

TESIS

**EXPLORING ALTERNATIVE RURAL TOURISM
SUSTAINABILITY STRATEGIES BASED ON GSTC
DESTINATION CRITERIA**

**CASE STUDIES: ZHENTOUSHAN AGRICULTURE LEISURE
AREA, TAIWAN AND PANCOH ECOTOURISM VILLAGE,
INDONESIA**



**Eva Gabriella
235419705**

**PROGRAM STUDI ARSITEKTUR PROGRAM MAGISTER
DEPARTEMEN ARSITEKTUR
FAKULTAS TEKNIK
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-以台灣枕頭山農業休閒區與印尼 Pancoh 生態旅遊村為例

Exploring Alternative Rural Tourism Sustainability Strategies Based
on GSTC Destination Criteria

Case Studies: Zhentoushan Agriculture Leisure Area, Taiwan and
Pancoh Ecotourism Village, Indonesia

研究生：童慧瑩

Graduate Student: Eva Gabriella

指導教授：

郭維倫 博士

Khaerunnisa 博士

Anna Pudianti 博士

Advisor:

Wei-Lun Kuo, Ph.D.

Khaerunnisa, Ph.D.

Dr. Anna Pudianti

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國立宜蘭大學碩士學位論文

指導教授推薦函

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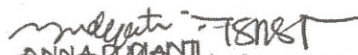
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Leisure Area, Taiwan and Pancoh Ecotourism Village, Indonesia

係由本人指導撰述，同意提付審查。

指導教授


ANNA PUDIARTI KHAERUNNISA (簽章)



系所主管


何武璋

(簽章)

中華民國114年6月18日

國立宜蘭大學碩士學位論文

口試委員會審定書

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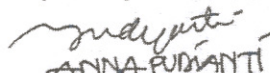
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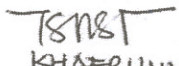
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ANNA PURNANTI

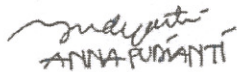

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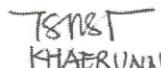
郭建慧

張以新

郭羅倫

指導教授


ANNA PURNANTI


KHAERUNNISA

郭羅倫

中華民國114年6月18日



FAKULTAS TEKNIK

UNIVERSITAS ATMA JAYA YOGYAKARTA
PROGRAM STUDI MAGISTER ARSITEKTUR

PERSETUJUAN TESIS

Nama	Eva Gabriella
Nomor Mahasiswa	235419705
Konsentrasi	Heritage, Culture, and Tourism in Architecture
Judul Tesis	Exploring Alternative Rural Tourism Sustainability Strategies Based on GSTC Destination Criteria Case Studies: Zhentoushan Agriculture Leisure Area, Taiwan and Pancoh Ecotourism Village, Indonesia

Dosen Pembimbing

Tanggal

Tanda Tangan

1. Khaerunnisa S.T., M.Eng, Ph.D

06 Mei, 2024

2. Dr. Ir. Anna Pudianti, M. Sc

06 Mei, 2024

3. Wei-Lun KUO, Ph.D

06 Mei, 2024

Wei-Lun Kuo



FAKULTAS TEKNIK

UNIVERSITAS ATMA JAYA YOGYAKARTA
PROGRAM STUDI MAGISTER ARSITEKTUR

PENGESAHAN TESIS

Nama	Eva Gabriella
Nomor Mahasiswa	235419705
Konsentrasi	Heritage, Culture, and Tourism in Architecture
Judul Proposal Tesis	Exploring Alternative Rural Tourism Sustainability Strategies Based on GSTC Destination Criteria Case Studies: Zhentoushan Agriculture Leisure Area, Taiwan and Pancoh Ecotourism Village, Indonesia

Dosen Penguji	Tanggal	Tanda Tangan
1. Khaerunnisa S.T., MEng, PhD	10 Juli, 2025	
2. Dr Ir. Anna Pudianti, MSc	10 Juli, 2025	
3. Wei-Lun KUO, Ph.D	10 Juli, 2025	 Wei-Lun Kuo
4. Dr Vincentia Reni Vitasurya, ST., MT.	10 Juli, 2025	

Mengetahui,

Ketua Program Studi Magister Arsitektur



Khaerunnisa S.T., MEng, PhD

LEMBAR PERNYATAAN PLAGIASI

Yang bertanda tangan di bawah ini, saya:

Nama : Eva Gabriella

NPM : 235419705

Dengan sungguh-sungguhnya dan atas kesadaran sendiri, menyatakan bahwa:

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Eva Gabriella

SURAT PERNYATAAN TIDAK TERBIT JURNAL

Yang bertanda tangan di bawah ini, saya:

Nama : Khaerunnisa S.T., M.Eng., Ph.D

NPP : 01.14.873

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Yang membuat pernyataan



Khaerunnisa S.T., M.Eng., Ph.D

ABSTRACT

Tourism has faced challenges recovering after the pandemic, raising concerns about its long-term sustainability. This study aims to evaluate and enhance sustainable tourism practices using the Global Sustainable Tourism Council (GSTC) Destination Criteria, which include four key pillars: sustainable management, socio-economic benefits, cultural preservation, and environmental protection. Two nature-based village tourism destinations were selected as case studies: Pancoh Ecotourism Village in Indonesia and Zhentoushan Agriculture Leisure Area in Taiwan. The research applied a mixed-methods approach, combining direct observation, GSTC-based checklist interviews, mapping of tourism activities, and literature review. Checklist responses were analysed quantitatively, while interview and observational data were examined qualitatively and presented in descriptive narratives.

The comparative analysis shows that both destinations have strengths and limitations across different sustainability aspects. Pancoh demonstrates strong community-based involvement and efforts in maintaining local socio-cultural and environmental values. In contrast, Zhentoushan excels in infrastructure, stakeholder coordination, and environmental regulations supported by private and institutional stakeholders. The findings highlight opportunities for cross-learning and identify strategies to strengthen each destination's sustainability based on the GSTC indicators.

Keywords: Sustainable Tourism, GSTC Criteria, Strategies, Indonesia, Taiwan

PREFACE

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Eva Gabriella

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