



## Development of Green Economy-based Ecotourism Packages in ProKlim Merbabu Asih Village, Cirebon City

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### Abstract

**Background.** Sustainable tourism development is an essential strategy in improving people's welfare while preserving the environment. ProKlim Village RW 08 Merbabu Asih, Cirebon City, is one of the community-based areas with great potential to be developed into an educational ecotourism destination. However, the increase in tourist visits has not been offset by the availability of structured and sustainable tour packages.

**Aims.** This research aims to develop a green economy-based ecotourism package that is integrated with the local environmental, social, and economic potential in ProKlim Merbabu Asih Village.

**Method.** The research method used is a descriptive qualitative approach, with data collected through field observations, in-depth interviews, and literature reviews. The research informants were selected using *purposive and snowball sampling techniques*, involving ProKlim village managers, local communities, the government, and academics.

**Conclusion.** The results of the study show that the development of ecotourism packages is carried out through the stages of market research, destination determination, contract making, cost calculation, brochure preparation, and determination of tourism travel flows that refer to *green economy* indicators, namely emission and pollution reduction, environmentally friendly job creation, financial and ecological sustainability, and biodiversity conservation. This research produces several alternative tour packages, including daily, overnight, and incentive packages for domestic and international markets.

**Implications.** The development of this green economy-based ecotourism package is expected to increase the economic value of the local community, strengthen the identity of ProKlim village as an environmental education tourism destination, and support sustainable tourism development in Cirebon City.

**Keywords:** ecotourism, green economy, ProKlim village, tour packages, sustainable tourism



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### INTRODUCTION

Tourism has become an essential industry for Indonesia's economy. In addition to being an idol, the tourism industry has also become a vital industrial sector in Indonesia, offering many advantages and attractions for its connoisseurs, making it one of the most significant contributors to the Indonesian economy. The tourism industry has become an ideal sector in Indonesia because it offers advantages such as being the most sustainable commodity and

reaching the lowest levels of society. Since COVID-19 hit Indonesia, tourism performance has continued to improve, especially in the number of tourist visits.

One of the regions of West Java with a wealth of cultural and creative attractions is the city of Cirebon. Cirebon City is one of the cities located at the eastern tip of West Java, and has typical socio-cultural conditions and natural conditions. According to data from the Culture and Tourism Office (Disbudpar) of Cirebon City, West Java, the number of foreign and domestic tourist visits in Cirebon City throughout 2022 almost exceeded 4 million, namely 3,947,500 trips. One of the things currently attracting attention from people outside the city is the ProKlim village program in Merbabu Asih Village, RW 08. A tourist visit to the ProKlim RW 08 Merbabu Asih location has been going on for 3 years. According to the interview with the head of the Hamlet, within 1 month, at least two agencies brought his group to visit the ProKlim village. However, the surrounding community is still confused about how to arrange tour packages, especially to develop Green Economy-based Ecotourism Packages in ProKlim Merbabu Asih Village, Cirebon City, because no package regulates the tour packages offered when the group arrives.

Tourism has become an essential industry for Indonesia's economy. In addition to being an idol, the tourism industry has also become a vital industrial sector in Indonesia because it has many advantages and interesting things for its connoisseurs, so that it becomes one of the most significant contributors to the Indonesian economy, one of the West Java regions, that has a wealth of tourist attractions culturally and creatively, namely the city of Cirebon. Cirebon City is one of the cities located at the eastern tip of West Java, and has typical socio-cultural conditions and natural conditions. According to data from the Culture and Tourism Office (Disbudpar) of Cirebon City, West Java, the number of foreign and domestic tourist visits in Cirebon City throughout 2022 almost exceeded 4 million, namely 3,947,500 trips. The number of tourists who visit the city of Cirebon is also used by one of the Pro Climate villages, located in RW 08 Merbabu Asih, Larangan Village, Harjamukti District, Cirebon city.

