



# COVID-19 Pandemic as a Trigger for Quality Tourism in Yogyakarta, Indonesia (Case Study in Moana Bike Tour Nanggulan)

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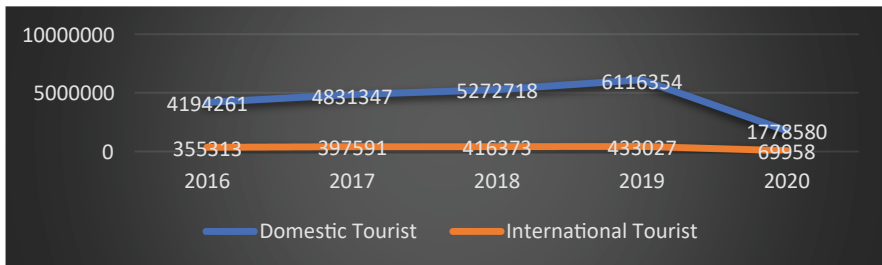
**Abstract.** Tourism is a backbone for Yogyakarta's economy. However, the COVID-19 pandemic has a negative impact on the tourism industry due to mobility restriction as a precautionary measure to prevent the spread of COVID-19. On the other hand, the COVID-19 pandemic encourages the presence of quality tourism that meets COVID-19 health protocol standards. Besides, a study shows that there is a shift in the trend of tourists who want experience-based tourism activities in small groups due to COVID-19 pandemic. The aim of this research is identifying and analyzing quality tourism indicators using sustainable tourism approaches performed by Moana Bike Tour. Combined research approaches are chosen because of different data collection methods and analysis, with quantitative approach is through questionnaire to the Moana's customers and qualitative approach is through in-depth interview and field observation. Results of this research are quantitative indicators are used to measure the satisfaction of Moana's customers, while qualitative indicators are used to see sustainable tourism aspects in Moana Bike Tour packages. Almost all quantitative indicators show that Moana Bike Tour's services could fulfill the satisfaction of its customers. On the other hand, qualitative indicators are showing the efforts made by Moana Bike Tour to achieve the sustainable tourism aspects. It is found that quality tourism could be achieved with sustainable tourism approaches.

**Keywords:** Quality tourism · COVID-19 Pandemic · Sustainable Tourism

## 1 Introduction

Tourism is the backbone of Yogyakarta's economy. Based on tourism statistics data from the tourism office of the Special Region of Yogyakarta (DIY), taxes from the tourism sector contributed IDR 82.5 billion or 13.6% of the total regional revenue in 2019 and IDR 31.6 billion or 11.1% in 2020. This percentage is the second largest tax contributor following land and building tax in the first position, which is more than 80% of the regional revenue. However, the COVID-19 pandemic has greatly affected tourism in the world, including in DIY. Tourism statistics data show a decline in tourist arrivals both domestic and foreign due to the COVID-19 pandemic (Table 1).

**Table 1.** Data of domestic and international tourist visits to the Special Region of Yogyakarta Province in 2016–2020



Source: Tourism Statistic Data, Tourism Office of Special Region of Yogyakarta Province

Varzaru et al. (2021) stated that the COVID-19 pandemic poses challenges for the tourism industry as tourism demand is affected because of domestic and international mobility restrictions. Furthermore, Varzaru et al. stated that the COVID-19 pandemic has created a domino effect and disrupted the tourism industry at the system level [1]. As an effort to restore tourism and economy in DIY after the COVID-19 pandemic, improving the quality of tourism is one way that tourism businesses in Yogyakarta can take. According to Gilmore (2017), quality tourism is a tourism concept that contrasts with quantity tourism, in which managers do not only think about the number of tourists who come but also about how tourists are impressed and spend a long period on-site so that tourist spending increases [2]. The WTO (2017) stated that quality tourism is the result of the process of satisfying the needs of tourism products and services at a price paid and it involves aspects of transparency, ethics, and respect for humans, nature, and the environment [3]. Arida (2018) stated that quality tourism can provide benefits to the regional economy, society socially and culturally, and the environment. This is in line with the concept of sustainable tourism [4]. Furthermore, UNEP and UNWTO referred sustainable tourism to environment, economy, and socio-cultural tourism development, and these three dimensions must be established in balance to ensure long-term sustainability. [5]. According to Pramadika and Akbar (2021), the benefits of implementing quality tourism include increasing customer loyalty, creating profits, improving the quality of life for residents, and encouraging the stability of the tourism industry. Pramadika and Akbar also mentioned quality tourism indicators that can be applied to a tourism destination, namely tourist satisfaction, tourism industry satisfaction, the improvement of quality of life of local communities, and the improvement of environmental quality. [6].

