

Agro-Tourism Potential to Support Sustainable Tourism in Pancasari Village



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ABSTRACT: The purpose of this study is to describe the potential of agro tourism being developed in Pancasari Vilage, Buleleng Regency, Bali. As one of tourist attractions, agro-tourism in this rural area offers green vegetation with the marvelous view of lake and hilly valley. In fact, activities of agro-tourism and stakeholders involved in its development support sustainable tourism of Pancasari village. A qualitative method is applied yet quantitative data used as a complement through observation, interviews, and literature study of data collection technique. Informants determined through purposive sampling. The results reveal the potential of agro-tourism in Pancasari village covers some plantations among others are strawberry, vegetables as a supply chain of hotels and restaurants in Bali. Moreover, the existence of Pancasari agro-tourism can support the related places of interests nearby, such as Lake Buyan with its temple of Goddess of Lake Dewi Danu, and Bali Handara Golf Course. This potential, certainly is in line with the role of stakeholders of government, private and local community as the host for portraying the multiplier effect of tourism development in terms of the people welfare.

KEYWORDS: agribusiness; stakeholder; rural enchantment; sustainable tourism

I. INTRODUCTION

Many tourist attractions are developed in various regions to support tourism growth. The tourist attraction that has developed the longest is a tourist attraction that emphasizes the beauty of nature, art and culture (Volo, 2021; Zhang & Xu, 2020; Papadimitriou et al, 2015). Tourist attraction is recognized by the government as a foreign exchange earner. Natural beauty is a strong attraction for tourists, this potential is very good to be optimized in Indonesia (Hartanto et al, 2022; Soeswoyo et al, 2021; Ginting et al, 2017). According to UNWTO (The United Nations on World Tourism Organization), the development of tourism in recent decades has experienced significant growth and has become an engine of economic growth for a country. This condition has made tourism a major driver for socio-economic progress without exception for Indonesia (Jafrudin et al, 2020). The initial development of the emergence of the tourism industry in Indonesia was only concentrated in a few locations, such as on the islands of Bali, Java, North Sumatra and South Sulawesi (Leewellyn & Palupi, 2020). Nowadays, however, the development of tourism is running quite rapidly, that the tourism industry is a foreign exchange earner including increasing Regional Original Income (PAD) where tourism is a service industry sector (Yudhari et al, 2020).

Think in mind, from the tourism sector, Indonesia is famous for Bali as a pillar of national tourism. Even tourism is a mainstay sector in development in Bali. The contribution of tourism to the Balinese economy is quite significant. This means that the tourism sector is a leading sector that boosts the wheels of the Balinese economy (Apriyanti, 2023; Sugiantari et al, 2021). This was revealed by Bac et al (2015) who stated that one of the industries in the Province of Bali that was able to have a positive impact on economic development ($\pm 75\%$) was the tourism industry. Related to this, the Bali Tourism Office in 2015 noted that the number of tourist visits to Bali had increased by 6.24%, namely 4,001,835 (21.13%) from the previous year 2014 3,766,638 (14.89 %).

Tourism is the mainstay sector for the development (PAD) of the provincial government of Bali, Pickel-Chevalier et al (2021) suggest that the application of the concept of sustainable tourism in Bali is a necessity that cannot be negotiated, given that Bali's development faces dynamic challenges because on the one hand the economy is a mode of development. A target that the Government must continue to pursue (target PAD Province of Bali). However, on the other hand, local wisdom and its physical landscape (for example, agricultural land and water quality) must be maintained (Budiartha et al, 2022; Sudarmini et al, 2022; Ginaya et al, 2019). Tourism development requires good planning and design. The need for good planning is not only felt by the government, which has a directive and controlling function, but also by the private sector, which feels the sharpness of

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competition, and realizes that the success of this business is also inseparable from the wider environmental situation with support from various sectors (Shahraki, 2022; Wikantoyoso et al, 2021; Hajar et al, 2021).

In fact, the development of tourism in a place does not happen suddenly, but through a process. This process can occur quickly or slowly depending on various external factors (market dynamics, political situation, macroeconomics) and external factors in the place concerned, creativity in processing owned assets, government and community support (Beritelli & Laesser, 2017). Furthermore, as an agricultural country that has very large agricultural land and a series of agricultural activities from cultivation to post-harvest can be used as a special attraction for tourism activities. By combining agronomic activities with tourism, many large plantations in Indonesia are developed into agro-tourism attractions or alternative tourism (Nurlaela et al, 2021; Khanal & Shrestha, 2019; Ana, 2017).