Tourist visits, both in groups and individually, are increasing, according to an interview with the chairman of the Secercah Pagi Independent Institution (Mr. H Agus), who explained that several visits from the central environmental agency and other cities are being made to study at the Pro Klim RW 08 Merbabu Asih kamoung Pro. With such a situation (increasingly frequent visits), the management feels even more overwhelmed because there is no fixed tour package; every tourist comes to visit. This ProKlim location can bring at least two benefits, namely (1) increasing the economy and (2) developing environmental education

tourism destinations. With the following explanation:

1. The local economy can be further developed thanks to visits from domestic and foreign tourists who want to gain knowledge about the management of ProKlim villages. The economic improvement will not only be felt by residents, but can also boost the potential of other Cirebon cities, ranging from culinary to tourism as a whole.
2. Then the second benefit, this tourist destination based on environmental education can become a new local wisdom with a strong ecological identity while campaigning about concern for protecting the environment.

The Climate Village Program, namely Kampung Berseri Astra (KBA) Merbabu Asih, is the embodiment of the Climate Village Program (ProKlim) launched by the government. Within 1 year of running, residents in an area of about 5.8 hectares have developed a collective awareness to jointly preserve the environment around their residences, thereby attracting many tourists who visit the village to learn about environmental sustainability. Indonesia, which has a large population with various activities, of course, needs refreshment at some point to refresh its mind and body and maintain work productivity. Seeing this, tourist destinations in Indonesia become increasingly meaningful, and the domestic community itself visits several well-developed tourist destinations, especially in West Java, one of Indonesia's most densely populated provinces. The number of tourists who visited in 2022 reached 22 million domestic tourists and 1,156 foreign tourists. Nationally, in 2023, the impact of the increase nationally is not very significant locally in West Java tourism. In West Java itself, foreign tourist visits in January 2023 actually decreased by 71 percent. Quoted from ([pikiran-rakyat.com](http://pikiran-rakyat.com)), data from the Central Statistics Agency (BPS) released in early March 2023 stated that the highest foreign tourist visits in 2022 were in December 2022, which amounted to about 900,000 visits throughout Indonesia. Compared to December 2022 to January 2023, the number decreased slightly by 17.78 percent, to 735.95 thousand visits. However, it is still evident in general across West Java province; of course, it can vary by district or city in terms of the increase in tourist visits. As time passes since the establishment of the ProKlim RW 08 Merbabu Asih village, tourist visits have increased, prompting the town to continue improving so that it can consistently protect its environment. The motives for the visit varied from being interested in seeing the condition of the ProKlim village in terms of the environment and society. Some did intend to purely take knowledge from the way of management of the ProKlim RW 08 Merbabu Asih village to be applied in the area of origin of tourists who visit this village, As for tourists from abroad, most of them are interested in the simple ProKlim concept carried out in RW 08 Merbabu Asih. Some of the management

concepts they witnessed included the management of the Secerah Pagi waste bank, handicrafts from waste management, and environmental arrangements in streets and parks. Some of the parties from abroad came from several countries, such as the United States, Canada, the United Kingdom, Myanmar, and Sweden.

Based on the explanation above, the Secercah Pagi Non-Governmental Organization invites academics, in this case, the Prima Internasional Tourism Polytechnic, to develop a Tour Package for visitors who wish to visit the Proklam Village Tourism destination. Of course, the Tour Package must align with the potential of the Tourism Attractions in Kampung Proklam RW 08 Merbabu Asih, leading to an Ecotourism Package. This is considered very important for the sustainability of Ecotourism Destinations initiated by the local community, because if a Tour Package is developed, it is hoped that the surrounding community can benefit greatly from the tourist visit activity. The Tour Packages are expected to take advantage of the amenities provided by the local community for the needs of tourists. As an example, it is as follows:

**Table 1 Tourist Needs**

<i>Yes</i>	<b>Types of Tourist Needs</b>	<b>Providers</b>	<b>Remarks</b>
1	Homestay to Stay	Neighbors' Houses	Semi-commercial
2	Tourists' Dietary Needs	Neighborhood Groups	Commercial
3	Tourist Packages (Gardening Packages, Souvenirs, Ecotourism Products, etc.)	Wrga Group Around	Commercial

**Source: Researcher Documentation**

ProKlim Village RW 08 Merbabu Asih, Larangan village, Harjamukti district, Cirebon city is a tourist village that needs to be further developed so that it becomes a tourist village that is consistently visited and well maintained. The existence of Proklam RW 08 Merbabu Asih village needs to be encouraged with various integrated programs, especially with the right tour package development program. A tour package, according to Utama (2014:37), is a tourist trip to one or several destinations that is arranged through specific travel facilities within a fixed travel event, and sold at a single price covering all components of the tourist trip. According to another definition by Patterson (2007:84), a tour package is a combination of two or more elements with attractive price offers.