Research conducted by Kusumaningrum and Wachyuni (2020) showed that COVID-19 pandemic has shifted the tourism trend from mass tourism to private tourism. Specifically, the COVID-19 pandemic has given rise to the explorer and drifter tourist’ typology. These tourists tend to travel in individuals or small groups and choosing natural destination to minimize the risk of contracting COVID-19. Besides, they expect a trip that provides a new experience. [7].

This research aimed to identify and analyze the quality tourism indicators by using the sustainable tourism approach performed by Moana Bike Tour. Moana Bike Tour is

one of the biking tour operators in Yogyakarta. It has the tagline “Sustainable Bicycle Tour”. Moana Bike Tour packages run in private groups. Along the bike tour, Moana Bike Tour provides indigenous snacks and does not use single-use plastic stuff. These are the consideration to choose Moana Bike Tour as a case study for this paper.

## 2 Research Method

This research applied a combined approach, that is applying quantitative and qualitative approaches with similar weight. According to Mulyadi (2011), this kind of approach requires the researcher to perform qualitative and quantitative designs together simultaneously. Data collection for a quantitative design is performed with a questionnaire, while data collection for qualitative design is performed with interviews and field observation [8]. In this research, there are four indicators of quality tourism according to Akbar and Pramadika (2021). These indicators are tourist satisfaction, tourism industry satisfaction, improvement of people’s quality of life, and improvement of environmental quality [5]. For tourist satisfaction and tourism industry satisfaction indicators, data collection is performed with a questionnaire. On the other hand, data collection for improvement of people’s quality of life and environmental quality indicators are performed with interviews and field observation. The location of this research is in Nanggulan District, Kulonprogo Regency, Yogyakarta, Indonesia. According to Moana’s customer data, the Nanggulan tour package is the best seller package among others. In addition, the Nanggulan tour package has significant examples of sustainable tourism values along the tour (Table 2).

Parameters in tourist satisfaction indicators according to Tjiptono (2012) include conformity with tourist expectations, interest in using Moana Bike Tour services again, and willingness to recommend Moana Bike Tour to others [9]. Since Moana Bike Tour is a part of the tourism industry in Yogyakarta, so the parameters of tourism industry satisfaction are using components of tourism product quality according to Medlik and Middleton (1973) in Cholik (2017). Those parameters are attraction, facility, accessibility, image, and price [10]. All indicators are in one questionnaire given to respondents. The questionnaire answers use a 7-scale Likert scale, with 1 for being ‘strongly disagree’ and 7 for being ‘strongly agree’. The respondents are selected with purposive sampling,

**Table 2.** Moana Bike Tour’s packages and monthly pax

<b>Packages</b>	<b>Monthly Pax</b>
<b>Nanggulan smart cycling tour</b>	20
<b>Nanggulan fun cycling</b>	35
<b>Nanggulan passionate route</b>	15
<b>The royal route</b>	12
<b>Hidden gems of Jogja</b>	8
<b>Silent story borobudur</b>	10