As an agricultural country, Indonesia has very diverse natural and biological wealth which, if managed properly, this wealth can become the mainstay of the national economy (Dang et al, 2021; Von Rintelen et al, 2017; Ickowitz et al, 2016). The agro-climatic conditions in Indonesia are very suitable for the development of tropical and some sub-tropical commodities at altitudes between zero to thousands of meters above sea level (Putri et al, 2021). Agricultural commodities, including food crops, horticulture, plantations, forestry, animal husbandry and fisheries with their diversity and uniqueness which are of high value and reinforced by very diverse cultural riches, have a strong appeal as agro-tourism. All of them have a great opportunity to become a mainstay in the Indonesian economy. In the last decade, tourism development in Indonesia and abroad has shown an increasing trend (Pathak et al, 2020).

Consumption of services in the form of tourism commodities for some developed countries and Indonesian people has become one of the needs as a result of increasing income, aspirations and welfare. Tourist preferences and motivations develop dynamically (Mahadevan et al, 2017). The trend of fulfilling needs in the form of enjoying specific attractions such as fresh air, beautiful scenery, traditional product processing, as well as modern and specific agricultural products is showing a rapid increase (Kim et al, 2018). This trend is a signal of the high demand for agro-tourism and at the same time opens up opportunities for the development of agribusiness products either in the form of areas or agricultural products that have specific appeal (Lykogianni et al, 2021). Agro-tourism is one of the business ventures in the agricultural sector by emphasizing the sale of services to consumers (Chandrashekhara, 2018). The form of these services can be in the form of beauty, comfort, peace and education.

The development of an agro-tourism business requires excellent management among the sub-systems, namely between the availability of tourism facilities and infrastructure, attractiveness that is sold, promotions and services (Nguyen et al, 2018). Urban areas needed effort to be maintain or manage green areas. In such an atmosphere, residents and immigrants from outside the city will feel more "at home" to enjoy. If before they were just passing through, transiting, now they are passing by getting additional enjoyment of the scenery. In the end they did not hurry to pass up the opportunity to enjoy the beauty. In other words, they have started to be captivated by the atmosphere that everyone dreams of (Stanovićić et al, 2018). In their next development it is hoped that it will not just pass or transit to enjoy the beauty, but will take the time to visit with the group.

For areas that have fertile soil, beautiful panoramas, developing agro-tourism will have double benefits when compared to only developing tourism with the attraction of natural beauty, art and culture (Mansor et al, 2015). In addition, a benefit that can be gleaned from developing agro-tourism is that besides being able to sell services from the attractiveness of natural beauty, it will be also reaped the benefits of selling agro-plant cultivation, so that income from the service sector is including one through selling agricultural commodities (Pujiasmanto et al, 2021). In this case, if the potential of Pancasari's tourist attraction is reviewed which has sufficient rainfall, ecologically the development of environmentally sound agro-tourism in Sukasada district area of Buleleng Regency will have more benefits. Such the mentioned merits as additionally being able to sell services from the attraction of natural beauty, art and culture and develop environmentally sound agro-tourism while simultaneously carrying out soil conservation. Agro-tourism normatively should be able to improve the quality of life and the welfare of society, provide support for environmental sustainability, and develop the economy. However, it still has to minimize the negative impact of the development of the tourism industry (mass tourism).

II. METHODOLOGY

The types of data used in this study are qualitative data and quantitative data. Qualitative data, namely data that is described in words or sentences separated according to categories to obtain conclusions. The qualitative data used in this study are data regarding the general description of the Pancasari area and data regarding the Pancasari tourism area, Sukasada district, Buleleng Regency. Quantitative data, namely data in the form of numbers that can be counted, but quantitative data is not dominant in this study which is only to complement qualitative data.

Purposive sampling is getting informants are based on literature that is in accordance with the research objectives with certain criteria and strong reasons to be selected (Bargłowski, 2018). The definition of purposive sampling according to Jaya (2020) is a sampling technique with certain considerations, so that the data obtained is more representative by carrying out a competent research process in their field. In this research the considerations in selecting informants were people who were considered to have information about the development of the Pancasari area, in this case the informants taken were one of the professional

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associations, government and private. Regarding this research used descriptive quantitative analysis techniques. This technique analyzes the potential of data based on expert considerations in the form of narratives, ideas and expressions found in the field are clarified and categorized based on several themes according to the focus of the research.

