

This study examines the competitive position of Moana Sustainable Tours as a company offering ecotourism-themed experience tours in Yogyakarta, Indonesia, amidst the growing dynamics of the tourism industry. This research is motivated by the increasing environmental awareness that has led to an increase in demand for ecotourism among tourists. The purpose of the research is to analyze the internal strengths and external challenges faced by Moana Sustainable Tours, and formulate innovative strategies to maintain and increase its competitive advantage. The research method used was a qualitative case study, where primary data was obtained through interviews with the company's CEO and secondary data was collected from industry reports and academic literature. The analysis was conducted by formulating industry characteristics complemented by key success factors and driving forces, followed by applying the VRIO and SWOT frameworks to evaluate internal resources and external market dynamics. The results of the research provide a comprehensive overview of the opportunities and challenges that exist, and develop strategic recommendations in the form of short and long term solutions that are applicable to business development. This research not only makes an academic contribution to the field of strategic management and ecotourism, but also offers practical guidance for tourism industry players to enhance sustainable growth.

Keywords: Ecotourism, Industry Characteristic, Key Succes Factor, Driving Forces, VRIO, SWOT