

Dear Dr. Ramona PÎRVU, Ph.D.  
University of Craiova, Romania  
Editor in Chief Journal of Environmental Management and Tourism (JEMT)

We wish to submit an article entitled "Community-based agritourism: A qualitative research of the impacts, opportunities, and constraints in a tourist village" for consideration in *Journal of Environmental Management and Tourism (JEMT)*. We confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

This research aims to determine the motivation for the community-based agritourism activities in the tourist village. This research was conducted qualitatively using structured in-depth interviews with twelve key participants, which include the tourist village managers, village heads, farmers, culinary and agricultural product entrepreneurs, and tour guides. The findings showed six dimensions of community-based agritourism: economic impact, environmental conservation, education and learning activities, sociocultural preservation, management and stakeholder participation, and marketing and promotion. Some obstacles reported include changes in mindset and lifestyle, inequality of opportunity, and lack of professional staff to conduct tourism activities. There are also several essential aspects to be improved, including the management, financial support, and development of tourism-supporting infrastructure, as well as the training for communities involved in tourism activities. Furthermore, it is necessary to increase the economic benefits of local stakeholders to encourage nature conservation and local community participation in community-based agritourism management. This research has limitations from the perspective of the external environment of the tourist villages, such as the government, tourists and residents, and tourism business partners.

We believe that this manuscript is appropriate for consideration in the *Journal of Environmental Management and Tourism (JEMT)* with a focus on the environment management and tourism. We have no conflicts of interest to disclose. Please address all correspondence concerning this manuscript to me at [pus@stp-bandung.ac.id](mailto:pus@stp-bandung.ac.id).

Thank you so much for being so considerate.

Sincerely,

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# **Community-based agrotourism: A qualitative research of the impacts, opportunities, and constraints in Alam Endah tourism village**

## **ABSTRACT**

This research aims to determine the motivation for the community-based agrotourism activities in the Alam Endah tourist village, Bandung Regency. It was conducted qualitatively using structured in-depth interviews with twelve key informants which include the tourism village managers, village heads, farmers, culinary and agricultural product entrepreneurs, and tour guides. The findings showed that there are six dimensions of community-based agrotourism including economic impact, environmental conservation, learning activities, social and cultural sustainability, management and stakeholder participation, as well as marketing and promotion. Some of the obstacles reported include changes in mindset and lifestyle, inequality of opportunity, and lack of professional staff to conduct tourism activities. There are also several important aspects to be improved and these include the management, financial support, and development of tourism-supporting infrastructure, as well as the training for communities involved in tourism activities. Furthermore, it is necessary to increase the economic benefits of local stakeholders to encourage nature conservation and local community participation in community-based agrotourism management. This research is, however, limited by the non-consideration of the perspective from the external environment of the tourist village.

**KEYWORDS:** Community-based agritourism, Tourism village, Community participation, Economic impact, Learning and education activities, Environmental Conservation, Social and cultural community

## 1. INTRODUCTION

The Indonesian government gave high authority to villages to manage their assets and improve their economy through Law Number 6 of 2014 concerning Villages. This law further allows villages to form Village-Owned Enterprises (BUMDes) to improve community welfare (Pradani, 2020). Purnomo et al. (2020) further showed that the development of a tourist village in Indonesia involves using the triple helix concept which consists of the social and community aspects to transform human empowerment. The concept was used for the first social empowerment of the community to create a productive society. The second was the environmental forces aimed at producing sustainable development, and the third was the creation of a more productive economic power for the society.

Arida and Pujani (2017) suggested that the instruments or criteria to develop a tourist village consist of eight aspects which include nature such as biodiversity, physical environment, culture, amenities/infrastructure, institutions, human resources, attitudes, and order of people's lives as well as accessibility. Therefore, counselling on the management of tourist villages as well as the provision of information to the community is encouraged to advance tourism activities in these villages. The economy can also be advanced by nurturing people with businesses, locations for tourist activities, and products to be offered to tourists.

The development of tourist villages also has obstacles which are identified in previous studies to be majorly three. The first is the operational limitations related to a centralized public administration service system, weak coordination between stakeholders, and lack of information for tourism actors at the local level (Hayati and Suryasih, 2019; Windiardani et al., 2019). The second

is the structural limitations associated with the attitude of tourism actors such as the community, tourists, and tourism service providers, lack of trained human resources, and lack of access to capital and finance (Sutopo and Khalawi, 2021; Sutrisnawati et al., 2021). The third is the cultural limitations which are related to the economic aspect with the community observed not to have fully enjoyed the benefits of tourism activities, thereby, becoming apathetic and causing low awareness of local communities towards tourism (Tjahjono et al., 2018; Hayati and Suryasih, 2019).