It is hoped that, with the creation of a definitive tour package, the Attractions and Tourism Potential in Proklam Village can be well planned and bring many benefits to the local community and to the preservation of the Environment. This tourist destination, grounded in

environmental education, can become a new form of local wisdom with a strong ecological identity while campaigning for environmental protection. Therefore, the researcher is interested in researching how to effectively develop tourism from ProKlim village in RW 08 Merbabu Asih, with the title "Development of Green Economy-based Ecotourism Packages in Proklim Merbabu Asih Village, Cirebon City". It is hoped that, through the research, technical patterns can be identified for the development of Proklim village tourism, especially to attract more tourists.

## LITERATURE REVIEW

### Ecotourism Package

Tourism is a very reliable economic pillar, especially in Indonesia. Relying on its qualified natural resources, Indonesia can develop ecotourism packages. It is necessary to know in advance and understand tour packages in general to arrange ecotourism packages better. According to Utama (2014, p. 37), a tour package is a tour trip to one or several destinations composed of specific travel facilities within a fixed travel event. It is sold at a single price that covers all components of the tour. Judging from the main statement, the tour package is prepared based on a clear, concise itinerary and is offered at a single price to tourists, including all components and facilities. In addition, a tour package can be interpreted as a tourist trip with one or more visit destinations, arranged from several, at least two, specific travel facilities in a fixed travel event, and sold at a single price that covers all components of the tour trip (Nuriata, 2014).

This study focuses on ecotourism closely related to nature preservation. Ecotourism itself will significantly affect how nature management at tourist sites is developed. Goeldner (1999, in Butcher, 2007), stated that ecotourism is a form of journey to a natural area that aims to understand the culture and natural history of the environment, maintain the integrity of the ecosystem, while creating economic opportunities to make these conservation and natural resources beneficial to local communities. Goeldner focuses on the purpose of ecotourism, which is to preserve the natural environment and the culture of the people who live in it. The development of ecotourism clearly requires good human resources in the environment that will be developed as a tourist location. Because the management and results obtained from the tourism business depend on how human resources or the community in the location manages their tourism. After understanding the general form of ecotourism, then move on to making ecotourism packages as the first step in a comprehensive environment-based tourism business.

In determining the tour package, it is necessary to consider several main

components to ensure that facilities, infrastructure, and other supporting facilities are optimally fulfilled. The main components of the tour package are as follows (Kristina et al, 2019, p. 16):

1. Accommodation, for example, hotels, guest houses, inns, and others.
2. Transportation, which includes air, sea, road, or rail transportation, either to and from the destination.
3. Transfers between air and sea ports and hotels and other sites at the destination.
4. Attractions, entertainment, and/or recreation, including natural, cultural, artificial, events, trade shows, and others.
5. Insurance and other ancillary services.
6. Courier or representative services.

These components can be included and regulated in the planning of ecotourism packages. The creation of ecotourism packages must be adjusted to the conditions of the location or area developed for ecotourism. There is also a need for communication and coordination with various parties so that the creation of ecotourism packages is well realized. The process of creating ecotourism packages can be seen in the stages of creating tour packages in general, as outlined by Levyda et al. (2021). Based on these stages, the tour package will later be adjusted to the ecotourism package design. The following is an overview of the process of making tour packages (Levyda et al., 2021, p. 90):



Source: Levyda et al, 2021, p. 90

**Figure 1: Tour Package Making Process**

As shown in the picture, the process of creating tour packages starts with market research, then destination selection, contract negotiation, cost calculation, brochure creation, and issuance of tickets, vouchers, and *itineraries*. Whatever type of tourism is created and developed, the tour package plan needs to be carefully prepared so that its implementation is well-directed and orderly.

