



Bali Agro-tourism Development: Integrating a Micro-Scale Business and Natural Conservation

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Abstract

This study aims at presenting the development of agro-tourism in Bali which is advantageous for the tourism industry. The research method carried out by a survey where one of the data is obtained from the distribution of questionnaires. Respondents of 60 from samples of four groups' micro and medium entrepreneurship in some villages. By applying descriptive-qualitative analysis, the collected data both primary and secondary was analyzed properly. The study reveals that firstly, agro-tourism development can enhance the local people welfare as they have activities which create income for daily needs as well save for others. Secondly, the concept of agro-tourism to be developed can result environment conservation. The evidence is the people's endeavor of growing horticultural plants, such as coffee, cocoa, cloves, vanilla, and other compliment plats like ginger, lemon grass, ginseng, cinnamon, spices including the local fruits and vegetable. It can be further suggested that the development of agro-tourism in some villages with their should involve the related stakeholders and its sustainability should always be maintained.

Keywords: *Agro-Tourism; Micro-Scale Business; Conservation; Sustainable Tourism*

Introduction

Tourism business becomes primidone of obtaining one of source of income for a country like Indonesia. Consequently, many countries take the opportunity to maximize their tourism potentials. Treiblmaier (2021) put forward that tourism sector can be useful for economic progress of a national government due to its multiplier effect and make other sectors also alive for lots of activities can be created. Stastna et al (2020), Krogmann (2021), Hardi et al (2021) highlighted tourism industry beneficial to attract escapes of various nationalities as visitors for a tourist destination and it will provide an increasing foreign exchange while it does not cause any harmful environment as it is other industrial sectors usually do.

Systematic tourism, consisting of tourist generating countries or regions from tourists and tourist receiving countries of tourist countries or regions. This is supported by Gazzola et al (2018) which states that power and culture in portrait the mutual relation between host and guest. With this relation in mind a host in villages can develop agro-tourism that can attract visitors where they get satisfaction in visiting it and the host gets advantage of a multiplier effect from its development. Gazzola et al (2020), Belligiano et al (2020), Broccardo et al (2017) elaborate such a mutual symbioses take and give for both of them. Baum (2015) supported the relationship for maintaining the principal of green and sustainable development.

In connection with the tourist country of origin Vu & Hartley (2022), Aronica et al (2022), Scarlett (2021), Liulov et al (2020), state that entering the 21st century there has been a shift in the tendency of international tourism due to the influence of lifestyle in the country of origin of tourists, namely mass tourism to niche tourism. The individual travel trends are more likely to see and witness special interest objects and attractions and ecotourism. The country / region of origin of tourists is generally advanced industrial countries, such as Australia, Japan, Western Europe and North America in addition to new industrial countries or new industrial countries that experience economic surpluses, such as Singapore, Korea, and Taiwan added again with mainland China, India, Saudi Arabia, Iran (as oil-rich countries), and equally important is the country of the Russian Federation.

The tourism which is developed in Bali is cultural tourism as it is stipulated in the Bali Provincial Regulation No. 2 of 2012. It is stated that the concept of “Tri Hita Karana” as the balance for happiness can be regarded as the basic philosophy to develop agro-tourism for the sake of natural preservation. The concept of developing cultural tourism according to Edgell (2016) is exploring the gaps (exploring the ways) where culture is mobilized for tourists and read by tourists in certain settings.

Bali which does not only reveal cities for its places of interests but also its rural of remote places with green and lush environment presented for visitors. This natural beauty of panoramic suburban give positive impression for tourists who are coming repeatedly to the island with families, relatives and friends. Moreover, policy of tourism development is not separated from the green principles of agro-tourism in villages. Sudibya (2002) explains that niche tourism is crucial to be developed by the fact that tourists at the present time like the rural enchantment better than urban- crowded city. In line with Ginaya et al (2019) have emphasized natural beauty-based culture and local wisdom in villages lead to sustainable development itself.

