

Review Studies Key Element of Agrotourism Management

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Abstract

This research seeks to formulate a definition and try to find the key success factors for agrotourism management, especially in Indonesia. Agrotourism helps to preserve local agriculture by providing a new source of income for farmers and encouraging the consumption of locally grown produce. Agrotourism can help diversify rural economies by creating new jobs in hospitality, food service, and transportation. Agrotourism promotes sustainable tourism by encouraging visitors to experience local culture and traditions, while also respecting the environment and supporting local communities. One successful practice in Agrotourism Management is offering farm-to-table experiences. This involves inviting guests to participate in the production and preparation of food, and then serving it on-site. This not only provides a unique experience for visitors, but also helps to promote local agriculture and support small businesses. Another effective practice is creating partnerships with other local attractions and businesses. By working together, agrotourism destinations can offer visitors a more comprehensive and appealing experience. For example, a winery might partner with a nearby bed and breakfast to offer a wine-tasting package that includes overnight accommodations. In conclusion, Agrotourism Management is a crucial aspect of sustainable agriculture and rural development. By promoting responsible tourism activities on farms and ranches, we can create economic opportunities for farmers and local communities while preserving the natural environment.

Keywords rural tourism, agrotourism definition, benefit of agrotourism, agrotourism opportunity.

1. Introduction

Agrotourism helps to preserve local agriculture by providing a new source of income for farmers and encouraging the consumption of locally grown produce. Agrotourism can help diversify rural economies by creating new jobs in hospitality, food service, and transportation. Agrotourism promotes sustainable tourism by encouraging visitors to experience local culture and traditions, while also respecting the environment and supporting local communities.

Agrotourism Management is the practice of managing agricultural operations for tourism purposes. It involves creating experiences for visitors that showcase the beauty and diversity of rural life. This can include activities such as farm tours, wine tastings, and even overnight stays on farms. Agrotourism Management is an important concept because it not only promotes sustainable agriculture, but also provides economic opportunities for rural communities. Agrotourism Management refers to the process of managing and promoting tourism activities on farms, ranches, and other agricultural properties. It involves creating unique experiences for visitors that showcase the local culture, traditions, and way of life.

In today's world, Agrotourism Management is becoming increasingly important as a way to diversify income streams for farmers and ranchers, promote rural development, and preserve

local heritage. By offering visitors an opportunity to experience farm life firsthand, Agrotourism Management can also help bridge the gap between urban and rural communities. Agrotourism Management provides a range of benefits, including economic, social, and environmental benefits. In terms of the economy, Agrotourism can generate additional income for farmers and rural communities, as well as create jobs and stimulate local businesses. Socially, Agrotourism can help to preserve cultural traditions and promote community engagement, while also providing educational opportunities for visitors. From an environmental perspective,

Agrotourism can encourage sustainable farming practices, such as organic farming and conservation efforts. It can also raise awareness about the importance of preserving natural resources and wildlife habitats. Overall, Agrotourism has the potential to enhance the quality of life for both visitors and locals, while also contributing to the sustainability of the agricultural industry. Because its role is so important, this research seeks to formulate a definition and try to find the key success factors for agrotourism management, especially in Indonesia.

2. Literature Review

2.1. *Agrotourism Definition in many perspectives*

In simple terms, agrotourism is defined as a combination of tourism and agriculture where visitors can visit farms, farms or wineries to buy products, enjoy shows, take part in activities, eat a meal or spend the night together in a farm or garden area (Phillip et al., 2010). While other definitions say, agrotourism is an alternative to increase income and survival, exploring the economic potential of small farmers and rural communities (Wu et al., 2022). In Indonesia, agro-tourism or agro-tourism is defined as a form of tourism activity that utilizes agro-business (agribusiness) as a tourist object with the aim of expanding knowledge, experience, recreation and business relations in agriculture (Junaedi & Utama, 2017a).

Agrotourism is part of a tourist attraction that utilizes agricultural business (agro) as a tourist attraction. The goal is to broaden knowledge, recreational experience, and business relationships in agriculture. Through the development of agro-tourism that highlights 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 their natural environmental conditions (Djuwendah et al., 2021). Agro-tourism is an integrated and coordinated activity system for the development of tourism as well as agriculture, in relation to environmental preservation, increasing the welfare of farming communities (Junaedi & Utama, 2017a). Agro-tourism can be grouped into ecological tourism (eco-tourism), namely tourism travel activities without destroying or polluting nature with the aim of admiring and enjoying the beauty of nature, wild animals or plants in their natural environment and as a means of education (Fleischer & Tchetchik, 2005).