Source: Moana Bike Tour’s data

with the criteria that they have visited Yogyakarta more than once and have used Moana Bike Tour’s service. The respondents are Moana Bike Tour’s customers, whether they have used Moana Bike Tour’s services before or just used Moana Bike Tour’s services. According to Moana’s data, the average of customers per month is 100 pax. The number of respondents is calculated using the Slovin Formula with a 5% margin of error. In this formula, n is the number of respondents, N is the total population, and e is the margin of error.

$$n = \frac{N}{1 + (N \times e^2)}$$

$$n = \frac{100}{1 + (100 \times 0.0025)}$$

$$n = 80$$

It is known that the number of respondents from the calculation of the Slovin formula is 80 respondents. However, due to the limited research time (especially because this research is conducted during Islamic Month of Ramadan which is a low-season tourism period), the selected respondents are 30 assuming that respondents are individuals or representative of a tourist group. Results from the questionnaire are then calculated with a mean formula to find the average value of the answers. In this formula,  $\bar{x}$  is the mean value,  $x_1$  is the data series, and  $f_1$  is the frequency of the data.

$$\bar{x} = \frac{\sum x_1 \times f_1}{\sum f_1}$$

The researcher focuses on the parameters of improving the quality of life of the community through the direct impact felt by MSMEs (Micro, Small, and Medium Enterprises) which become Moana’s partners in Nanggulan. Those MSMEs are *jamu* (Javanese herbal drink) producers, velvet bean *tempeh* makers, and brown sugar sellers. While on environmental quality improvement parameters, the researcher focuses on the policies made by Moana Bike Tour in their tour packages related to the environment.

### 3 Moana Bike Tour’s Profile

Moana Bike Tour was established in July 2019 by Anita Briana Dewi. Moana Bike Tour was founded to answer the lack of public transportation problems to reach tourist attractions in Yogyakarta. The bicycle tour is chosen because it is the easiest way to reach tourist attractions in Yogyakarta through any kind of road. In addition, bicycles are an inexpensive means of transportation, can be used by everyone, and are environmentally friendly. At first, Moana’s market segment was foreign tourists only. However, when the COVID-19 pandemic was spreading around the world and foreign travel was banned by many countries in the world, Moana Bike Tour finally shifted its market segment to domestic tourists. Coincidentally, the cycling trend during the COVID-19 pandemic for Indonesians has become leverage for Moana Bike Tour. Table 3 shows the increasing number of customers in Moana Bike Tour from 2019 to 2022.

**Table 3.** Moana Bike Tour’s customers per year

Year	Number of Customers (pax)
2019 (established in June)	41
2020	132
2021	707
2022 (as of June)	795

Source: Moana Bike Tour’s data

The name of Moana itself is inspired by the philosophy of ocean. The ocean always gives benefits to humans and environment day by day even though humans are polluting the ocean with waste. In addition, Moana values are explained by their abbreviation, that is Meaningful, Original, Adventurous, Nature-lover, and Authentic. Based on those inspirations and values, Moana chooses the sustainable tourism approach so that Moana can provide benefits to society, environment, and economy.

## 4 Results

### 4.1 Tourist Satisfaction

As stated in the method section, the number of respondents for this research is 30 persons. Most of the respondents are coming from Jakarta (53%), 20% from Jakarta Greater Area (such as Bogor, Depok, Tangerang, and Bekasi), 10% from Bandung, and the rest are from various cities in Indonesia. The education background of respondents is bachelor’s (53%), master’s (26%), and diplomas (21%). 57% of respondents have a salary range of more than 10 million rupiahs per month, while 33% of respondents have a salary range of around 5 million rupiahs to 10 million rupiahs, and 10% of respondents have a salary range of around 2 million rupiahs to 5 million rupiahs. 40% of respondents have visited Yogyakarta around 2 to 5 times, 17% of respondents have visited Yogyakarta around 6 to 10 times, and 43% of respondents have visited Yogyakarta more than 10 times.

In conformity to the tourist expectation parameter, Table 4 illustrates the average answer values between expectation and reality perceived by respondents.