Agro-tourism in Indonesia is defined as tourism activities that utilizes plantation that managed by local villagers and it is further termed as agro-tourism. Beside it is establishing agri-business for profit it also has function of Edu tourism in which the relationship of business and agriculture is visible. Through the development of agro-tourism that emphasizes local culture in utilizing land, it is hoped that it can increase farmers' income while preserving land resources, as well as maintaining local culture and technology (indigenous knowledge) which are generally in accordance with the conditions of their natural environment. (Maimunah, 2022; Dadi, 2020; Lestari et al, 2019). Pujiasmanto et al (2021), Nurlaela et al (2021), Satriawan et al (2013), define, agro-tourism is an integrated and coordinated system of activities for the development of tourism as well as agriculture, in relation to environmental preservation, increased welfare farming community.

Various agricultural products can have a special attraction for tourists. The potential of agricultural products that combine agricultural products, processing and picking will attract people to visit. This is the meaning of agriculture which can help introduce tourism products and become an important part of the diversity of tourism products. Communities, farmers and agricultural products are good relationships that can encourage the development of tourism products. The development of agro-tourism has many benefits, one of which is increasing the welfare of local farmers. According to Yusuf et

al (2022), Yasa (2020), Fatimah et al (2019) the benefits of developing agro-tourism for local farmers can be detailed as follows: (1) agro-tourism can create opportunities for local farmers to increase income and improve their standard of living and sustainability of their operations, (2) being a good means to educate people/community about the importance of agriculture and its contribution to the wider economy to improve the quality of life, (3) reducing the flow of urbanization to cities because people have been able to get a decent income from their business in the village (agro-tourism), (4) agro-tourism can be a media promotion for local products, and assist regional development in marketing businesses and creating added value and "direct-marking" stimulating economic activity and providing benefits to communities in areas where agro-tourism is developed.

Methodology

This study is conducted in some villages that develop agro-tourism in Bali as case study. Those villages are Sekardadi, Candikuning, Bongkasa, and Sebatu. The research design applied is descriptive qualitative through observation, interview, and distributing questionnaires with purposive sampling method. Cadena-Iniguez (2017) defines qualitative analysis as a methods and technique which focus more on qualitative rather than quantitative information. Moreover, SWOT is also applied for mapping the matrix of strengths, weaknesses, opportunities, and threats of agro tourism as green and sustainable development in cultural Bali. The presentation of data analysis is supported by formal procedure of table and figures.

Results and Discussion

Agriculture is one sector that has tourism potential. Tourist destinations have a lot of attractions such as the attraction of natural, cultural and artificial wealth. Tourism development that has economic benefits based on the environment is development with the concept of agro-tourism. Agro tourism is one of the attractions in Bali. The potential for agro-tourism is shown from the natural beauty of the plantation with production in this sector which is quite developed. Agro-tourism is a series of tourism activities that use agriculture as a tourist object, both in the form of natural landscapes of agricultural areas as well as the peculiarities and diversity of production activities and agricultural technology and the culture of the agricultural community. Agro-tourism activities aim to broaden knowledge, recreational experience and business relations in the agricultural sector which includes food crops, horticulture, plantations, fisheries and animal husbandry. Besides that, included in agro-tourism are forestry and agricultural resources.



Figure 1. Agro-tourism landscape

Integration of agro-tourism development based on local culture can increase farmers' income, conserve land resources, and maintain local technology that is in accordance with natural environmental conditions. The most important thing in the development of agro-tourism is that agro-tourism activities should have a positive economic impact on the local community, namely increasing the quality of life of the community, encouraging increased citizen participation through local organizations, encouraging the preservation of traditional cultural arts and supporting environmental preservation.

The development of agro-tourism is expected to be in accordance with the capabilities, typologies and ecological functions of the land so that it will have a direct effect on the sustainability of land resources and the income of farmers and the surrounding community. This activity will indirectly increase the positive perception of farmers and the surrounding community about the importance of preserving agricultural land resources. The development of agro-tourism will in turn create jobs, because it can restrain or reduce the current increasing urbanization.



Figure 2. Horticultural products of agro-tourism

The benefits that can be obtained from agro-tourism are conserving natural resources, preserving local technology, and increasing the income of farmers/communities around tourist sites. The development of agro-tourism has several objectives, however, in essence the development of agro-tourism has two objectives, including the promotion of Indonesian agricultural products, binding sales volume, helping to increase foreign exchange earnings, helping to increase the income of farmers and the surrounding community, in addition to increasing the type and variety of Indonesian tourism production. With this perspective, researchers will look at the possibilities obtained from the development carried out in the field of agro-tourism, especially for farmers in the following areas.