2.2. *The Categories of Agrotourism*

Open space agro-tourism can be developed in two versions or patterns, namely natural and manmade, which can be detailed as follows:

Natural Open Space Agrotourism. This natural open space agrotourism object is in an area where the activity is carried out directly by the local farming community in accordance with their daily lives. The community carries out their activities according to what they usually do without any arrangements from other parties. In order to provide additional enjoyment to tourists, specific attractions carried out by the community can be highlighted, while still maintaining their natural aesthetic value. While supporting facilities for the convenience of tourists are still provided as long as they do not conflict with the existing original culture and aesthetics, such as transportation facilities, shelter, sanitation, and security from wild animals. Examples of natural open agrotourism are the Baduy tribe in Pandeglang and the Naga tribe in Tasikmalaya, West Java; the Tenggerese in East Java; Bali with its subak technology; and Papua with various patterns of land management attractions for tuber cultivation (Lanya et al., 2018).

Manmade Open Space Agrotourism. Manmade Open Space agrotourism areas can be designed in specific areas, but have not been controlled or touched by indigenous peoples. The spatial layout of the land allotment is regulated according to its carrying capacity and the agricultural commodities developed have a selling value for tourists. Likewise, the applied technology is taken from the existing local community culture, mixed in such a way as to produce attractive agro-tourism attractions. Supporting facilities for tourist accommodation can be provided in accordance with the needs of modern society, but do not disturb the balance of the existing ecosystem. This tourism activity can be managed by a business entity, while the implementation of partial attractions is still carried out by local farmers who have the technology applied (Liu, 2006).

Agrotourism starts from ecotourism. Ecotourism is the fastest growing among other tourism development models around the world, and is being received very seriously. Ecotourism was developed in developing countries as a potential development model to conserve natural resources and support local community economic improvement processes. Ecotourism can provide an alternative economic improvement to resource management activities, and to generate income for local communities (Fricker, 2003).

Agrotourism has been successfully developed in Switzerland, New Zealand, Australia and Austria. Meanwhile, in the USA, it is only in the early stages, and has only recently been developed in California. Some farming families are finding that they can supplement their income by offering overnight accommodations, receiving the benefits of tourist visits. The development of agrotourism is a combination of agriculture and tourism for village holidays. The attractions of agrotourism are the experience of farming and enjoying garden products along with the services provided (Rilla et al., 2011).

2.3. The benefit from agrotourism

The motivation of agrotourism is to generate additional income for farmers. However, agrotourism is also an opportunity to educate people or communities about agriculture and ecosystems. Key players in agrotourism are farmers, visitors or tourists, and governments or institutions. Their role together with their interaction is important to lead to success in the

development of agrotourism (Junaedi & Utama, 2017b). The benefits of developing agrotourism for local farmers can be explained (Lobo et al., 1999) as follows: (a) Agro-tourism can create opportunities for local farmers to increase their income and improve their standard of living and the viability of their operations; (b) Being a good means to educate people/community about the importance of agriculture and its contribution to the wider economy and improve the quality of life; (c) Reducing the flow of urbanization to cities because people have been able to get a decent income from their business in the village (agrotourism); (d) 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 agrotourism is developed.

While the benefits of Agrotourism for visitors (Rilla et al., 2011) are as follows: (a) Establish family relationships with farmers or local communities. (b) Improving health and freshness of the body; (c) Rest and eliminate boredom; (d) Have an awesome adventure; (e) Getting food that is truly natural (organic food); (f) Get a completely different atmosphere; (g) Low costs because agro-tourism is relatively cheaper than other tours.

Sutjipta considers that agro-tourism can develop well if there are three partners and three works of agro-tourism development which include the government as the rule maker, the people/farmers as the subject, and the tourism business world as the driving force of the people's economy (Utama, 2013). According to Afandhi, the development of agro-tourism for the business world can be carried out by three economic actors, namely State/Regional Owned Enterprises, National Companies, Cooperatives, and Individual Enterprises. The three economic actors must be based on a pattern of full company management with rational capital, so that the cost-benefit ratio and return on investment can be measured every year, while the management method or system can be carried out individually or jointly (joint venture), profit sharing (sharing), and others on the principle of mutual benefit (Utama, 2014a).

The workforce as one of the keys to the success of developing agro-tourism objects is the ability of managers consisting of coaches, implementers and tour guides. For this reason, the provision of managerial staff and professional agrotourism guides in accordance with their fields is absolutely necessary. The agro-tourism management pattern that is developed or built needs to be carried out by involving the local community in various activities that support agro-tourism businesses (Utama, 2013).