III. RESULTS AND DISCUSSION

3.1 Potential of Pancasari Agro-Tourism

The Pancasari tourist area, which is located on the Denpasar-Singaraja route, is a potential tourist attraction in the "rice warehouse" area which is always crowded with tourists both from within and outside the country. Around the Bedugul area there is also the Ulun Danau Buyan Temple which is located on the shores of Lake Buyan. Likewise, Lake Buyan is located on the side of the road to Denpasar-Singaraja, has an area of about 490 hectares, presenting beautiful natural panoramas. The Pancasari area has various physical and non-physical potentials that can be developed or managed to become a tourist attraction. Physically, the Pancasari area has very diverse potential in terms of the size of the area. It is related to the condition of the Pancasari area which is still natural and mostly consists of agricultural land, forests and lakes. The most prominent attraction of the Pancasari area is Lake Buyan. The lake has a maximum depth of 89 meters. It has its own charm in comparison with other lakes. Having such an area allows various activities to be carried out on the lake, such as fishing, canoeing, or circling the lake using a boat and also camping on the bank of the lake. Surrounded by unspoiled forest, this lake has a beautiful panorama. Supported again by the existence of fruit and vegetable plantations belonging to the local community such as cabbage, strawberry, and others. Visitors can directly enjoy the activities of the farmers who are gardening.

This research will describe agro-tourism activities in the Pancasari area. There are two indicators that will be explained, namely agro-tourism attractions and agro-tourism actors. One of the superior products that has become an agro-tourism attraction in the Pancasari area is Strawberry. This plant thrives in the area where the planting looks neat, in harmony with the surrounding vegetable gardens. Geographically, the location is at an altitude of 1,240 meters above sea level. The strawberry plants in the area is spread out in a row on each plot of 10 acres (1,000 square meters) planted with about 7,500 strawberry trees. According to I Nengah Teja (45 years), a farmer in the Pancasari area, "this fruit is planted in an orderly manner, with full care using organic fertilizers". Judging from the author's point of view, I Nengah Teja's statement mentioned above, he wants to show that all kinds of plants that are there use organic fertilizers. This means not using chemical-based pesticides that are bad for health, as is the case with vegetable, fruit and other products that are often found in cities.

In addition, from the author's observations, it can be seen that with the increasing intensity of tourists visiting the Bedugul area, farmers also see a business opportunity to optimize agricultural activities through agro-tourism activities. This can be seen from the increasingly organized farmers who are gathered in the farmer groups in the Pancasari area. Furthermore, strawberry is one of the most fertile plants in the Pancasari area besides vegetables. Strawberries can be eaten not only by picking directly in the garden but also sold in local markets as souvenirs that must be enjoyed. Professor of Udayana University Prof Dr. I Wayan Windia in his research on agro-tourism development models in subak (paddy fields) and subak abian (dry land) areas explained that the development of agro-tourism in the subak area has a dual function that is able to have a broad impact on various aspects of people's lives.

3.2 Roles of Stakeholders in Pancasari Agro-Tourism Development

The Pancasari area, a mountainous area with cool air, has a number of tourist objects embedded in one area, which makes the area unique in attracting the attention of tourists. The attraction includes a holy place Hindus (Pura) and Lake Buyan, which is in harmony with the green hills that surround it, has a myriad of attractions that visitors never get tired of. The same is true for lake water tourism attractions, the Lake Buyan Camping Site, which offers marvelous view of green vegetation for visitors never miss. The Buleleng Regency Government continues to make efforts to arrange and improve supporting facilities in the Pancasari area regarding the construction of footpaths, waste disposal channels, landscaping, parking areas and arranging buildings for sellers of souvenirs.

"Strawberry Farm in Bali Outbound and Farmstay" in the Pancasari area, for example, managing strawberry plants is a unique and interesting tour. Visitors are allowed to pick the strawberries they like directly from the garden. The development of agro-tourism gives a different impression, because when visitors browse the strawberry plants in a row of neatly arranged plots, they can pick red and ripe strawberries at the same price offered by traders in the Pancasari market. Strawberry is a fruit plant that is classified as unique, because its treatment requires precision and patience. The sweet red fruit is also very vulnerable to pests and weather. I Nyoman Sumantra (42), a farmer who manages two greenhouses to develop strawberries intensively, admitted that consumers and hotels in Bali actually need 12 tons of strawberries per month. Nevertheless, the strawberry market it is often damaged by supplies from Bogor and other areas on the island of Java. For this reason, it is necessary to have good communication and cooperation between strawberry supplier companies from Java and strawberry producing farmers in Bali. Strawberry farmers in Bali, especially Pancasari, Buleleng Regency move on their own so that in the future the role of the Provincial Government of Bali and the regency government is needed to protect them.