Sekardadi Village, Kintamani District-Bangli Regency

Sekardadi Village is located in Kintamani District, Bangli Regency, at an altitude of about 800-1700 meters with a slope of 20 degrees. The location of Sekardadi Village is on the plains has a climate zone that does not allow intensive rice farming. Therefore, historically, the population density of this village was not high. From the 2014 Village Monograph data, there is no land at all for irrigated rice fields as a feature of an agrarian economy. Climatic conditions like this make it more likely to cultivate dry rice varieties that are slow ripening oranges, corn, sweet potatoes, bananas, and vegetables. The type of livestock Suitable for development are cows, chickens and pigs. In recent years, apart from livestock exports, the export of agricultural products has also begun to develop, such as coffee, citrus and cloves can be relied upon to increase the income of its people. Additionally, the crops are also sold in micro and medium entrepreneurship of agri-business since the village has an access of main road for tourist bus lead to Kintamani tourist resort. It is frequently the tourist bus stop in some agri-business established in the village to see horticulture plantation while the tourists can do a coffee break to enjoy the civet luwak coffee, fresh hot cocoa, and other herbal drink. Before going home they can buy some agri-business product to take home for souvenir.



Figure 3. Traditional processing coffee roasted and other agri-business products in the village of Sekardadi

Source: Personal collection

Bongkasa Village, Abian Semal District-Badung Regency

Bongkasa village located in Abiansemal District, Badung Regency, Bali, with an area of 462.9 ha with a total of 1,812 households with a total population of 6269 people. Bongkasa Tourism Village has tourism potential for the natural beauty of the environment and Balinese cultural arts which are still very well maintained and preserved today. Bongkasa Tourism Village has tourism potential such as Ayung River Rafting, Swing, Tracking, Volkswagen Safary Tour, Cycling, and Performing Arts (Barong, Leather Puppet, Painting, Karawitan, Sculpture/sculpture, and Dance) as well as lodging facilities in the form of a home stay and villas. In the Bongkasa village area there are several tourist destinations such as Rafting Village, Swing Village, Swing Heaven, Hideaway Swing Bali, D'Tukad Adventure Club, Bali Alaska and Bhuana Swing Bali.

There is also the natural potential that is owned in the village of Bongkasa is the Ayung River-Adeng River (including springs and many pangkung, natural telabah), campuhan, pancoran (5 pancoran), cliffs, Tegal Lingga, various local fruits (durian, mango, wani, juwet, sentul, kepundung, rambutan), coffee, jaka (palm wayne), coconut, various flower plants (Balinese soka, frangipani, seroja, Nusa Indah, fragrant pandanus), various wildlife (storks, turtles, owls, sikep, porcupines, monitor lizards, mongoose, crickets, snakes), various pets (dogs, cats, roosters), rice fields (JuliaRobert had shot here) and plantation area.

Candikuning Village, Baturiti District-Tabanan Regency

Horticultural farming in tourism areas, such as the island of Bali used for personal consumption and also for tourism needs. In general, horticultural products are used to fulfill tourism needs is a product of high economic value and the quality is far away better than if sold to traditional markets. Travelers who consuming horticultural products will not be disappointed and will come back to buy it. One of the tourist villages in Bali whose area is a product producer –horticultural products for personal consumption or consumption of tourists is Candikuning Tourism Village located in Baturiti District, Regency Tabanan. Almost all residents in Candikuning Village work as a farmer who cultivates horticultural crops. Well that's included within the farmer group members and those who are not included in the group members' farmer.

Horticultural products produced by the Candikuning Tourism Village including potatoes, carrots, cabbage, peppers, tomatoes, strawberries, and others etc. The businesses of the farmers in the Candikuning Tourism Village produce horticultural products and sell them, according to a local resident,

Mr. Kadek Sucita has been going on for a long period of approximately 20 years and still continues today. Horticultural products will be fulfilled, if the production results are in accordance with market demand. The production of horticultural production is certainly based on motivation from farmers to cultivate it. For example each year the market opportunity promising, able to increase the motivation of the farmers in the village Candikuning Tourism to continue to develop their business in the field horticulture. This is of course based on the motivation or encouragement of farmers to take action, whether it comes from within oneself (motivation, intrinsic) and from outside the farmer (extrinsic motivation).