With community participation in the development of agro-tourism, it is hoped that positive interactions can be fostered in the form of a sense of belonging to maintain the existence of the object. Community participation can be done through: (a) Villagers who own land in the built-up area will continue to be able to cultivate their land so as to support an increase in the yield of agricultural products which are an agro-tourism attraction and on the other hand will encourage a sense of ownership and responsibility in the management of the area as a whole. (b) Involve the local village community in the company's activities directly as workers, both for agriculture and for tourism services, guides and others. For this reason, the manager needs to take steps and efforts to increase the knowledge and skills of a special workforce that comes

from the community. (c) Provide facilities and places to sell agricultural products, handicrafts and souvenirs for village communities around the area, so that they can introduce local specialties as well as increase income. Besides that, it can also be included in the appearance of local arts and cultural attractions to be presented to tourists.

In essence the development of agro-tourism has a dual purpose including the promotion of Indonesian agricultural products, increasing sales volume, helping to increase foreign exchange earnings, helping to increase the income of fisher farmers and surrounding communities, as well as increasing the types and variety of Indonesian tourism products (Wuruwu et al., 2022).

Agrotourism objects must reflect Indonesian agricultural patterns, both traditional and modern, in order to provide a special attraction for visitors. Traveler. At the location or around the location, various types of attractions or tourism activities can be held according to the potential of local agricultural and cultural resources. Until now, various potential agro-tourism objects have relatively not attracted many visitors, partly because of the limited facilities and infrastructure available and the lack of promotion and marketing to the wider community both inside and outside the country (Wulandari et al., 2018).

For this reason, it is necessary to carry out promotion coordination between managers and various parties involved in the promotion and marketing of agro-tourism objects, both government agencies and travel agencies. This is because agro-tourism is an activity that does not stand alone because it has a broad scope and is related to the duties and authorities of various related agencies such as the Ministry of Agriculture, the Ministry or Ministry of Culture and Tourism, and other related agencies, the business community and society in general (Suyasa et al., 2018).

In carrying out marketing, it is necessary to approach various related parties in a coordinated manner, starting from the levels of planning, development, management, marketing to supervision and control. At the level of policy formulation and control, it is necessary to increase the role of the central and regional agro working committees so that their implementation is in line with the policies for the development of the agricultural and tourism sectors, both from the aspect of location, area of activity, as well as the provision of facilities and infrastructure (Utama et al., 2021).

2.4. The Elements of Agrotourism

Agrotourism development efforts broadly cover aspects of human resource development, natural resources, promotion, facility and institutional support. Furthermore, these aspects can be explained down as follows:

Human Resources Management. Human resources ranging from managers to the community play an important role in the successful development of agro-tourism. The ability of Agrotourism managers in setting targets and providing, packaging, presenting tour packages and continuous promotions according to their potential determines success in bringing in tourists. In this case the existence/role of the tour guide is considered very important. The ability

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of tour guides who have the knowledge and skills to sell tourism products is very decisive. Knowledge of tour guides is often not only limited to the products of the attractions being sold, but also general knowledge, especially matters that are more in-depth related to these tourism products. The availability and efforts to prepare Agrotourism guides are currently considered to be limited. At the level of formal education such as tourism education, the Agrotourism subject is considered inadequate according to the potential of Agrotourism in Indonesia. On the other hand, in agricultural education, tourism subjects are also practically not taught. To overcome this gap, agrotourism guides can be trained from retirees and/or workers who are still productive with an educational background in agriculture or tourism with additional short courses in fields they have not mastered (Arida & Sukma, 2017); (Utama, 2013).

Promotion Management. Promotional activities are key in encouraging Agrotourism activities. Promotional information and messages can be conveyed in various ways, such as through leaflets, booklets, exhibitions, souvenirs, mass media (in the form of advertisements or audiovisual media), as well as the provision of information in public places (hotels, restaurants, airports and others). In this regard, cooperation between agro-tourism objects and travel agencies, hotels and transportation services plays a very important role. One promotion method that is considered effective in promoting agro-tourism objects is the "tasting" method, which gives potential consumers/tourists the opportunity to come and make consumption choices and enjoy products without excessive supervision so that tourists feel at home. The impression experienced by this promotion will create a second stage of promotion and chain itself (Utama, 2017).

