in RIMBUN Conservation Village can be seen in its beautiful and quite cool environment. RIMBUN Conservation Village provides several photo spots for visitors and several fishponds. Places for planting seeds are placed near the entrance. Visitors can also choose to enjoy time near a small stream. This natural scenery is offered by the RIMBUN Conservation Village. The RIMBUN Conservation Village has an area of 2 hectares, however, the researchers did not calculate the unused area as the natural potential of the RIMBUN Conservation Village. This is because the unused area cannot be used safely so most of the potential tourism activities are light trekking. However, physical activity activities such as trekking and hiking have a lower percentage, not to mention the large number of millennial generation visitors who are young families and have small children, so it does not match the characteristics of visitors.

The cultural potential in RIMBUN Conservation Village will be different from tourist villages in general, where cultural activities are carried out on certain days so that presenting cultural potential in the places mentioned cannot be applied. This is because the RIMBUN Conservation Village is an artificial area, not an administrative "village" or village so presenting culture can be carried out in other forms such as architecture, food, and drinks served. The difficulty of the architecture, food, and drink is to attract the original culture of South Tangerang which is an immigrant city. Ethnically, there are three dominant tribes, namely Sundanese, Betawi, and Chinese. Thus, the cultural potential that can be raised by the RIMBUN Conservation Village can

be done in terms of architecture from the ethnic Chinese, Betawinese, or Sundanese, as well as food and drinks, such as offering *pletok* beer or roasted peanut menus.

Landscape utilization can also be carried out in the RIMBUN Conservation Village by utilizing two hectares of land for walking or light trekking so that visitors can enjoy the natural scenery.

In this study, the procurement of accommodation will focus on the provision of restaurant facilities and does not include lodging. This is due to the RIMBUN Conservation Village policy not to carry out overnight activities during the COVID-19 pandemic. The restaurant procurement has been carried out by utilizing a fairly large area due to joining a playground and photo spot.

The potential of ecotourism products in equipment rental will depend on the activities to be carried out in the RIMBUN Conservation Village. Each activity has a different potential for procurement and rental of goods. Before COVID-19, outbound and camping activities had a lot of potential in the procurement and rental of goods but could not be counted as potential during the COVID-19 pandemic. This is because these two activities are abolished. The absence of these two activities provides new opportunities for activities that can be carried out in less than 24 hours and carried out in small groups. So that in the rental and procurement of equipment, not only trekking, camping, outbound, or fishing tools, but also gardening tools and craft needs related to the environment required by certain activities.

Educational and skill activities in the RIMBUN Conservation Village can be carried out by introducing and educating matters related to the sustainability of culture and nature. Activities that can be carried out are training on mini plantations such as hydroponics, microgreens, and conducting recycling workshops. This is done to strengthen the concept of ecotourism in the RIMBUN Conservation Village.

F. Development of ecotourism products in RIMBUN Conservation Village

The development of ecotourism products in natural potential, will focus on natural scenery and attractions. The existing condition of the natural scenery of the RIMBUN Conservation Village is neatly arranged around the restaurant and is beautiful. Some chairs and tables are on higher ground, and some are on lower ground. RIMBUN Conservation Village also provides tables and chairs near a small stream. RIMBUN Conservation Village also made a place for planting seeds in a special place near the restaurant area. From the description above, the development of ecotourism products in natural potential will focus on product modification and new products including quality improvement and improvement of special characteristics.

The quality of the natural scenery is good in terms of layout and cleanliness, both of which received a good response from visitors and were the two parts that received the highest satisfaction response on the Likert scale. In natural attractions, more interactive products, such as plantations can be repaired, some visitors are not aware of the existence of a seed planting site in the RIMBUN Conservation Village. The location of the seed planting area that is not given a road direction makes it difficult for visitors to recognize its

existence of it. In this case, where to plant seeds that can be a special feature, can be shown more clearly. Give a clear path to the place of planting seeds so that it is easier for visitors to see the place / Give a sign that an area is a place for planting seeds so that visitors can identify where the seeds are planted. Garden repairs also include the aesthetics of the arrangement, so that it can be a place for other photo spots. The number of places for photo spots will suit the full characteristics of the millennial generation and generation Z who like to share experiences on social media after traveling (Slivar et al., 2019).