One of the tourism activities in rural areas is agrotourism which is closely related to the daily life of the citizens as indicated by the preference for the agricultural sector as their main source of livelihood (Ulfah et al., 2017). Agrotourism is defined as the style of vacation usually spent on a farm as well as the process of familiarizing oneself with agricultural production, recreating in an agricultural environment, and creating opportunities to provide services to tourists (Sznajder et al., 2009). The concept serves as a link between agriculture and tourism and its services mainly focus on attractions such as visiting farms for recreation, enjoying beautiful scenery and relaxation, participating in agricultural activities, buying products, enjoying food and drinks, and perhaps staying overnight to create experiences for visitors (Wiranatha and Suryawardani, 2018).

There is currently no research examining the problems associated with the development of a tourist village area based on the three existing operational, structural, and cultural constraints. There is also none on the impacts and opportunities of community-based agrotourism activities in the tourism village of Alam Endah (DAWALA), Ciwidey, Bandung Regency. Therefore, this research aims to explore the perception of the community involved in agrotourism activities such as farmers, entrepreneurs dealing in agricultural and

plantation products, local community organizations managing tourist villages, representatives of the village government, and local residents participating in these activities. The following questions were designed to be answered in this research:

1. What are the practices, uniqueness, and resources of agrotourism activities owned by the Alam Endah tourism village, Ciwidey?
2. What is the motivation of the community to be involved in Community-Based Agrotourism (CBAT) activities in the tourism village?
3. What are the benefits of the CBAT activities in the tourism village?

Alam Endah Tourism Village was used as a study area because the main source of income is agricultural and tourism activities which are in the form of agriculture and plantations. This allowed the community to present agrotourism activities as its superior product. Therefore, data were collected from key stakeholders including the local residents and tourism village managers. These results are expected to assist the tourism village managers to identify tourism products and services needed to improve the performance of agrotourism activities using existing community resources and characteristics.

## **2. LITERATURE REVIEW**

### ***2.1 Agrotourism***

Agrotourism is the interesting innovation and diversification of agricultural production activities. It is observed from the multifunctional perspective to have the ability to maintain the integrity of natural resources and improve the socio-cultural and oeno-gastronomical heritage aspects of certain rural areas (Bianchi,

2011). From the economic perspective, it has the capacity to provide job opportunities for the hosts in the form of services such as accommodation, food and beverages, tourist attractions, tour packages, and other supporting services to increase income and profits as well as by selling local products directly to tourists (Little and Blau, 2020).

According to Jafaruddin et al. (2020) the resources in agrotourism activities include nature, tourist attractions, accessibility, facilities and infrastructure, local culture, and technology. This implies agrotourism potential is related to naturalness, uniqueness, community involvement in management, optimization of land, and regional arrangement (Ramdani and Karyani, 2020; Rahmatika, 2021). The recent research by Djuwendah et al. (2021) showed that the development of strategies for this concept requires community involvement, the addition of attractions in the tour packages provided, the inclusion of supporting facilities not yet available, synchronization of related development programs with stakeholders, and training human resources in tourism management to support community-based and sustainable agrotourism.

## ***2.2 Community-based agritourism***

*Community-Based Tourism* (CBT) is defined as "a development model that provides the greatest opportunity for rural communities to participate in tourism development" (Dewi, 2013, p.131). It can be described as a form of tourism that applies the principles of sustainability to tourism development as indicated by its key elements which include environmental conservation, awareness of local community involvement, preservation of local culture and traditions, as well as regional capacity assessment and marketing (Pornprasit and Rurkkhum, 2019; Priatmoko et al., 2021). Moreover, CBT activities are closely related to the economic, socio-cultural, and environmental aspects (Jafaruddin et al., 2020).

The management of CBT has become an interesting issue in tourist village areas. These areas are currently identified as a rural revitalization tool that relies heavily on ecotourism activities and considered important to attract tourists. One of the main issues associated with the preservation of rural community-based tourism is ensuring the local communities remain involved in collaboration with all stakeholders and have an important role in managing the tourism destinations. The biggest benefit of living in a local destination is the community itself and this is the reason a community-based tourism development strategy is needed in tourist villages (Priatmoko et al., 2021).