According to Table 4, most of the pointers’ expectation average answers are higher than reality average answers. Only sustainability values on environment pointer which have reality average answer higher than expected average answer. Meanwhile, the difference between expectation and reality average answers in Moana’s personnel service pointer is very small.

Table 5 is showing the average answer values of interest to reuse Moana Bike Tour’s service.

From the result of Table 5, it is shown that the cause of good benefits is having the highest response average value of 6,53. The lowest responses average value is the cause of sustainability value of 6,33, and the total average answers are 6,42.

**Table 4.** Expectation and reality average answer values

<b>Pointers</b>	<b>Expectation avg. Value</b>	<b>Reality avg. Value</b>
<b>The uniqueness of travel package</b>	6,4	6,3
<b>Sustainability values (environment)</b>	6,33	6,4
<b>Sustainability values (social)</b>	6,7	6,4
<b>Sustainability values (economy)</b>	6,43	6,2
<b>Moana’s personnel services</b>	6,63	6,6
<b>Facilities provided</b>	6,6	6,33
<b>Total average answer</b>	6,52	6,37

Source: Questionnaire answers, compiled by the author

**Table 5.** Interest in using Moana Bike Tour’s service again

<b>Pointers</b>	<b>Responses avg. Value</b>
<b>Because of its good benefits</b>	6,53
<b>Because of sustainability values</b>	6,33
<b>Because of good facilities</b>	6,40
<b>Total average answer</b>	6,42

Source: Questionnaire answers, compiled by the author

**Table 6.** Willingness to recommend Moana Bike Tour to others

<b>Pointers</b>	<b>Responses avg. Value</b>
<b>Because of good facilities</b>	6,60
<b>Because of good personnel services</b>	6,53
<b>Because of its good benefits</b>	6,60
<b>Because of the sustainability values</b>	6,60
<b>Total average answer</b>	6,59

Source: Questionnaire answers, compiled by the author

Table 6 is showing the average answer values of willingness to recommend Moana Bike Tour to other parameters.

**Table 7.** Quality of tourism product

Parameters	Responses avg. Value
Attraction	6,67
Facilities	6,37
Accessibility	6,1
Image	5,8
Price	5,63
Total average answer	6,11
Addition: conclusion of quality tourism provided by Moana Bike Tour	6,5

Source: Questionnaire answers, compiled by the author

According to the results of Table 6, three out of four-pointers have the same response average values of 6,6. Only the cause of good personnel services which have responses average values in 6,53.

**4.2 Quality of Tourism Product**

Table 7 indicates the response average value from the quality of tourism product parameters according to Medlik and Middleton (1973) in Cholik (2017) [10].

Based on the results of Table 7, the highest responses average value is the attraction parameter in 6,67 and the lowest response average value is the price parameter in 5,63. Among all responses’ average values on the questionnaire, the image and price parameters are the only aspects below 6 on the 7 Likert scale.

Apart from the results of the questionnaire according to Table 5, respondents were also given supplementary questions in the attractions, facilities, and accessibility sections. In the attraction section, respondents were asked if they had ever done a bicycle tour or similar activities like what Moana did before. The respondents answering never are counted at 47% and once or twice are 53%. In the facilities section, respondents were asked to choose what kind of facilities they desired to be available on Moana Bike Tour. The results are bikes with safety equipment (90%), a guide (90%), snacks (84%), drinks (71%), and a first aid kit (71%). In the accessibility section, respondents were asked if they know Nanggulan before, and the results are that 40% of respondents do not know Nanggulan at all, and 40% of respondents have known Nanggulan but did not know where it is, and 20% of respondents have visited Nanggulan before. In addition, respondents’ conclusion of quality tourism provided by Moana Bike Tour is having responses average values of 6,5.

**4.3 Improvement of People’s Quality of Life**

There are three MSMEs interviewed in this research, that is *jamu* producer, velvet bean *tempeh* maker, and brown sugar seller.