Sebatu Village, Tegal Lalang District, Gianyar Regency

Bali Pulina is a place of recreation that combines beautiful nature with civet coffee agro-tourism. Indeed, a vacation on the island of the Gods, of course there are many things that visitors can enjoy, especially since this island is small, for that they can arrange or schedule a tour in Bali easily. One of places interests offered in the island of God is Bali Pulina agro-tourism in Sebatu village, Tegal Lalang District, Gianyar Regency, this place is indeed quite well designed, so that it can offer special agro-tourism packages in the production of civet coffee.

Civet coffee agro tourism is currently being popular and can complement holiday activities on the island of the Gods. Places like this can complement educational tours, making them ideal for family vacation destinations, especially children. This agro tourism is adjacent to Ubud tourism, and in the same direction as the Tegalalang tourist attraction. The Tegalalang tourism area itself offers natural views of terraced rice fields or terraced rice fields, Bali Pulina is also in the same direction as the tour with Kintamani. So those who want to arrange a vacation and tour itinerary with the aim of Kintamani, can stop by this Bali Pulina, because traveling in the same direction as the travel time can be closer and more efficient. Bali Pulina agro tourism in Tegalalang Gianyar is already quite popular among tourists, travel agents, guides and tour drivers. The location is also very strategic, being in the tourist route area, so it is easily accessible. In the Tegalalang tourism area, there are many civet coffee agro tourism which is a stopover for tourists when traveling to or from Kintamani and Ubud attractions. Holidays in Bali and scheduling a tour to this place, tourists will be invited to get to know the procedure for processing civet coffee, find out more closely how the coffee is produced from selected coffees by a civet. Then the coffee obtained is processed in traditional ways.



Figure 4. A Civet Luwak selecting the cherry of coffee bean
Source: Bali Pulina coffee plantation

This is certainly an interesting thing, including visitors can taste a variety of coffee and tea drinks in this place. Luwak coffee is known to have a distinctive taste and is known as high quality coffee, the coffee is made from selected coffee beans chosen by the civet or civet, through the digestive process of the civet, and the coffee beans come out in the form of civet droppings. The coffee beans are taken and processed traditionally so that eventually they become coffee grounds that can be brewed and enjoyed, of course with a more special and special taste. So it is not surprising that the original coffee produced from civet droppings has high economic value, and is quite expensive for ordinary coffee connoisseurs. For this

reason, Bali Pulina offers a recreational area for civet coffee agrotourism, because it is a very promising tourism potential. For tourists who are on vacation, of course this civet coffee becomes luggage for special souvenirs from the island of the Gods.

Stakeholders' Opinions toward Agro tourism Development in Bali

SWOT Analysis is utilized in order to find out the significant element of strengths, weaknesses, opportunities, and threats for respective village involved in case study. The indicators obtained through the matrix used for determining strategy taken for better developing the agro-tourism. 35 respondents of stakeholders from Sekar Dadi, Candikuning, Bongkasa, and Sebatu Villages' authorities were involved in an interview. The others are those who represent NGOs, academy, and industries. Having completed the mentioned research procedures then it can be put forward the following outcomes:

1. Strengths. It is represented by the resource of ecology, socio-culture that mark a strong point of developing agro tourism in Bali. This assumption is supported by some key point elements which closely related to agro-tourism development itself, namely nature (lakes, rice fields, plantations, forests, rivers), and culture (human resources of farmers, irrigation system of *subak* with its local genius). Thus, stakeholders come to agreement that those factors of nature and culture are viewed as absolute elements of strengths.
2. Weaknesses. There should be nothing perfect in the sense that amid the strong possession it will find some weaknesses. Therefore, it is the responsibility of the stake to tackle the drawbacks, such as less of self-belonging that can rise support from government, a will to invite investors and develop infrastructures, and the most important one is that the availability of skillful human resources.
3. Opportunities. Similar to sustainable development goals, stakeholders principally have the same policy that agro tourism development in Bali can create opportunities of job and at the same time it can support income each family. In addition, the added value of every village is obvious.
4. Threats. Other than strengths and the opportunities after presenting the weaknesses, threat should also be considered. In this case, depletion of natural resources, pollutions, land shifting into tourist facilities can be the forms of threat physically. On the other hand social and cultural degradation can be happened like change of behavior, committing, and ideology of hedonism and pragmatism can be also as a threat.

