SUSTAINABLE SOCIAL EDUTOURISM AS AN AGROWISM INNOVATION MODEL BASED ON LOCAL EDUCATION AND CULTURE TO SUPPORT SUSTAINABLE DEVELOPMENT GOALS (SDG'S) ON PAGILARAN TEA PLANTATIONS

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ABSTRACT

SUSTAINABLE SOCIAL EDUTOURISM AS AN AGROWISM INNOVATION MODEL BASED ON LOCAL EDUCATION AND CULTURE TO SUPPORT SUSTAINABLE DEVELOPMENT GOALS (SDG'S) ON PAGILARAN TEA PLANTATIONS Sustainability issues still need improvement in every development sector. The UN's Sustainable Development Goals, which are planned until 2030, plan actions for society, the planet and prosperity. The goal of increasing welfare and efforts to preserve the environment for conservation are part of the Sustainable Development Goals. The Millennium Development Goals have eight goals, one of which is to ensure environmental sustainability. Efforts to achieve togetherness, peace and eradicate poverty are global challenges. Tourism is a great hope as an instrument in realizing sustainable development. However, tourism issues in Indonesia have not yet reached the level of sustainable development because they are still oriented towards improving the economy, while the education and conservation aspects have not been optimized. The tourism sector is one of those that needs to implement Sustainable Development holistically and has a strong commitment from various stakeholders. This research aims to implement the Sustainable Social Edutourism Model for Pagilaran Tea Plantation Agrotourism. The approach used in this research is Mixed Method with the method used is Sequential Exploratory Design. This research will use the AHP (Analytical Hierarchy Process) Method in the Pagilaran Tea Plantation Agrotourism, Indonesia to find and analyze priority development strategies. The results of the AHP analysis at the first level obtained priority vector weights from the factor criteria in the Pagilaran Tea Plantation Sustainable Edutourism strategy, namely: Economy (0.137), Socio-cultural (0.090), Ecology (0.216) Education (0.557). Based on these results, the highest priority value is the Education factor. The inconsistency ratio value for the above criteria is 0.07, which indicates that the results of the Process Hierarchy Analysis (AHP) are acceptable because the inconsistency ratio value is less than 0.10 (10 percent).
Keywords: Sustainability, tourism, agrotourism

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