1. *Jamu* (Javanese herbal drink) Producer

Ms. Endah is a *jamu* producer located in Jatisarone Village. Her product is labeled as *Jamu Jadoel*. Endah started producing *jamu* in 2015. Usually, Endah produces *jamu* every two or three days. But if there is a higher demand, Endah produces *jamu* every day. Each production can be 10–15 bottles in 330 ml size. In addition, Endah is also receiving a request to make *jamu* in a 1-L bottle. The variants of *jamu* she produces include *beras kencur* (galangal with rice extract), *kunir asem* (turmeric with tamarind), *paitan* (literally means bitter, refers from *brotowali* that tastes bitter), cassava leaf, and Curcuma. Among all *jamu* products, *beras kencur* and *kunir asem* are the best-selling products.

The reason why Endah wants to partner with Moana Bike Tour is to increase the product's sales. Before partnering with Moana, the selling is done directly to customers and consign with local markets or shops. In partnering with Moana, Moana Bike Tour is using *jamu jadoel* as a complimentary drink for their customers. In addition, sometimes Moana's customers are buying *jamu jadoel* as gifts. Impacts after partnering with Moana Bike Tour is that there is an increase of the production and selling. Especially when Moana's trip is scheduled, *jamu jadoel's* production increases up to 20 bottles a day. Moana's staff also gives mentoring for packaging and taste improvement. One of the feedback items from Moana's customers is that the customers help Endah to promote *jamu jadoel* on their social media. Another feedback is some customers suggest adding ingredients in *jamu jadoel's* label.

2. Velvet Bean *Tempeh* Maker

Mr. Jais and his wife are velvet bean *tempeh* makers (*tempe benguk* in the local name) located in Jatisarone Village. They started making velvet bean *tempeh* in 2000. Every day, they can process 15 kg of raw velvet beans into 20 kg of packaged *tempeh*. The processing of raw velvet beans takes about three days, from boiling, removing the nutshell by stepping with the foot, to soaking them. After velvet beans are drained, then they are ready to be packaged. Velvet bean *tempeh* is packaged with paper (sometimes it is also added with banana leaf) and yeast is inserted into *tempeh* upon packaging. The yeasting process takes one or two days before it is ready to consume or sold to local markets. Usually, velvet bean *tempeh* is served with *geblek* (fritters made from fried cassava flour).

Mr. Jais and his wife agreed to partner with Moana because they wanted to promote velvet bean *tempeh* since this food is indigenous to Kulonprogo. There is no significant increase in production because they have people who can help them and there is no certainty for selling velvet bean *tempeh* elsewhere. However, they have been already happy to show how velvet bean *tempeh* is produced and let Moana's customers taste the velvet bean *tempeh*. One of the impacts of partnering with Moana Bike Tour is shifting some of the velvet bean *tempeh* selling from local markets to Moana Bike Tour because Moana Bike Tour serves it as a complimentary snack. Some of Moana's customers also want to try making and packaging velvet bean *tempeh* and buy velvet bean *tempeh* as gifts. As feedback, Moana's customers help Mr. Jais promote velvet bean *tempeh* through their social media.

3. Brown Sugar Seller

Mr. Edi is a brown sugar seller located in Pronosutan Village. He started selling brown sugar in 2017. He sells brown sugars from the upper area of Kulonprogo, such as



Girimulyo or Kalibawang. Besides selling brown sugar, Mr. Edi is also selling tea leaves and coffee beans from Menoreh Hills. During a low season tourism period, he sells 20 kg of brown sugar a month. However, in the high season, he could sell 20 kg each week. Mr. Edi also makes a table and stool from a wooden tree trunk.