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The actors or stakeholders of Agrotourism in the Pancasari area consist of three, namely the Government, Private Parties, and Local Communities. In the development or management of an area, there is a need for involvement between components that have a role in the development or management. As well as in the management of tourism in a tourist area. Where the management requires the involvement of government, society and the private sector. Stakeholders from government, society and the private sector have roles that are equally important and interdependent.

For this reason, the involvement of the three stakeholders is very necessary in the management of a tourist area. In accordance with the problems that occurred in the Pancasari area, the Bali Provincial government has designated the Pancasari Area as a Special Tourist Attraction Area. As a consequence, the government of Buleleng Regency, as the holder of authorization for the Pancasari area, should make a spatial layout plan based on the policies set by the provincial government of Bali. But in reality, the government of Buleleng Regency has not designed it.

3.2.1 Government

The government as the organizer and coach of the community has the authority to regulate according to the needs of the community because the goal of development is for the welfare of the community itself. As happened in the field, the local community and private parties involved in tourism activities in the Pancasari area do not know for sure about the policies set by the government. This shows that the government has not used its role optimally in managing the Pancasari area as a special tourist destination area. Meanwhile, of course the program that has been set will not be able to run smoothly and optimally if there is no involvement of the community or the private sector as bearers of responsibility (stakeholders). So, when compared between the current situation in the Pancasari area related to the problems regarding the management of the Pancasari area as tourist destination with development concepts and existing related theories, the government's involvement as a tourism provider is still not optimal. Which of course this has an impact on results that are not optimal.

3.2.2 Private

Related to the problems in the Pancasari area, the involvement of the private sector in the management of the Pancasari area as a special tourist attraction area is also minimal. This is indicated by their ignorance of government policies which designate the area as a Special Tourist Attraction Area. Service providers by the private sector such as accommodation and restaurant services are part of the organization, namely the Indonesian Hotel and Restaurant Association (PHRI) of Buleleng Regency. Where in PHRI activities, existing hotel and restaurant associations are represented by an agreed hotel manager.

As the results of interviews with hotel and restaurant managers in the Pancasari area, namely the Nangun Kerti Hotel and Restaurant. According to Wayan Subandi as the owner, he stated that his hotel had joined the Indonesian Hotel and Restaurant Association (PHRI) organization, however, efforts to increase occupancy rates in the area still needed to be maximized. This can be seen from the recorded occupancy rate which is still minimal and is still dominated by domestic tourists. Apart from that, there are also several budget hotels and tourist cottages available in the Pancasari area. In observing the facilities provided are sufficient to meet the needs of tourists.

However, in its operations, Nangun Kerti Hotel and Restaurant still encounters obstacles. The obstacle they face is that even though they have joined Trip Advisor and Traveloka, the online system is still minimal in increasing the number of hotel occupancies. Furthermore, in its operations the Nangun Kerti Hotel and Restaurant also employs local people in employee recruitment. This is according to the rules set by the Pancasari area which must be followed:

"We are bound by the rules the Pancasari area regarding the recruitment of employees who make it mandatory for the local community."

Based on the description above, it can be seen that the role of the private sector in tourism development in the Pancasari area is that the private sector supports the management of agro-tourism areas, even though there are obstacles encountered in the implementation of hotel operations.

3.2.3 Local Community

The involvement of the local community in general in organizing tourism in the Pancasari area is quite contributing to its development. The community component involved in organizing tourism in the Pancasari area includes community leaders led by the Customs and Excise Section. As quoted from the interview with the Head of the village Wayan Darsana as follows:

"We have formed a team consisting of local people drawn from all hamlets. Where they are in charge starting from data collection, arrangement to management".

Each of these organizations has different roles according to their respective functions. Community activity management groups such as farmers and fishermen, which are the main activities of the local community, also exist within the organization, namely farmer and fisherman groups. Where in their respective activities the group is under the supervision of the respective hamlet heads. For fishermen groups, they have activities related to tourist attractions, namely fishing and seeing the sights around the lake by duck boat. Fishing activities are organized by two parties, namely the private sector and the Pancasari area.