In developing new products in potential natural attractions, the RIMBUN Conservation Village can provide activities to pick fruits or plants in the garden, either to take home or eat on the spot, thus providing varied activities. This activity can be an option in spending time in the RIMBUN Conservation Village.

The development of ecotourism products in the sights and cultural attractions in the RIMBUN Conservation Village has not been highlighted. The existence of local culture, both Sundanese, Betawinese, and Chinese are not part of the RIMBUN Conservation Village. So that the development of RIMBUN Conservation Village ecotourism products in cultural potential will focus more on developing new products.

The city of South Tangerang does not have one dominant culture, so many of them have merged into one. To show the cultural elements in the RIMBUN Conservation Village products, it will be more directed at the scenery than the attractions. This choice is because the RIMBUN Conservation Village is artificial ecotourism not natural and does not have a culture of both rituals and traditional dances which are routinely carried out by custom.

To show this cultural scene, RIMBUN Conservation Village can show architecture from Betawinese, Sundanese, or Chinese culture. However, the selection of culture as architecture is not only a photo spot but also a means of educating traditional architecture. The selection of culture is also important to show a consistent interior or exterior design so that visitors can still enjoy the view as a whole.

Many visitors from generation X and generation Y come with families, especially children. So, from the interior/exterior culture, it doesn't necessarily look attractive to small children. So other cultural attractions that can be presented by the RIMBUN Conservation Village are food, drinks, and special musical instruments from the chosen culture. From this food and drink, there can be several cultural attractions, such as seeing the process of making food and drinks. Typical musical instruments can be presented, and visitors are allowed to try to play them.

The provision of restaurants in the RIMBUN Conservation Village is one of the ways the RIMBUN Conservation Village adapts to the COVID-19 pandemic. In this case, the development of restaurant ecotourism products will focus on product modification, especially in the quality improvement section. In this section, the researcher will look a lot at the criticisms and suggestions given by the respondents. This is because many of the criticisms and suggestions focus on several features of the restaurant, such as menus, facilities, and services. The following are these criticisms and suggestions.

The criticism and suggestions in the menu feature are divided into two. Of the 67 respondents who gave suggestions and criticism, 17 of them gave a response about food. A total of six (6) respondents wanted a more varied menu. Then, the other 11 respondents wanted an improvement in the taste of the food. One of the respondents' criticisms and suggestions regarding the menu that can be improved.

From these two suggestions, it can be seen that there is room to improve the menu. The first thing is to improve the taste of the food so that it is more satisfying to visitors. The number of respondents who choose the answer "neutral" on the Likert scale of food, can also be data that shows the importance of improving taste. In terms of variety, RIMBUN Conservation Village has offered a variety of foods and snacks from various nationalities so that consumer suggestions and criticisms of the menu can be investigated further in other studies.

A total of 19 respondents mentioned suggestions and criticisms on several things that are included in the facilities both from facilities such as bathrooms, washing hands, trash cans, and children's play areas. Suggestions and criticisms regarding the bathroom are mentioned two (2) times, suggestions, and criticisms regarding the lack of handwashing facilities are mentioned three (3) times, suggestions and criticisms regarding the trash cans are mentioned three (3) times, suggestions and criticisms regarding the playground eight (8) times are mentioned.

From the suggestions and criticisms of visitors, the most frequently mentioned in the scope of restaurant facilities is a children's playground. Some consumers want a safer place to play, and some want a more varied game. The great demand from consumers shows that the playground at the RIMBUN Conservation Village restaurant is one of the important facilities, so it needs attention in maintaining the play equipment. In terms of variety, it is necessary to take into account the size of the available playground so that it does not hinder the activities of other restaurants.