### **Ecotourism Based on the *Green Economy***

To develop ecotourism packages based on the green economy, it is necessary to understand the concepts of ecotourism and the *green economy* from various experts. Purnomo (2020) explained that, in essence, the concept of ecotourism focuses on community-based tourism management. From this statement, the concept of ecotourism must include the role of local communities, including their ability to manage developed tourist sites effectively. Furthermore, ecotourism can be defined as the integration of conservation and tourism, where the revenue generated is used to preserve the environment and support the socio-economic development of its people (Herman & Supriadi, 2017). In addition to empowering the community's economic development, the concept of ecotourism is intended to protect the natural environment from erosion by the industrial-based economic sector.

The development of ecotourism based on *the green economy* aligns with the goals of sustainable development, which aim to meet the needs of the current generation without sacrificing those of future generations. In Indonesia's economic transformation strategy, *the Green Economy* aims to achieve high, inclusive economic growth while maintaining social welfare and environmental quality (Diputra, 2024, p. 183). Sustainable tourism is needed so it does not quickly die out, competing with other tourism activities in this day and age, which are increasingly numerous across various regions. In another definition, the Green Economy from the United Nations Environment Programme (UNEP) can be summarized as a low-carbon economy (that does not produce environmental emissions or pollution), that conserves natural resources, and that is socially just (Asrudi & Puspa, 2021).

In the concept of *green economy*, all activities including the development of ecotourism packages based on *the green economy*, the entire flow of activities from planning to execution of tourism activities must focus on the welfare of the surrounding community and also reduce the adverse impact of human activities as expressed by Lumbanraja, that the green economy is an economic system that involves the entire process from production, distribution to consumption with a focus on sustainability to create community welfare and equality accompanied by reducing adverse impacts on the environment and ecological damage (Lumbanraja & Lumbanraja, 2023). Therefore, to develop ecotourism packages based on *the green economy*, they need to be aligned with the green economy indicators so that the desired ecotourism packages can be right on target. The main indicator pillars in implementing the green economy are: emissions and pollution reduction, green jobs, financial and ecological sustainability, and biodiversity conservation (Wishanesta, 2024).

## **METHODS**

The research is located in Cirebon City. In this study, the focus will be on RW 08 Merbabu Asih, Larangan Village, Harjamukti District, Cirebon City. (Non-Governmental Groups Secerah Morning). This research is a follow-up to the previous study conducted from October 2024 to March 2025. The author's previous research focused on the development of ecotourism packages in that area. The focus is on the development of green economy-based ecotourism packages, starting from March 2025 to October 2025. with activities including: Field preparation, field observation (Data Collection), data processing/data analysis, and report writing.

This research is focused on developing ecotourism packages in ProKlim Village, RW 08 Merbabu Asih, Larangan District, Cirebon City. This research uses a qualitative design, focusing on the development of green economy-based tourism packages that can be implemented in RW 08 Merbabu Asih, Larangan District, Cirebon Regency. According to Patilima (2005), in qualitative research, researchers try to understand social phenomena by differentiating, comparing, imitating, cataloging, and grouping the objects of study, which is carried out gradually. In addition, qualitative research can provide rich, in-depth descriptions and explanations, especially of processes in local contexts. According to Natsir (1998), the descriptive method can be interpreted as a method of examining the status of a group of people, an object, a situation, a system of thought, or a class of events in the present. By using descriptive qualitative method, this research is expected to be able to understand the phenomena in the present day that are in nature by research objects such as human groups in terms of behavior, perception, motivation, or other actions, so that it can be concluded that the elements related to the development of ecotourism packages in Proklm Villages in a Region can be deduced. Thus, this research will not only provide an overview and explanation of the data obtained but also interpret them.

### **Data Collection Sources and Techniques**

The data sources in this study are primary data and secondary data. Primary data is data obtained firsthand by researchers, immediately and directly. Primary data were collected through interviews to address the research problems. Primary data were collected through interviews to address the research problems. The selection of resource persons was conducted using purposive and snowball sampling methods. Using this purposive sampling method will make it easier for researchers to select respondents to be used as samples because they can choose respondents more specifically in the sampling process (Sekaran, U., & Bougie, 2016).

Meanwhile, snowball sampling is a sampling technique that uses data sources initially comprising primary and secondary data. Primary data is information obtained from primary sources, namely, informants and resource persons. Secondary data is information obtained not directly from sources but from third parties (Wardiyanta, 2010).

