

## **Gadjah Mada Journal of Tourism Studies**

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Gadjah Mada Journal of Tourism Studies is a scientific tourism journal published periodically by Tourism Studies Program, Faculty of Cultural Sciences, Universitas Gadjah Mada. It publishes research reports, conceptual works, empirical studies, theoretical applications, and book reviews written by academics, researchers, practitioners, policy makers, or tourism enthusiasts in the fields of tourism studies. Gadjah Mada Journal of Tourism Studies receives manuscripts and assesses their qualities through a doubleblind review.

### **Administration Address:**

Tourism Study Program, Faculty of Cultural Sciences, Universitas Gadjah Mada

Jalan Sosio Humaniora, Bulaksumur, Yogyakarta, 55281

Telephone: (0274) 513096, 901134. Fax: (0274) 550451

E-mail: [gamajts.fib@gmail.com](mailto:gamajts.fib@gmail.com)

## EDITORIAL

Tourism has served as and remains a significant driver of national development in many countries. Adopting a critical perspective in the field of tourism studies towards this circumstance will be advantageous for both the tourism sector and academia. The *Gadjah Mada Journal of Tourism Studies* contributes to the broader field of tourism studies, which aims to enhance the prosperity of the worldwide community. The current edition of *Gadjah Mada Journal of Tourism Studies* features the publication of five papers:

1. The study of women's formal participation in the administration of tourism operations at Kebonagung Tourist Village, situated in the Daerah Istimewa Yogyakarta Province's Imogiri, Bantul Regency. The analysis was performed employing the MOA (Motivation, Opportunity, and Ability) participation model. The findings of this study indicate that the level of women's engagement in formal management, as measured by factors such as motivation, opportunity, and aptitude, was significantly low. Additionally, the participation of women in formal management positions was shown to be very limited. The limited involvement of women in formal management persists due to several factors, including a lack of willingness to engage, underused opportunities, and inadequate or insufficient competence.
2. The Glastonbury Festival, renowned as one of the greatest music festivals globally, has come under environmental scrutiny due to its substantial growth. The study evaluates the measures taken to mitigate the environmental impact through the adoption of innovative renewable energy solutions, the implementation of plastic bottle waste management through reduction, reuse, and recycling, and the ongoing efforts to address the emissions that have the greatest contribution to the total emissions, which remains a significant concern for the festival. The Glastonbury Festival's sustainability could be improved by the implementation of additional measures, educational initiatives, and partnerships with environmental organizations.
3. A study aiming to identify the burnout experienced by front office workers at The Phoenix Hotel Yogyakarta during the pandemic. Front office staff are susceptible to burnout because of the frequent and intense face-to-face interactions with guests. They often encounter various stressful situations and face high demands. This study specifically examines the domain of client-related burnout from the Copenhagen Burnout Inventory (CBI), which consists of three domains: personal burnout, work-related burnout, and client-related burnout. This is in line with the fluctuation in the number of hotel guests as a result of the COVID-19 epidemic. There is a correlation between the fluctuation in hotel guest numbers and the burnout experienced by front office workers. The study discovered that front office workers experienced a low score in

client-related burnout, possibly as a result of the decrease in the number of guests during the COVID-19 pandemic.

4. A study of Kawruh Jiwa Ki Ageng Suryomentaram, a psychotherapy practice rooted in the local context of Yogyakarta. It focuses on using human emotions as the foundation for self-reflection and introspection. The objective of this study is to determine the capacity of the subject to function as a wellness tourist destination. The findings of this study suggest that Kawruh Jiwa Psychotherapy has the potential to be established as a novel wellness tourism attraction in Indonesia, drawing upon indigenous expertise. Based on this study, the wellness tourism dimension of Kawruh Jiwa Psychotherapy comprises six characteristics out of a total of seven. These variables are Mind (related to mental activity and education), Body (related to physical fitness), Self Responsibility, Relaxation, Social Contacts, and Environmental Sensitivity.
5. The research on the sustainable endeavour done by Pancoh Ecotourism Village during the COVID-19 pandemic. During the pandemic,

more innovative tourism products are required to embrace the new normal era. Storynomics-based art and cultural tourism packages are examples of creative tourism products that might be created in the context of Pancoh Ecotourism Village. This research employs the Participatory Action Research (PAR) method, with the goal of involving village communities not only as informants, but also as researchers. This study revealed that the PAR method is beneficial for determining the level of community participation in the production of a work plan, particularly for the development of storynomics-based tour packages. PAR, on the other hand, has limitations due to lengthy research periods, fluctuating informant motivation, and the necessity for significant flexibility in terms of time and the ability to interact with informants.

The *Gadjah Mada Journal of Tourism Studies* aims to promote the growth of tourism studies in the framework of scientific production and benefit a wider range of practical areas of the tourism industry by allowing for more critical and in-depth discussion in each article.