Community-based agrotourism (CBAT) is a form of tourism activity that seeks to involve the community and local residents in managing their natural resources in order to maintain local, cultural, and biological diversity as well as to develop ecotourism management (Srithong et al., 2019). It has a strengthening or empowering impact on the economy, awareness of local community involvement, as well as their participation in decision-making processes (Nurlaela et al., 2021; Simatupang et al., 2021). Moreover, cooperation in promotion and marketing activities with travel agents and other tourism objects as well as the improvement in service quality have the capacity to create branding for agrotourism activities (Harwadi et al., 2022).

Several studies have discussed the principles of agrotourism activities, for example, Ammirato et al. (2020) showed its effectiveness in supporting the conservation of biodiversity, reducing its impact on the environment, involving the preservation of ecology and local people's lives, reducing poverty in the rural areas, and achieving sustainable goals. Furthermore, the most important aspects of CBAT activities are considered successful when nature is well conserved, there is care for the environment, full participation through effective cooperation, and community

empowerment (Hwang et al., 2012; Wang et al., 2021; Abadi and Khakzand, 2022). These principles indicate agrotourism is a form of tourism that emphasizes the environmental carrying capacity of local communities, allows an increase in sustainable tourism activities, and focuses on the preservation of the natural environment (Ammirato et al., 2020). Agrotourism is currently encouraged to provide economic benefits and empower local communities in the long term while paying attention to and supporting the concept of sustainable management as well as the needs of visitors and their loyalty to these tourist attractions (Azimi et al., 2012; Malkanthi and Routray, 2012; Nguyen et al., 2018; Suhartanto et al., 2020).

The participation of local communities in tourism development was categorized in previous research into several participatory activities. The first is passive participation where the community is only required to follow directions and information prepared by external parties such as professionals/governments (Raharjana, 2012; Hasbi and Badollahi, 2019). The second is community participation through deliberation or ideas with members of the community involved in consulting and contributing ideas on the advantages and disadvantages of tourist villages (Ira and Muhamad, 2020). The third is purchased participation where community involvement is based on rewards such as food, cash, or other material incentives. This implies the local communities do not have the ability to significantly expand the initiative or engagement when the incentives expire (Iqbal, 2007). The fourth is functional participation which involves external institutions playing a role in the provision of directions to achieve their goals while the community is required to form certain groups to achieve predetermined goals, especially in reducing costs (Cornwall, 2008). The fifth is interactive participation which prioritizes the involvement of all stakeholders in the



preparation of action plans, formation or strengthening of local groups or institutions, and the application of learning methodologies based on different perspectives to determine how the available resources such as skills and expertise are to be deployed (Eladway et al., 2020; Ira and Muhamad, 2020). The sixth is self-mobilization which is related to taking independent initiatives from external institutions to change the system. This involves a process where the community gain access to the resources and technical assistance required from these institutions but has total control of their application (Gunawijaya et al., 2019; Hasbi and Badollahi, 2019; Witchayakawin et al., 2022).

This simply shows that community-based agrotourism (CBAT) is the development and management of tourist destinations using farming and gardening as the main elements of community activities. The process involves obtaining technical assistance and guidance as well as funds from external parties such as local government through tourism driving groups, and the central government. CBAT aims to promote community activities and agricultural products in order to provide economic, socio-cultural, and sustainability benefits and environmental preservation for local communities as well as an interesting and educational experience for visitors.

### **3. METHOD**

#### ***3.1 Research Object***

Figure 1. Map of the Alam Endah tourist village,  
Bandung Regency, Indonesia Source (Google, 2022)

This research was conducted in one of the tourist villages being developed by the community, Alam Endah, in part of the sub-district in Bandung Regency, West Java as indicated in Figure 1. The location was selected due to its focus on the concept of community-based agrotourism which is indicated by different activities designed for the tourists such as farming, gardening, raising livestock, and learning Sundanese art. The land use in this village is dominated by vegetable and fruit commodities including leeks, strawberries, garlic, carrots, celery, asparagus, coffee, and oranges. The existence of this agricultural potential led to the community prioritize the development of agrotourism activities such as strawberry picking, learning about the processing and packaging of agricultural and plantation products, engaging in agricultural tourism by travelling around enjoying the atmosphere of the fields and plantations, as well as studying the cultivation of the products under the supervision of the local residents and land owners. For rural communities, agrotourism potential is expected to provide benefits and added value through the visitation of the tourists and the sale of agricultural products and their derivatives (Nurazizah, 2021).

