

## **The Tourism Village Development by The Agriculture Based**

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INDEXING	ABSTRACT
<b>Keywords:</b> Keyword 1; Tourism Keyword 2; Village Keyword 3; Development Keyword 4 ; Agriculture	The development of agriculture-based tourism villages is an effort to manage existing resources while utilizing resources that are superior commodities in a village. Additionally, the development of agriculture-based villages will have a positive impact on the community as business actors, as it can help improve the economy of the people in the village. This study was conducted to examine the results of research on the development of agriculture-based tourism villages. The data source used in this study was secondary data obtained from previous studies conducted by researchers. The data was obtained through the Google Scholar portal, and based on the results of this study, it was found that the development of a tourist village will have a positive impact on the community and help rural communities in improving their economy.

### **Article History**

Received 9 November 2023; Revised 9 December 2023; Accepted 10 January 2024

## **INTRODUCTION**

Indonesia is an agricultural country, where some Indonesian people work in the agricultural sector. It has vast land and abundant natural resources. Additionally, Indonesia has a fertile soil structure, making it easier for the Indonesian people to carry out the farming process (Rondhi *et al*, 2018). Indonesia also has a tropical climate with 2 weather conditions and is considered to have a very strategic position (Susanto *et al*, 2020). The agricultural sector in Indonesia plays an important role in supporting state revenues (Cadman *et al*, 2019). Therefore, agricultural development must be supported by many parties, one of which is farmers.

Farmers are one of the main actors in agriculture, and becoming one of the important components in economic development requires new innovations in the agricultural sector. One of these innovations includes the development of agriculture-based tourism villages. In addition to the agricultural sector, which is one of the factors supporting the country's economic growth, the development of agriculture-based tourist villages will attract public interest in the tourism industry (Molina *et al*, 2021). This can also have a positive impact on the surrounding community, as it helps boost the economy of the village and provides an introduction to the commodities produced by the village.

There is the development of an agricultural tourism village. It's the same thing in Indonesian. Now it has begun to move towards the development of agriculture-based tourism villages. This also requires the support of related agencies to do so. Which will provide

facilities in the effort to develop agricultural tourism villages (Rizal *et al*, 2021). With the hope of having a good impact on tourism in West Kalimantan and also having a good impact on the village and its people (Nofiyanti *et al*, 2021).

## **LITERATURE REVIEW**

### **Tourism Village Development**

Development is a plan structured to improve an activity. According to (Rafani, 2013), a tourist village is a rural area with special characteristics that make it a tourist destination. A tourist village must meet several conditions to develop into one, as mentioned by Gunn Var (2002) in (Tias & Damayanti, 2018). These conditions include: (a) natural resources; (b) culture; (c) entrepreneurship; (d) finance and financing; (e) labor; (f) competition; (g) society; (h) government policies. Paying attention to these factors will have a positive impact on the development of a tourist village. Additionally, support from various parties and related agencies is necessary for the development of tourist villages. Adequate facilities and infrastructure support are also important. The development of a tourist village should be aligned with the existing facilities and infrastructure to attract public attention.

According to Parsono *et al.* (2021), agriculture-based tourism villages (agrotourism) are defined as a form of tourism activity that utilizes agribusiness as a tourist attraction, aiming to expand knowledge, provide experiences, facilitate recreation, and foster business relations in agriculture. Agriculture-based tourism villages have positive impacts on the community, not only from the tourism perspective but also in terms of knowledge dissemination. These villages introduce the community to superior commodities and provide new experiences, offering benefits and knowledge to the community. Pitana (2002), cited in Parsono *et al.* (2021), explains the principles of agrotourism villages as follows:

- a. Emphasizing the importance of minimizing negative impacts on nature and culture that can damage tourist destinations,
- b. Providing tourists with learning opportunities about the importance of preservation,
- c. Emphasizing the importance of responsible business practices that collaborate with government and society to meet the needs of local residents and contribute to conservation efforts,
- d. Directing economic gains towards conservation, natural resource management, and protected areas,
- e. Emphasizing the necessity of regional tourism zones and the management of vegetation in designated tourist destinations,
- f. Emphasizing the use of environmental and social studies, as well as long-term programs, to evaluate and minimize the impact of tourism on the environment,
- g. Encouraging efforts to increase economic benefits for the state, businesses, and local communities, especially those living around protected areas,
- h. Striving to ensure that tourism development remains within acceptable social and environmental limits set by researchers who have collaborated with local populations,
- i. Promoting the use of sustainable energy sources, protecting wildlife and plants, and aligning them with the natural and cultural environment.

## RESEARCH METHOD

The method used in this writing is to use previous literature studies seen from several research journals related to the development of agriculture-based tourism villages that have been carried out by previous researchers, and obtained from Google Scholar. The type of writing used is literature review (Nakano and Muniz, 2018).