Natural Resources and Environment Management. As part of the agricultural business, the agro-tourism business relies heavily on the condition of natural resources and the environment. These natural and environmental resources include the tourist object resources being sold as well as the surrounding environment including the community. For this reason, efforts to maintain the sustainability and beauty of natural resources and the environment that are sold greatly determine the sustainability of agro-tourism businesses. The environmental conditions of the surrounding community determine the interest of tourists to visit. No matter how good a tourist object is, if you are in the midst of the community, you do not accept its presence, it will make it difficult for you to market a tourist attraction. Between agro-tourism businesses and the preservation of natural resources and the environment there is a mutually beneficial relationship. Sustainable agro-tourism business requires the development of sustainable natural resources and environment, on the other hand, from the resulting business venture, sustainable natural resources and environment can be created. Agro-tourism business is long-term and almost impossible as a short-term business, for this reason all efforts need to be carried out in a long-term perspective. Once consumers/tourists get a bad impression of the condition of tourism resources and the environment, it can have a long-term impact on returning them. It can be argued that Agrotourism is an agribusiness effort that requires harmony of all aspects.

Facility and Infrastructure Support. The presence of consumers/tourists is also determined by the conveniences created, starting from good service, ease of accommodation and transportation

to awareness of the surrounding community. Efforts to eliminate things that are formal, rigid and create a relaxed atmosphere as well as a clean and safe impression are important aspects that need to be created (Pitana & Diarta, 2009).

Institutional Support. The development of agro-tourism requires the support of all parties from the government, the private sector, especially agro-tourism entrepreneurs, related institutions such as tourism, hotels and others, universities and the community. The government acts as a facilitator in supporting the development of agro-tourism in the form of facilitating permits and others. Government intervention is limited to regulation so that there is no business climate that kills each other. For this reason, good cooperation between agrotourism object entrepreneurs, as well as between agrotourism objects and supporting institutions (tourism, hospitality and others) is very important. Breakthrough of joint activities in order to further develop agro-businesses is needed (Utama, 2014b).

While the factors related to the success of an agro-tourism in relation to the attractions offered as tourist objects, Syamsu et al, (Matthew et al., 2018) identified these factors as follows: (a) Scarcity: If tourists do tours in an agro-tourism area, tourists expect a stretch of plantations or parks that contain elements of scarcity because these plants are very rarely found at this time. (b) Naturalness: The naturalness of agro-tourism attractions will also greatly determine the sustainability of the developed agro-tourism. If the tourist attraction is polluted or full of fakes, tourists will surely feel very cheated and are unlikely to visit again. (c) Uniqueness: Uniqueness in this case is something that is completely different from existing tourist attractions. Uniqueness can be in the form of local culture, tradition and technology where the tourism object is developed. (d) Labor Involvement: It is hoped that the development of agro-tourism can involve the local workforce, at least minimizing the displacement of local communities due to the development of these tourist objects. (e) Optimization of Land Use: Agricultural or plantation lands are expected to be used optimally, if this agro-tourism object can function properly. No more idle land is found, but the development of this agro-tourism has a positive impact on land management, don't exploit it arbitrarily. (f) Justice and Equity Considerations: The development of agro-tourism is expected to be able to drive the economy of society as a whole, both farming/rural communities, investors/investors, regulators. By coordinating the development in detail from the existing inputs. (g) Regional Arrangement: Agrotourism is essentially an activity that integrates the agricultural system and the tourism system so as to form an attractive tourist object.

Meanwhile, according to Spillane said, to be able to develop an area into a tourism area (including agro-tourism) there are five elements that must be met (Spillane, 2005) as follows: (a) Attractions: In the context of developing agro-tourism, the attractions in question are expanses of gardens/agricultural land, natural beauty, garden beauty, farmer's culture and everything related to these agricultural activities. (b) Facilities: The facilities needed may be the addition of public facilities, telecommunications, hotels and restaurants at market centers. (c) Infrastructure: The infrastructure referred to is in the form of irrigation systems, communication networks, health facilities, transportation terminals, sources of electricity and

energy, sewage/water drainage systems, roads and security systems. (d) Transportation: Public transportation, Bus-Terminal, passenger security system, travel information system, workforce, fare certainty, city/tourist attraction maps. (e) Hospitality: The hospitality of the community will be a reflection of the success of a good tourism system.

Meanwhile, the selection of the location of agricultural areas that will be used as agro-tourism objects needs to be considered, including considering the ease of reaching the location, natural characteristics, centers of agricultural production, and the existence of agro-industrial activities. Site selection can also be seen based on natural characteristics, whether it is a lowland or highland, beach, and lake/reservoir. Elections can also be made by looking at regional potential such as agricultural production centers, strategic location, history and culture or by looking at the agro-industrial potential of a region (Rilla et al., 2011); (Lobo et al., 1999).