### ***3.2 Data collection technique***

The data used were mainly obtained from semi-structured interviews with questions designed to focus on aspects of the environment, management, activities, learning processes, and community participation. Moreover, the samples were selected using the purposive sampling technique and this led to the selection of the members of the community and managers of the Alam Endah tourism village to determine the perceptions of key informants regarding community-based agrotourism activities in the village. The informants were expected to provide information on the role and impression of the community

regarding agrotourism activities, the meaning of community-based tourism activities in the village, related activities being conducted, and the expectations of the community.

The interview has four parts with the first being an opening to explain the research objectives and the second was on general information, characteristics of tourism activities, and community aspirations in Wisara Alam Endah Village. The third focuses on community participation in supporting agrotourism activities and the fourth centres on the benefits of community-based agrotourism activities after which open-ended questions regarding their expectations and inputs were asked. The interviews were conducted online using the zoom platform to ensure the data obtained are valid. It is important to note that the informants were provided with information on the aims and objectives of the research as well as the consent form before the interviews were conducted. The entire process was in May 2022 using a total of twelve key informants consisting of farmers, local micro, small and medium enterprises (UMKM) owners, managers, village heads, and communities participating in agrotourism activities in the tourist village. The interview averagely lasted for approximately 33 minutes and all conversations were recorded in audio form for further analysis.

### ***3.3 Data analysis***

The thematic analysis method was applied, hence, the perspectives of the informants expressed in the interview transcripts were coded, tabulated, and analysed using ATLAS.ti version 8 qualitative software which categorized the contents into five main themes and their sub-themes as follows:

*"Theme is used as an attribute, descriptor, element, and concept.... it enables researchers to answer the study question. It contains codes that have a common point of reference and has a high degree of generality that unifies*

*ideas regarding the subject of inquiry. It is considered a thread of underlying meaning implicitly discovered at the interpretative level and elements of subjective understandings of participants” (Vaismoradi et al., 2016, p.101).*

Thematic analysis is one of the methods in qualitative research which focuses on the essence of the themes and subthemes or factors underlying the data collected through interviews (Herzog et al., 2019). It was applied in this research to analyse the contents of the interviews conducted and each theme and sub-theme discovered are discussed in the findings section.

## 4. Results and discussion

### 4.1 Informant demographic profile

A total of 12 informants participated in this research and it was discovered that the majority were male (92%). They also have a balanced composition with 50% observed to be between 20-40 years old and 50% were 41-60 years old as indicated in Table 1. Moreover, five are professionals with different roles such as chairman, secretary, treasurer, social media account manager, tour guide, as well as manager of outbound activities and camping grounds. A total of four are farmers and owners of plantation land with different commodities such as vegetables, lemons, and coffee while two are representatives of local MSMEs engaged in traditional food processing businesses and coffee shops and one, the village head of Alam Endah, represented the local government.

**Table 1.** Demographic characteristics of the informants

Demographic characteristics		Informants (N = 12)	
		Total	Percentage %
<b>Gender</b>	Female	1	8%
	Male	11	92%
<b>Age</b>	20 - 30	4	33%

	31 - 40	2	17%
	41 - 50	4	33%
	51 - 60	2	17%
<b>Occupation</b>	Village head	1	8%
	local MSMEs	2	17%
	Farmer	4	33%
	Tour driving group	5	42%

#### 4.2 Themes and sub-themes from the interviews

These results showed that the community believes tourism activities have a very significant impact on the economy of the Alam Endah Tourism village as indicated in Table 2.

**Table 2.** Frequency of factors mentioned by informants in interviews (n=12)

Themes / Sub-themes	Frequency	Percentage of Total
<b>1 Economic Benefits</b>	<b>104</b>	<b>27.2%</b>
○ Diversify the local economy and business	32	8.4%
○ Distribution channel for agricultural products	25	6.5%
○ New income and jobs for local people	16	4.2%
○ Increased consumption of local products	11	2.9%
○ Empowerment of small and medium enterprises	9	2.4%
○ The stimulus for other local activities	6	1.6%
○ Infrastructure investment	5	1.3%
<b>2 Opportunities for Education and Learning</b>	<b>78</b>	<b>20.4%</b>
○ Fostering learning opportunities and experiences for visitors	31	8.1%
○ Agrotourism program activities	24	6.3%
○ Provision of educational programs for local communities	20	5.2%
○ Transfer of knowledge from visitors to the local community	3	0.8%
<b>3 Community Participation</b>	<b>76</b>	<b>19.9%</b>
○ Effective communication between parties involved in policy and decision-making processes	19	5.0%