Primary data were obtained through observations and related informants, including Secerah Pagi Non-Governmental Organizations as Key Informants and Supporting Informants such as the Government, Academics, the Community, Entrepreneurs/Businesses, and Actors. Media. Primary data was obtained using three data collection techniques, namely. (1) Observation; (2) *In-depth interviews*; and finally (3) Literature Studies. The secondary data used in this study is supporting data that strengthens the primary data. Secondary data can be obtained from literature, policy studies, and government institutions. Literature reviews are conducted to identify common goals for Proklim village tourism programs and packages, drawing on previous research. Data on policy studies can be based on Article 70 of Law Number 32 of 2009 of the Republic of Indonesia concerning Environmental Protection and Management. Secondary data from government institutions can be obtained from the Cirebon City government, namely (1) the Cirebon City Regional Development Master Plan; (2) the Regional Spatial Plan (RTRW) of Cirebon City; (3) the Administrative Map; and (4) the Profile of Non-Governmental Organizations as Bright as Morning.

**Indicators in Research**

In this study, the development of ecotourism packages based on the green economy of Climate Villages (Proklim) in Larangan Village, Harjamukti District, Cirebon City will be researched. Based on the formulation of the problem, the researcher will reduce it to indicators to make it easier to compile questions for the questionnaires.

**Table 2. Research Indicators**

<b>Indicators of the Flow of Tour Package Making</b> (Levyda et al., p. 90)	<b>Green Economy Indicators</b> (Wishanesta, 2024)
Market research	Emission and pollution reduction
Determination of tourist destinations	Green Jobs
Contract creation	Financial and ecological sustainability,
Cost calculation	Biodiversity conservation
Brochure creation	
Ticket creation and travel flow	

## **RESULTS AND DISCUSSION**

### **Preparation and Development of the Making of Ecotourism Packages for Merbabu Asih Proiklim Village, Cirebon City**

The program consists of three main phases, implemented in stages, each with a clear, measurable annual output target. Phase 1: Basic Preparation and Development (Year 1)

**Objective:** Initial study and survey of tourism potential in Larangan Village, including RW 08 Merbabu Asih.

#### **Main Activities:**

1. Identification of stakeholders and the formation of work teams (governments, NGOs, local communities).
2. Mapping of tourist locations and educational points related to climate and environment.
3. Determination of a pro-climate tourism package framework with stakeholders.
4. Preparation of environmental education materials and the creation of pro-climate tourism modules.
5. Creation of basic tourism infrastructure (tourist routes, information boards, educational spots)
6. Training of local tour guides on climate change and guiding techniques.
7. Procurement of initial equipment (plant seeds, planting tools, sorted garbage cans).
8. Testing of tour packages internally (route trials and educational materials).
9. Preparation of SOPs for pro-climate tourism operations.
10. Evaluation of test results, improvement of tour packages based on feedback.

#### **Milestones (Year 1 Outer):**

1. Map of the Pro-klim Village Tourism Trail
2. Reports on tourism development potential.
3. Basic plan for the development of Pro-Climate Village tourism. Strengthening relationships with local government partners and related industries.

#### **Phase 2: Implementation and Improvement (Year 2)**

**Objective:** To carry out mangrove conservation and rehabilitation actions in critical areas that have been identified, as well as to initiate the integration of the ecotourism concept.

#### **Main Activities:**

1. The official launch of a pro-climate tour package with a limited scale (soft launch).

2. Initial marketing of tour packages through social media and community networks.
3. Implementation of regular tourism with continuous evaluation
4. Strengthening the promotion of tour packages, including website creation and cooperation with travel agents.
5. Addition of educational materials and diversification of activities (e.g., composting and tree planting training).
6. Procurement of additional facilities such as homestays or rest areas for tourists.
7. The second mid-year evaluation with internal parties and stakeholders.
8. Preparation of reports and documentation of the results of activities for the first year.
9. Team capacity building, including advanced training and tour guide certification.
10. Development of alternative tourism packages related to pro-climate, such as environmentally friendly culinary tourism.
11. Improvement of tourist facilities and infrastructure (for example, educational places with interactive props).
12. Expansion of promotional networks by including packages to national tourism platforms.