The next suggestion and criticism are on the scope of service for restaurant visitors. Suggestions and criticisms regarding the service are mentioned 11 times. Criticisms on service mention a lot about the slow speed of serving food and suggestions on service are more about educating employees.

These suggestions and criticisms focus on the education of the RIMBUN Conservation Village employees and the speed of the service itself. In this case, managers can improve Human Resources (HR) so that services are more efficient and satisfying.

Suggestions and criticisms from visitors can be a reference for RIMBUN Conservation Village in improving, both in terms of facilities, menus, or services. This is important because generation Y or millennials and generation Z are the generations with the largest number in the RIMBUN Conservation Village and these two generations have characteristics of tourists who prioritize the experience they get in a tourist place.

Ecotourism products in the RIMBUN Conservation Village in education and skills will be developed both by product modification and new product development. These two methods were chosen because a product already exists and only needs to be added to complement the educational

experience and skills. Then the development of new products to increase the variety of educational and skill ecotourism products in the RIMBUN Conservation Village.

RIMBUN Conservation Village has ecotourism education products in the form of plants planted around RIMBUN Conservation Village. These plants can also be sold to visitors who are interested in buying. These plants have not been given the right weight as an educational feature; this is because there is no specific explanation about the existing plants. So, the product modification here is to provide information about these plants with information boards. An example of an information board is below.

For skills products, RIMBUN Conservation Village can offer the development of new skills products related to environmental sustainability such as recycling used paper and manufacturing environmentally friendly products such as beeswax wrap. Workshop activities can be packaged by focusing on new experiences that can be carried out in small groups so that young families can carry out these activities with their children. This workshop activity does not have to be fully held by the RIMBUN Conservation Village. Workshops can work with communities who care about the environment as facilitators or mentors of the workshop so that the activities do not feel heavy.

Skill activities in this study do not need to be carried out every day to avoid wasting human resources. Activities can be carried out with schedules that can be adjusted to the capabilities of the RIMBUN Conservation Village. Activities in this study have many shortcomings that need to be completed, such as product price analysis and product testing so that these gaming products are more ready to be marketed. Other things that need to be taken into account in carrying out this activity are the place of implementation and human resources.

V. CONCLUSION

Recreational activities appropriate to the generation of visitors are viewed using cross-tabulations and the three most interesting activities for each generation are described. Thus, the results of data processing show that Generation X likes activities related to the environment, education, and society. Generation Y (millennials) like activities related to the environment, social, and skills. Generation z likes activities related to social, environmental, and skills. The potential products in the RIMBUN Conservation Village are in the form of natural and cultural sights and attractions, use of landscapes such as trekking, procurement of accommodation in the form of restaurants, procurement of equipment, and rental of goods for ecotourism activities, the potential for educational activities and skills. The development of ecotourism-based leisure and recreation products in the RIMBUN Conservation Village refers to the potential of the products in the previous sub-chapter which are crossed with recreational activities according to the characteristics of visitors. Thus, the product development of RIMBUN Conservation Village refers to the development of natural and cultural sights and attractions, procurement of restaurants, procurement of equipment and rental of goods for ecotourism activities, and educational and skills activities.

Managers can rearrange the natural and cultural sights and attractions and improve restaurant services. Arrangement of natural and cultural sights and attractions can be accompanied by providing information about culture or nature and some skills around nature conservation. Thus, RIMBUN Conservation Village can bring back its ecotourism features.

In this study, researchers are more focused on developing products that are by the characteristics of the generation and ecotourism potential in the RIMBUN Conservation Village. Some things cannot be explored further with the existing data. To complement the product development of the RIMBUN Conservation Village, further research can be carried out on the topic of digital marketing, visitor expectations and satisfaction, human resource development, and market analysis of RIMBUN Conservation Village.

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