Display of Agro-Business Products for Creative Tourism

The beautiful natural environment, panoramic views that provide comfort, and neatly arranged, will give a natural feel that will fascinate those who see it. Nature created by God Almighty is combined with human ability to manage it, giving rise to aesthetic values that can be visually obtained from flora, fauna, color and architecture of buildings arranged in a spatial layout that is harmonious with nature. Each agro-tourism development certainly has its own compatibility values and benefits, in-depth consideration of supporting components such as buildings made of concrete, should be taken into consideration to avoid their existence. Buildings that are designed in such a way, that can blend with nature, that is what is expected of its existence,

The existence of agro-tourism is a means of recreation to carry out recreational activities in the midst of vast agriculture so that it will provide its own pleasure. As a place of recreation, agro-tourism managers can develop other facilities that can support the needs of tourists such as restaurants, where possible accommodation, entertainment stages, and most importantly, places to sell agricultural products such as fruits, flowers, food and drinks such as coffee, cocoa, and other herbal products. By providing supporting facilities, the existence of agro-tourism will always be oriented towards the best service for visitors, besides that as a combination of recreational activities with the utilization of agricultural

products, then the economic value of agro-tourism can be developed by selling horticultural agricultural products to visitors in various ways. One of them is inviting visitors to pick fruit or other types themselves, which are then weighed and visitors can buy it. How to pick fruit or other types has high recreational value and at the same time has educational value for visitors.

The development of agro-tourism, not only aims to develop recreational value, but further encourages a person or group to add knowledge of scientific value to the richness of flora and fauna of various types, inviting the curiosity of students. Knowledge in adding to the knowledge of agro-tourism in various forms can be used as a source of information on natural wealth and the ecosystem in it. Improvement of agro-tourism facilities is not only to meet the needs of visitors but also as a means of education and scientific development. Agro-tourism managers need to provide research facilities in the form of experimental gardens, which are natural laboratories,

Table 1. Development of agro-tourism potential as creative tourism

No	Program	Creative Tourism
1	<i>Something to see</i>	Various types of horticultural crops, vegetables, fruits, and spices.
2	<i>Something to do</i>	Tourists are involved in activities in the agro-tourism area, such as picking fruits and vegetables, roasting coffee or cocoa.
3	<i>Something to buy</i>	Various agro-business products, such as coffee, chocolate, tea and other herbal drinks, fruits, and spices.

Agro-tourism that is properly fostered by paying attention to and based on the ability of the community, will have an impact on improving the community's economy, in the form of community income, employment opportunities, and business opportunities. Increasing people's income generated through various sales activities from cultivation results, such as vegetables, fruits, flowers, crops, fish, milk and others, both sold directly to visitors and the results sold to meet the needs of the general public, in traditional markets, super markets. In particular, direct income generated from direct purchases by tourists at agro-tourism locations has a wide-ranging impact on the continuity and existence of agro-tourism. As an example, self-picking strawberry agro-tourism in the Yellow Temple area of Bedugul, Tabanan Regency, Bali, has been able to increase the income of strawberry farmers. Visitors/tourists in picking strawberries, sometimes don't feel like they get a large enough amount so they have to pay quite a lot. The number of tourists who come to the strawberry agro-tourism location is quite a lot, especially during holidays, and almost all the tourists who come to the location do strawberry picking activities.

Conclusion and Suggestion

Contributions of Agro tourism that is developed in rural areas not only in terms of merely economical side in the sense of business opportunity like selling agri-business products but also it can stimulate the community to conduct the natural preservation as an implementation of executing the slogan of act locally, think globally. Therefore, it can be coincided the merits of agro-tourism development for empowerment and revitalization. Indicators of poverty alleviation and levelling down unemployment rates as well as preventing more people migrate to the cities are among others that stakeholders agree to answer.

In line with sustainable tourism development in Bali, the survey says that agro-tourism development can contribute positively to conservation and preservation of the planet itself. This contribution is in accordance with the SDG's or sustainable development goals (bearable, viable, equitable, and sustainable of the nature, social, economy intersection). It can be further suggested that the nature and culture key points should be well established and promoted since these factors of strengths will be able to create multiplier effect of rural communities' justice and welfare beside the elements of tri

bottom lines of people, planet, and profit can be visible in the sense that no one of them is dominant. It is only through this policy a balance of life can be achieved.

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