The reason why Mr. Edi agrees to partner with Moana is to increase sales, especially because Moana Bike Tour uses his *joglo* as Moana's basecamp and bike parking spot. The impact after partnering with Moana is that Moana's customers buy his brown sugars as gifts. Some of Moana's customers also buy his wooden table directly after the trip. Other customers want the brown sugars shipped to their homes, roughly weighing 3 to 5 kg. Also, Moana's customers are liking the rural atmosphere and rice fields while drinking a hot cup of tea or coffee. As feedback, Moana's customers promote brown sugar through their social media.

Apart from these MSMEs, Moana Bike Tour is also committed to limiting its bike ownership in Nanggulan. They own no more than five bikes. If there is a tour package consisting of more than 5 persons, Moana Bike Tour will rent bikes from local rentals around the Pronosutan Village organized by the village's youth organization. It is done because Moana Bike Tour wants to empower local businesses and prevent jealousy from locals.

#### 4.4 Environmental Quality Improvement

Before beginning the trip, Moana Bike Tour informs the customers to bring their tumblers. This aims to reduce the use of single-use plastic bottles. In addition, Moana Bike Tour also provides drink water refills at the base camp. When customers arrived at the basecamp, customers are given eco-string bags made from fabric to store everything they want to carry. It is also to reduce the use of plastic bags. Customers are also informed not to litter around the route and keep their trash until they find a trash bin. At the end of the year, Moana Bike Tour calculates operational carbon emissions generated by Moana's staff per year. After that, Moana's staffs do their responsibilities to reduce their carbon footprint by planting mangroves in partnership with a non-government organization named *Lindungi Hutan* (Protect the Forest), Kulonprogo branch.

Moana Bike Tour also organizes a clean-up tour along with the people around. In this tour, participants are encouraged to pick up trash along the route. After the clean-up tour, Pronosutan villagers are encouraged to provide trash bins near the restaurants or bike rentals around the Pronosutan Village. In addition, Mr. Edi as the chief of Pronosutan Village insists the local village government to not convert rice fields in the Pronosutan Village (especially the fields owned by the government) for other functions. The rice fields along the Pronosutan Village are Pronosutan villagers and Moana Bike Tour's tourist attraction.

Apart from those indicators, Moana Bike Tour also implements the COVID-19 health protocol in every tour package including Nanggulan Tour. Using masks is mandatory for Moana's customers and staff during the tour. Opening the mask is allowed only for drinking or taking a breath in the open space. The bike tour itself has implemented the physical distancing health protocol because this tour is usually done in a small group and one line. Moana Bike Tour provides hand sanitizer in the basecamp, but Moana's customers are advised to bring their hand sanitizer.

## 5 Discussion

According to Kotler and Keller (2016), satisfaction is a person's feeling in the form of pleasure or disappointment and comes from the results of comparing user expectations and the service received. If the customer is satisfied, it means that the service received matches or even exceeds customer expectations. If the customer is dissatisfied, it means that the service received is lower than the customer's expectations [11]. Kotler and Keller's statement is then used as a basis for analyzing the results of the questionnaire.

In Table 3, the total average answer between respondents' expectations and reality values are 6,52 to 6,37. As seen from each pointer, only sustainability values on the environment pointer have higher real value than customers' expectations, that is 6,4 to 6,33. Moana's personnel services have a very slight difference between expectation and reality values, that is 6,63 to 6,6.

Therefore, it can be concluded that Moana's personnel service pointer is almost matched or "satisfied". However, the difference results between expectations and reality from each pointer in conformity of tourist expectation parameter is small, less than 0.5 points.

In Table 4, regarding the parameter of interest to re-order Moana Bike Tour's service, the good benefits cause the pointer to have the highest value against the total average answers. It can be concluded that the benefits give satisfaction to the Moana's customers so that they are encouraged to use Moana Bike Tour's service again. However, the cause of sustainability values that gets the biggest difference from the total average answers is only 0.09 points apart.

In Table 5, from the indicator of willingness to recommend Moana Bike Tour to others, almost every pointer answer exceeds the total average answers. Only the indicator of good personnel service makes the value lower than the total average answers, that is 6,53 to 6,59. It means that almost all pointers are satisfying for Moana's customers, and this fact encourages them to recommend Moana Bike Tour to others.