Conceptually, the community plays an important role in tourism development. Where it is stated in the concept of sustainable tourism development that in developing tourism must pay attention to three dimensions of sustainability, namely environmental,

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economic and social. This concept is certainly in line with the meaning from special tourist destination areas. Each of these organizations has different roles according to their respective functions. Community activity management groups such as farmers and fishermen, which are the main activities of the local community, also exist within the organization, namely farmer and fisherman groups. Where in their respective activities the group is under the supervision of the respective hamlet heads. For fishermen groups, they have activities related to tourist attractions, namely fishing and seeing the sights around the lake by duck boats. Fishing activities are organized by two parties, namely the private sector and the Pancasari area.

For that, efforts are needed carried out in order to increase community participation in the management of the tourism area. Society is a system where the parts of the system can influence each other. As described in the theory of structural functionalism which states that society must be seen as a system rather than parts that are interconnected with one another. Where the influence relationship between these parts is dual and reciprocal. This means that community involvement starting from planning is needed. Where the community is one important component that is very influential in the successful development or management of an area.

In the case faced by the Pancasari area, it is best if the socialization regarding the policies made by the government is given to the local community so that they know and understand what will be done regarding the policy. With this socialization, it is hoped that there will be an understanding by the community which will result in taking appropriate action. The community should be involved starting from the management planning that will be carried out by the government related to the policies that have been made. Thus it is expected that there will be understanding between the community and the government with all its policies so that the management carried out can run optimally.

3.3 Agortourism Utilization Mechanism in the Pancasari Area

Bali Province Development Plan Regional Long-Term Development (RPJPD) is a regional long-term development planning document which is an elaboration of the objectives for the formation of the Indonesian State Government as stated in the Preamble of the 1945 Constitution. Based on the challenges faced in the next 20 (twenty) years and taking into account regional potentials and other factors the strategic factors of the Bali area, the regional development vision of the Province of Bali in 2008-2028 is "Bali Dwipa Jaya Based on Tri Hita Karana". In realizing the regional development vision of the province of Bali, the regional development mission of the province of Bali is prepared as follows:

1. Realizing a superior Balinese community putting forward the development of quality human resources and having competitiveness through improving education and health as well as mastery of science and technology.
2. Preserving Balinese regional culture. Strengthening the identity and customs of the Balinese people through institutional empowerment, strengthening cultural arts activities and applying religious values inspired by Hinduism in accordance with the demands of the times.
3. Realizing a Balinese society that is just and democratic Strengthening the role of civil society, gender equality, improving legal and political culture, strengthening the implementation of regional autonomy, and good governance
4. Creating a prosperous Balinese community
5. Increase development in the economic sector to reduce poverty and unemployment and increase people's income.
6. Realizing the development of Bali that is sustainable, reliable and equitable improving the balance of natural resources and environmental sustainability, reducing development disparities between regions and between sectors, as well as increasing infrastructure development.

IV. CONCLUSION AND SUGGESTION

The tourism potential in the Bedugul area is natural potential which is optimized through agro-tourism. This is supported by the cool air, fertile soil, clean water, and beautiful natural charm. The natural potential of the Pancasari tourism area is a quite interesting panorama with natural beauty for tourists visiting Bali and the friendliness of the community in receiving tourists visiting the tourism area in the Pancasari area. All of these potentials can support tourism in the Pancasari area so that it continues to position and maintain it as an agro-tourism area. Agro-tourism activities in the Pancasari area have a variety of agro attractions, but according to researchers, the plantation and agricultural sectors (various kinds of fruit products) and forestry (Bali Handara Kosaido Club) are the dominant tourism activities in the Pancasari area. This tourism activity is carried out with a panoramic view of the cool atmosphere of the countryside where the majority of the people's work is farming and farming. For example, the activity of tourists picking strawberries and other vegetables and fruits such as mustard greens, tomatoes, carrots, beans, chilies, corn, cucumbers and other types of vegetables.

As for the utilization mechanism, the potential for agro-tourism that can be carried out in the Bedugul area is through collaborative collaboration between stakeholders, namely the government, the private sector, and local communities. The government is preparing a plan for the development of the Pancasari area specifically as an agro-tourism area which is the basis for developing the area and evaluating the needs for facilities and infrastructure in the Pancasari area. The private sector provides tour packages, lodging businesses, transportation businesses, souvenir businesses and other entertainment businesses that support agro-tourism in the Pancasari area. Finally, local tourism in the Pancasari agro-tourism area is carried out actively and based on

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local cultural wisdom, both in farming and in hospitality to tourists. Nevertheless, government support and cooperation with the private sector must continue to be intensified so that the quality and quantity of agro-tourism sold to tourists can be maintained.

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