

PENGELOLAAN SATO LOKA SEBAGAI TAMAN EDUKASI SATWA DI YOGYAKARTA PASCA PANDEMI COVID-19

Diajukan Oleh :

Fatikha Hanun Oktafiani Putri

173382

ABSTRACT

Tourism is one of the important sectors that are favored in an effort to ensure the welfare of society after the agricultural and maritime sectors. At this time the development of the tourism sector is running very fast, therefore the tourism sector must be managed appropriately and wisely. Natural and cultural wealth is one of the most important components in the tourism sector in Indonesia.

Educational tourism is one of the tourism sectors with an attractive interest that is quite attractive to tourists, especially children. Educational tourism after the post-Covid19 pandemic is expected to continue to have high interest while still paying attention to the implementation of health protocols.

This type of research that the writer takes is qualitative research. Qualitative is the derivative of quality. Qualitative is the opposite of quantity which refers to the amount or amount of something in a particular object. As well as using a SWOT analysis to evaluate the internal and external environment in the study.

The purpose of this study was to determine the management of Sato Loka before and after the COVID19 pandemic, as well as to find out the development of Sato Loka after the Covid19 pandemic and the management strategies of Sato Loka after the Covid19 pandemic.

The implementation of strict health protocols is an important key in organizing tourism activities after the Covid19 pandemic. Tourists are expected to obey and can be invited to cooperate in implementing this health protocol for mutual security in tourism activities that will run again later.

Keywords: Sato Loka, Animal Education Park, Yogyakarta, Education.