#### **Milestones (External Year 2):**

1. Tour Package Promotion and Publication
2. Documentation Reports and Activity Reports for Testimonials
3. Creation of Tour Package Brochures
4. Website Creation

#### **Mechanism for the Implementation of the Ecotourism Package Program for Merbabu Asih Proiklim Village, Cirebon City**

In market research activities, tour packages are based on the characteristics of the target market, for example, domestic tourists who can consist of agencies and school children, usually choose tour packages with a duration of 1-2 days. Travel periods are usually during long holidays or weekends, or a single visit for those who make a short weekday visit. This type of tourist is given incentive tour packages that are specially arranged according to the requests of the incentive group, as well as the number of places or spots visited in the ProKlim village, combined with selling seminars, exciting games, and the presentation of local specialties. As for foreign tourists, you can choose a tour package with a duration of 1-2 days with ProKlim village visit programs, such as soldering seminars, games, or exciting games, serving local

specialties, as well as typical souvenirs of residents, such as diversity batik by housewives in ProKlim RW 08 Merbabu Asih village, or other souvenirs typical of foreign communities.

In determining tourist destinations, ProKlim RW 08 Merbabu Asih village offers several destinations to visit, both in terms of the natural environment and the social environment, such as plants planted by residents along the road and around their homes, biopore holes, waste bank management, and others. As for the social environment, there are several houses of worship, such as mosques, temples, and churches, which symbolize the diversity of life in the village of ProKlim RW 08 Merbabu Asih.

The contract was made in collaboration between the tourism manager of ProKlim RW 08 Merbabu Asih village and investors who invested capital or provided infrastructure assistance in the area. According to information from Mr. Agus, as the chairman of RW 08 Merbabu Asih, as well as the supervisor of the ProKlim RW 08 Merbabu Asih village, Pertamina has entered to provide some assistance.

Calculation of costs, looking at what costs are needed to provide adequate infrastructure or in the development of human resources in the management of ProKlim RW 08 Merbabu Asih village, as well as planning costs that will be included in income from the management of ProKlim RW 08 Merbabu Asih village such as entrance ticket fees and income costs from the sale of small food or catering to the local community, as well as income from the sale of handicrafts made by the local community.

The creation of brochures is critical for promotion, so that the ProKlim RW 08 Merbabu Asih village is better known by the community today. Brochures are created both online and in physical form. The brochure contains information on the advantages of tourist destinations in ProKlim RW 08 Merbabu Asih village, as well as the costs of tour packages available to prospective tourists.

As a condition for entering the tourist destination of ProKlim RW 08 Merbabu Asih village, an entrance ticket must be purchased at the set price. In addition, it is necessary to establish a travel flow for tourist visits to the village of ProKlim RW 08 Merbabu Asih, so that visits to several tourist attractions can be conducted regularly.

## **Ecotourism Package for Kampung Pro Climate**

### **Day Tour Package**

Activities:

09.00 – 10.00: Eco-Friendly Village Tour: Visit residents' houses with solar panels and self-service waste treatment systems.

10.00 – 12.00 Harvesting and Cooking Organic Food: Tourists are invited to harvest organic vegetables in the residents' gardens and cook together with local ingredients.

12.00 – 13.00 Rest and Eat Together Organic Food

13.00 – 15.00 Recycling Workshop: Learn to make recycled products from used materials such as plastic or glass.

Facilities: Tour guide, workshop equipment, lunch. : Price: IDR 150,000 per person

### **Tour Package 2 Days 1 Night**

#### **Day 1: Nature and Culture Exploration**

\*08:00 - 09:00:\* Arrival at the Pro Climate Village. Welcome by a local guide.

A brief explanation of the pro-climate village program.

\*09:00 - 12:00:\* Trekking around the village, along the trekking trail with a guide.

Observing biodiversity and conservation efforts.

\*12:00 - 13:00:\* Lunch

Enjoy local dishes with organic ingredients.

\*13:00 - 15:00:\* Sustainable Agriculture Workshop Learn about eco-friendly farming techniques. Hands-on practice in the garden.

\*15:00 - 17:00:\* Visit to the Local Community Interaction with the villagers.

Understand local traditions and culture.

\*17:00 - 18:00:\* Workshop session on making crafts from waste:

Making unique crafts from waste paper, plastic, and other unused materials

\*18:00 - 19:00:\* Dinner Enjoy typical village dishes.