## RESULT AND DISCUSSION

This discussion will analyze related articles that discuss the development of agriculture-based tourism villages. There are 10 literatures discussing the development of agriculture-based tourism villages which are then used in this paper. The literature used is obtained through Google Scholar. The following table describes the literature used:

**Table 1. Literature Description**

Writer's name	Research title	Method
(Fabiana Meijon Fadul, 2019)	Interpretasi Potensi Ekowisata Dusun Darok Kecamatan Bonti Kabupaten Sanggau Kalimantan Barat	Data analysis is presented in a qualitative descriptive form.
(Parsono <i>et al.</i> , 2021)	Penerapan Teknologi Media Tanam Hidroponik Untuk Mewujudkan Wisata Pertanian Di Desa Cimekar Slamet	Community education methods, training methods, and partner participation methods
(Kastowo <i>et al.</i> , 2022)	Pemberdayaan Masyarakat Melalui Desa Wisata Berbasis Pertanian Hinggil	The method used uses the concept of a society 5.0 system so that all research is assisted by using existing technologies such as the internet, online face-to-face meetings, and other mobile devices. Study
(Haydir <i>et al.</i> , 2021)	Perencanaan Desa Wisata Pertanian Di Desa Kasupute Kecamatan Wawotobi Kabupaten Konawe	This study uses a qualitative approach. Data were analyzed by descriptive qualitative
(Dewi <i>et al.</i> , 2019)	Pengembangan Desa Karangpelem Kabupaten Sragen Sebagai Desa Wisata Santy	A Focus Group Discussion was held involving Sragen Regency stakeholders such as the Research and Development Agency, the Agriculture and Animal Husbandry Office, the Tourism Office, DPU, and the Trade and MSME Office.
(Hartaroe <i>et al.</i> , 2016)	Implementasi Triple Helix Dalam Mendorong Pertumbuhan Desa Wisata Pertanian Organik Desa Kanigoro Sebagai Upaya Menciptakan Lapangan Pekerjaan (Studi Pada Desa Wisata Pertanian Organik Kanigoro Kec. Pagelaran Kab. Malang)	The research approach used in this study is a qualitative approach (qualitative research)
(Utomo, 2017)	Strategi Pengembangan Desa Wisata Di Kecamatan Karangploso Kabupaten Malang	This research is a technique qualitative data analysis. And use the SWOT analysis technique
(Umam <i>et al.</i> , 2020)	Pemberdayaan Pokdarwis Tazgk Dalam Pengembangan Desa Wisata Di Kaduengang	The program is carried out using the initial stage method, the implementation stage, up to the final stage.

Writer's name	Research title	Method
(Sayyidi & Akh., 2021)	Mewujudkan Desa Wisata Melalui Penataan Kawasan Pertanian Untuk Peningkatan Ekonomi Petani	Use qualitative descriptive research method
(Rafani, 2013)	Rencana Induk Pengembangan Kampung Wisata Sahapm Kecamatan Sengah Temila Kabupaten Landak	Approach method or the steps taken in the preparation of the village master plan

Based on the journal description data above, there are 5 journals that discuss agricultural tourism villages. Two of the journals are community service journals, while the remaining 3 journals are research journals conducted by previous researchers. The details will be explained below.

**Table 2. Journal Description**

Writer's Name	Publication Year	Type
(Parsono <i>et al.</i> , 2021)	2021	Public Servant
(Kastowo <i>et al.</i> , 2022)	2022	Public Servant
(Haydir <i>et al.</i> , 2021)	2021	Study
(Hartaroe <i>et al.</i> , 2016)	2016	Study
(Sayyidi & Akh., 2021)	2021	Study

Based on the table above, according to (Parsono *et al.*, 2021) in the servant of society entitled 'Penerapan Teknologi Media Tanam Hidroponik Untuk Mewujudkan Wisata Pertanian Di Desa Cimekar', it is explained that conducting community education provides understanding and knowledge to the community about the development of organic vegetable hydroponic technology, especially supporting agriculture-based tourism villages. Furthermore, not only the method of community education, but (Parsono *et al.*, 2021) also explained that the method used was a training method carried out through direct demonstrations of the manufacture of organic vegetable hydroponic nutrients. The target audience for this activity includes community elements such as the PKK mobilizing team, LP3M, Karang Taruna, Women Farmer Groups, Farmer Groups, and Cimekar Village community leaders. The last method involves empowering the community in providing education on farming using the hydroponic method, as there is a lack of land for farming in the local environment. Therefore, this helps the community understand the importance of developing tourism villages with a hydroponic system and the importance of developing agriculture-based tourism villages, with the hope of improving the community's economy.

According to (Kastowo *et al.*, 2022) in the publication titled 'Empowering Communities Through Agricultural-based Tourism Villages,' it is explained that one of the assets of Balong Village is its extensive land for planting rice. The rice cultivated in this village is brown rice. Community service is carried out to assist the community in marketing brown rice and provides opportunities for students to apply and share knowledge with the community. According to (Haydir *et al.*, 2021) in the study titled 'Planning Agricultural Tourism Villages in Kasupute Village, Wawotobi District, Konawe Regency,' it is explained that the community already has knowledge and plans for a tourism village in Kasupute Village.

With its landscape and rice fields, the community's willingness to use the land supports the plan for Kasupute Village to become an agricultural tourism village. The planning of this agricultural tourism village will have a positive impact on the surrounding community. Local government intervention is also needed to provide support and ensure understanding and management of the agricultural tourism village. According to (Hartaroe *et al.*, 2016) in the research on the implementation of Triple Helix in creating job opportunities in the organic tourism village of Kanigoro, it is explained that the Triple Helix provides roles for the organic tourism village community. The Malang district government also supports this organic farming tourism village through promotion to attract more visitors and have a positive impact on the community.

According to (Sayyidi & Akh., 2021) in the study titled 'Realizing Tourism Villages through Agricultural Area Arrangements for Farmer's Economic Improvement,' it is explained that agricultural tourism should consider various elements. One of these elements is the attraction element, which refers to tourist destinations that can attract visitors. Proper arrangement in agricultural tourism areas will have not only a positive impact on the local community but also on the overall development of the village.

## CONCLUSION

Based on the description above, the development of this agricultural-based tourism village has a good impact on society. It not only benefits the village tourism business actors but also the community around the village, who are not involved in the tourism village business. This development will also have a positive impact on the economy of rural communities. It is important for the local government to intervene and provide support in the planning and management of this agricultural tourism village.

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