The quality of tourism products is also measured using the theory of satisfaction by Kotler and Keller [11]. Among all parameters, attraction and facilities have higher values than the total average answers. These two parameters are strengthened with each supplementary question. On the attraction supplementary question, more respondents answer that they had never tried this kind of tourist attraction before (47%), and the rest have tried it once or twice before (53%). It indicates that tourists are curious about bicycle tour services provided by Moana Bike Tour, and Moana Bike Tour has succeeded in presenting interesting tourist attractions. In the facilities, supplementary question, the facilities expected by Moana's customers are bikes with the safety equipment (90%), a guide (90%), snacks (84%), drinks (71%), and first aid kit (71%), and Moana Bike Tour has provided all those facilities in every bike tour packages. Because the desired facilities have been met, then customer satisfaction is fulfilled. The accessibility parameter only has 0.01 points different from the total average answers, so it can be concluded that this parameter is almost matched or "satisfied". The image parameter has 0,31 points lower than the total average answers, while the price parameter has 0,48 points lower than the total average answers. In general, respondents' average answer to conclude the quality tourism provided by Moana Bike Tour is 6,5, meaning that respondents agree or strongly agree if Moana Bike Tour provides a quality tourism service.

The third and fourth indicators of quality tourism, namely improvement of people's quality of life and improvement of environmental quality are reviewed using sustainable tourism aspects. From the results of interviews with the three MSMEs, they are partnering with Moana Bike Tour to increase their product's sales. The impact after partnering with Moana Bike Tour includes shifting the product's selling directly to Moana's customers, either used as complimentary service from Moana Bike Tour or bought for gifts. Although some feedback from Moana's customers to these MSMEs is about product improvement, most of the feedback is about promoting the products on social media. On the other hand, Moana Bike Tour is also partnering with a local youth organization in terms of bike rental, so the locals do not get jealous of Moana Bike Tour. From these explanations, it can be concluded that Moana Bike Tour has made efforts to improve the economic and social aspects of residents.

Regarding environment quality improvement, Moana Bike Tour encourages customers to reduce single-use plastic by providing eco-string bags and bringing their tumblers. Moana Bike Tour also organizes a clean-up tour along the Pronosutan Village to improve the awareness of locals by providing trash bins near restaurants and bike rentals. In addition, the Pronosutan Village Chief also insists the village government not change the function of the rice fields in Pronosutan Village. Furthermore, Moana's staff are paying their carbon footprint responsibility by planting mangroves in partnership with NGO. Thus, it can be concluded that Moana Bike Tour has made efforts to improve the environmental aspect.

## 6 Conclusion

The tourism industry hit by COVID-19 pandemic needs a solution to bounce back, and quality tourism can be one of the solutions. This paper has shown that the indicators of quality tourism are compatible with the aspects of sustainable tourism, so it can be concluded that quality tourism can be carried out with a sustainable tourism approach. In addition, the COVID-19 pandemic also makes the tourists think about doing tourism activities that are beneficial for themselves and the environment. This opportunity was later taken by Moana Bike Tour.

In general, Moana Bike Tour's customers consider that the services provided have met their expectations. They have an interest in reusing Moana's services and are willing to recommend Moana Bike Tour to others because of the good services, good benefits, and the sustainability values carried out by Moana Bike Tour. On the other hand, Moana Bike Tour also strives to implement the sustainability values by partnering with local MSMEs and caring for the environment in every Moana Bike Tour package—in this research, in Nanggulan Tour.

**Further Research.** The finding from this paper shows that quality tourism can be performed with a sustainable tourism approach like Moana Bike Tour. However, the implementation of quality tourism is not limited to a sustainable tourism approach only. In addition, it can also be studied whether a person's background (such as monthly income or education) influences the selection of quality tourism.

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