\*19:00 - 21:00:\* Art and Culture Show

Watch traditional dance and music performances.

#### **Day 2: Conservation and Environmental Awareness**

\*07:00 - 08:00:\* Breakfast. Enjoy breakfast with local ingredients.

\*08:00 - 10:00:\* Tree Planting Activity Participation in tree planting activities. Knowing the importance of reforestation.

\*10:00 - 12:00:\* Visit to Water Resources and Their Management Understand the importance of water resource management.

\*12:00 - 13:00:\* Lunch Enjoy local dishes.

\*13:00 - 15:00:\* Renewable Energy Training

Understand the renewable energy technology used by the village.

\*15:00 - 16:00:\* Closing and Distribution of Certificates Distribution of certificates of participation in pro-climate activities

\*16:00:\* Farewell Back to the starting point.

#### Package Pricing

\*Adult:\* IDR 500,000/person

\*Children:\* IDR 250,000/person

#### Facilities

Accommodation in a local homestay.

Eat 3x a day.

Professional tour guide.

Equipment for workshops.

#### Notes

Participants are advised to bring comfortable clothes and trekking shoes.

The program can be adjusted to the number of participants and special needs.

With this package, visitors not only enjoy the beauty of nature but also gain insight into the importance of protecting the environment and contributing to pro-climate programs.

#### **Incentive Tour Packages for Domestic Markets:**

Visit (1) To the village hall to welcome tourists and provide material about what a ProKlim village (Pro Climate) is, especially those living in the ProKlim village RW 08 Merbabu Asih.

Visit (2): Accompanied by a guide to see various plants in the ProKlim RW 08 Merbabu Asih village area, including biopore holes, waste management, and others. At the same time, we also see how the community takes care of these plants. Visit (3): Visit several places of worship, such as Pura Agung Jati Permana, a Hindu worship building, and Wreda building, a Christian place of worship. Meanwhile, there is also the Masjid As-Salam, and not far from there stands the Bodhi Sejati Temple, a place of worship for Buddhists.

Visit (4): Enjoy typical dishes from the local community, as well as see the handicrafts of the local community, as a result of waste management. Here, tourists can also see the diversity of batik, which can also be bought as souvenirs.

#### **Incentive Tour Packages for Foreign Markets:**

Visit (1) To the village hall to welcome foreign tourists and provide material on what the ProKlim (Pro Klim) village is, especially those driven in the ProKlim RW 08 Merbabu Asih

village.

Visit (2): Accompanied by a guide to see various plants in the ProKlim RW 08 Merbabu Asih village area, including biopore holes, waste management, and others. At the same time, we also see how the community manages its environment. Visit (3): Visit several places of worship, including Pura Agung Jati Permana, a Hindu worship building; Wreda building, owned by Christians; As-Salam Mosque, owned by Muslims; and Bodhi Sejati Vihara, a place of worship for Buddhists.

Visit (4): See the performance of art, especially Cirebon art or local art displayed by the people of ProKlim RW 08 Merbabu Asih village. Visit (5): Enjoy typical dishes from the local community, as well as see the handicrafts of the local community, as a result of waste management. Here, tourists can also see the diversity of batik, which can also be bought as souvenirs.

Some of these packages can be arranged for more than one day, depending on the requests of prospective tourists who will visit the ProKlim RW 08 Merbabu Asih village.

#### **The outputs that will be obtained are:**

1. Knowing the social, economic, and cultural profile of the community in RW 08 Merbabu Asih, Larangan, Harjamukti, Cirebon City.
2. Get a New Tour Package for Proklam RW 08 Merbabu Asih, Larangan, Harjamukti, Cirebon City.

#### **CONCLUSION**

The discussion of the research consists of two parts: first, an explanation of the preparation mechanism for the development of ecotourism packages in Pro-Klim Villages; and second, a mechanism for implementing green-economy-based ecotourism package programs in Pro-Klim Villages.

1. The preparation mechanism for this program consists of three main phases that are implemented in stages, each with a clear and measurable annual output target.
2. Market research activities, determination of tourist destinations, contract making, cost calculation, promotion brochure making, ticket making and ticket price determination, As well as the creation of a rundown of ecotourism packages accompanied by infrastructure facilities enjoyed by tourists in each tour package.

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