The lowlands usually have the characteristics of a dry climate and there are usually large grasslands (steppes) suitable for livestock farming, while the highlands usually have a hilly topography or are in the form of continuous mountainous areas. In general, mountainous areas have fertile soil and relatively low temperatures, making it suitable for the growth of various types of flower and vegetable plants. For areas that have a very wide coastal area, it can be used for marine fishery cultivation and ponds or seaweed. For areas that have lakes or reservoirs for freshwater fish farming techniques by providing fishing facilities (Rilla et al., 2011); (Lobo et al., 1999).

3. Research Method

This study employs literature review studies which include the writing process of summarizing, synthesizing and/or critiquing the literature found as a result of a literature search.

4. Findings and Discussions

The Opportunities in Agrotourism. In several countries, agrotourism is growing very rapidly and has become the best alternative for tourists, this is because agrotourism will bring someone a completely different experience from their daily routine. They want to get out of boredom, the pressure of traffic jams, cell phones, the office atmosphere and the hustle and bustle of the crowd. Parents want their children to be able to know where food actually comes from or to be introduced that milk is from a cow not a supermarket shelf (Rilla et al., 2011); (Lobo et al., 1999).

Agrotourism has the opportunity as an alternative to alternative tourism development that can increase awareness of the development of the agricultural sector massively. In this era, human life on earth is filled with boredom, routine and a myriad of busyness. In the future, the prospect of developing agro-tourism is estimated to be very bright. Agro-tourism development can be directed in the form of closed spaces (such as museums), open spaces (parks or landscapes), or a combination of the two. The display of closed room agrotourism can be in the form of a collection of agricultural tools that are unique and have historical value or texts and visualization of the history of land use and the process of processing agricultural products.

Open-air agrotourism can be in the form of land arrangement that is unique and in accordance with land capability and typology to support an effective and sustainable farming system (Rilla et al., 2011); (Lobo et al., 1999).

The main components of developing open-air agro-tourism can be in the form of cultivated and wild flora and fauna, cultivation technology and post-harvest agricultural commodities that are unique and of historical value, local agricultural cultural attractions, and natural scenery with an agricultural background that can be felt comfortably. Open space agrotourism can be carried out in two patterns, namely natural and manmade. The opportunities that can be expected from in agrotourism are as follows: (a) Agrotourism has the opportunity as a diversification and quality improvement effort that is unique. (b) Agro-tourism has the opportunity to become a new image of agriculture, namely the application of the agribusiness model, agro-tourism is one of the agribusiness ventures. (c) Agrotourism has the opportunity as a business venture in the agricultural sector by emphasizing the sale of services to consumers. (d) Agrotourism has the opportunity to increase access to agribusiness products which can be in the form of areas or agricultural products that have specific appeal. (e) Agrotourism has the opportunity to become a source of new regional growth, the agricultural sector and the national economy. (f) Agrotourism has the opportunity to provide opportunities for farmers to improve their quality of life by utilizing the agricultural resources they have. (g) Agrotourism has the opportunity as a form of tourism to meet the demand for pro-environmental, green and responsible tourism. (h) Agrotourism has the opportunity as part of natural tourism that has planning ethics and a pro-agricultural philosophy. (i) Agrotourism has the opportunity to become ethical tourism which is rare, natural, unique, and involves local farmers. (j) Agro-tourism has the opportunity to use nature as a tourist attraction that is never ending and sustainable.

5. Conclusion

One of the biggest challenges facing Agrotourism Management is navigating regulatory issues. There are often complex regulations and permits required for hosting events or offering tours on agricultural land. This can be especially difficult for small farmers who may not have the resources to navigate the bureaucracy. Another challenge is marketing. Agrotourism businesses need to find creative ways to attract customers and stand out in a crowded market. This can involve developing unique experiences, building partnerships with other local businesses, and leveraging social media to reach a wider audience. Environmental concerns are also a major challenge for Agrotourism Management. Balancing the needs of agriculture with the demands of tourism can be tricky, especially when it comes to issues like water usage, waste management, and preserving natural habitats. However, many Agrotourism businesses are finding innovative ways to reduce their environmental impact and promote sustainable practices.

One successful practice in Agrotourism Management is offering farm-to-table experiences. This involves inviting guests to participate in the production and preparation of food, and then serving it on-site. This not only provides a unique experience for visitors, but also helps to promote local agriculture and support small businesses. Another effective practice is creating

partnerships with other local attractions and businesses. By working together, agrotourism destinations can offer visitors a more comprehensive and appealing experience. For example, a winery might partner with a nearby bed and breakfast to offer a wine-tasting package that includes overnight accommodations.

In conclusion, Agrotourism Management is a crucial aspect of sustainable agriculture and rural development. By promoting responsible tourism activities on farms and ranches, we can create economic opportunities for farmers and local communities while preserving the natural environment.

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