

**PENGELOLAAN PARIWISATA BERKELANJUTAN DI OBJEK WISATA  
GEOHERITAGE LAVA BANTAL, KECAMATAN BERBAH,  
KABUPATEN SLEMAN**

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**INTISARI**

Pariwisata berkelanjutan merupakan kunci dalam pengelolaan destinasi wisata yang perlu di implementasikan bagi setiap pengelola dengan harapan pariwisata mampu membuahkan manfaat secara efektif dan memberikan kontribusi yang positif terhadap wilayah. Terutama terkait bagaimana respon pengelola dalam menghadapi era *New Normal* di masa pandemi akibat virus Covid-19 dimana kebijakan dan langkah pengelola penting dalam pengelolaan objek wisata yang melibatkan sejumlah karyawan dan masyarakat, sehingga kerugian dan perubahan dapat diatasi dengan solusi-solusi yang ditawarkan. Penelitian diperlukan agar destinasi wisata mampu menerapkan pariwisata yang harmonis dengan lingkungan, masyarakat, dan budaya setempat sehingga masyarakat akan menerima manfaat dalam jangka panjang.

Adapun tujuan dari penelitian ini adalah: 1) Menganalisis karakteristik objek wisata *Geoheritage* Lava Bantal berdasarkan sejarah Lava Bantal serta kondisi Atraksi, Amenitas, dan Aksesibilitas, 2) Menganalisis kesesuaian implementasi pengelolaan pariwisata berkelanjutan pada objek wisata *Geoheritage* Lava Bantal berdasarkan indikator ISTA, serta 3) Menganalisis respons pengelola *Geoheritage* Lava Bantal terhadap pandemi Covid-19 terkait pengelolaan pariwisata berdasarkan indikator CHSE. Penelitian ini menggunakan metode deskriptif kualitatif. Data yang di kumpulkan berbentuk data kualitatif yang didapat dari hasil wawancara kepada informan kunci, observasi lapangan dan kuesioner kepada wisatawan.

Hasil penelitian menunjukkan bahwa kondisi Atraksi, Amenitas dan Aksesibilitas Objek Wisata Lava Bantal sudah memadai namun masih perlu adanya pengembangan. Hal ini ditunjukkan dengan terpenuhinya beberapa indikator, dimana perlu adanya pengembangan secara kualitas maupun kuantitas karena terdapat potensi terkait atraksi, amenitas dan aksesibilitas di Objek Wisata *Geoheritage* Lava Bantal. Pengelolaan Pariwisata Berkelanjutan belum sepenuhnya sesuai dengan indikator ISTA, terutama pada bagian kelembagaan dan perencanaan. Terdapat respons dari pengelola terkait pengelolaan di masa pandemi Covid-19 terutama pada pembatasan wisatawan, namun secara keseluruhan respon pengelola masih lemah terutama pada kelengkapan fasilitas dan sumber daya manusia. Ulasan mengenai aspek pengelolaan berkelanjutan berdasarkan indikator ISTA serta CHSE tersebut dapat dijadikan informasi dalam pengelolaan pariwisata berkelanjutan.

Kata Kunci: Berkelanjutan, Pengelolaan Pariwisata, Geografi, Covid-19

***SUSTAINABLE TOURISM MANAGEMENT IN TOURIST DESTINATION  
GEOHERITAGE LAVA BANTAL, BERBAH DISTRICT, SLEMAN  
REGENCY***

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***ABSTRACT***

*Sustainable tourism is the key to manage tourism destination and need to be implemented for each management so tourist destinations can produce benefits and make positive contributions to the region. Especially the management response to the new normal era during pandemic Covid-19, where Policies and actions taken by management including employees and publics are important in order to minimize impacts and changes. Study regarding to sustainable tourism management at Geoheritage Lava Bantal tourist is able to implement harmony with the environment, local society, and also local culture so the local society can produce long-term benefits.*

*This study aimed to: 1) analyse the characteristics of Lava Bantal Geoheritage tourist attraction based on lava bantal history also the attraction, amenity, and accessibility condition, 2) analyse the suitability of the implementation of sustainable tourism management at the Lava Bantal Geoheritage tourist attraction based on ISTA indicators, and 3) analyse the responses of the Lava Bantal Geoheritage tourist attraction management to pandemic Covid-19 related to tourism management based on CHSE indicators. This study used a descriptive qualitative method. The data were collected by interview with the key informant, field observation, and questionnaire that were distributed to the visitors.*

*The results of this study showed that attraction, amenity, and accessibility of Geoheritage Lava Bantal tourist attraction already adequate but still need to be developed. That were indicated by several indicators both in quality and quantity that still not fulfilled yet, because there were potentials related to attraction, amenity, and accessibility at Geoheritage Lava Bantal tourist attraction. Sustainable tourism management was still not suitable according to ISTA indicators, especially in the institutional and planning indicator. There was also response from the management regarding to pandemic Covid-19 especially in visitor restriction, but overall the sustainable tourism management was still weak, especially in the facility and human resource. On the other hand, reviews related to the aspects of sustainable management based on ISTA and CHSE indicators can be used as information in managing and developing sustainable tourism management.*

***Keyword:*** *sustainable, tourism management, geography, Covid-19.*