○ Community involvement in the planning process for the development of local attractions	17	4.5%
○ Government support	11	2.9%
○ Community participation is encouraged by local authorities	11	2.9%
○ Collaboration between stakeholders	10	2.6%
○ Human Resource Development	6	1.6%
○ Corporate social responsibility of the private sector	2	0.5%
<b>4 Environmental Conservation</b>	<b>51</b>	<b>13.4%</b>
○ Contribution to the preservation of natural ecosystems	31	8.1%
○ Sustainable tourism	9	2.4%
○ Activities on a small scale/low impact on the environment	7	1.8%
○ Funding for ecological conservation	2	0.5%
○ Use of organic composter/fertilizer for agriculture	2	0.5%
<b>5 Socio-cultural Sustainability</b>	<b>41</b>	<b>10.7%</b>
○ Benefits and value to local communities	17	4.5%
○ Farming as a way of life for local people	16	4.2%
○ Local culture sustainability	4	1.0%
○ Incentives and empowerment programs for farmers	4	1.0%
<b>6 Marketing and Promotion</b>	<b>32</b>	<b>8.4%</b>
○ Promotion of agrotourism activities	13	3.4%
○ Develop a special interest tourism target market	9	2.4%
○ Product innovation	7	1.8%
○ Marketing through social media	3	0.8%

The agrotourism activities were observed to have provided opportunities for residents to learn and provide educational experiences for visitors. They were also reported to have allowed community participation in the success of tourism activities, especially agrotourism which prioritizes sustainability through the maintenance of the natural environment as well as the socio-cultural aspects of the surrounding villages. Finally, marketing strategies and promotion of agrotourism in Alam Endah Tourism Village were reported to be very important.

#### ***4.2.1 The impact of agrotourism on the community's economy***

The interviews conducted showed that the main aspects of agrotourism activities are related to the economic aspects. This was indicated by the

response of most informants that tourism activities have enhanced the economy of the local community and also diversified the businesses of entrepreneurs and producers of agricultural products. This is in line with the findings of previous studies on the economic impact of agrotourism activities (Azimi et al., 2012; Marin, 2015; Ammirato et al., 2020). Moreover, the majority of the informants explained that business diversification has occurred since tourism activities were introduced by the tourism driving group managing the Alam Endah tourism village.

**Table 3.** The economic impact of agrotourism

<b>Theme</b>	<b>Sub-theme</b>	<b>Excerpts from interview text data</b>
Economic benefits	Diversification of local business activities	“The positive impact can be felt in all sectors including livestock, fisheries, crafts, and plantations as well as services such as accommodation, attractions, and other tourist attractions. Everyone is involved and this allows the community to take advantage of its smallest potential.” (Interviewer 4)
	Agricultural Product Distribution Channel	“We organised a visit program on agricultural education and tourists bought their agricultural products at normal prices which serve as one of the solutions to the lower prices of agricultural products on the market. This implies agrotourism activity provides solutions for us when agricultural prices were low.” (Interviewer 11)
	New income and jobs for local people	“Our MSMEs obtain more income. We had the opportunity to be guided and this provided other jobs.” (Interviewer 2)

	Increased consumption of local products	“Several issues were raised in the agrotourism sector. First, when the owner of the garden harvests, the selling price of their products usually goes down but the involvement in agrotourism activities ensures an increase and relative stability. Second, the tourists brought to agrotourism locations processed by MSMEs are told how the products were produced and are also provided the time to taste, gain experience, and process the products themselves, thereby, leading to an increased revenue and product sales.” (Interviewer 1)
	Investment in infrastructure	“Access to facilities and infrastructure, costs, and capital should be provided. Therefore, it is hoped that the budget from the government will be extended such that there will be capital assistance for the community to organise a tourism project.” (Interviewer 4)

The informants stated that agrotourism activities are assisting local farmers to distribute their agricultural products directly to buyers that are majorly tourists visiting their villages. This agrees with the findings of previous research on the use of agrotourism activities to sell agricultural products in tourist destinations (Little and Blau, 2020). Moreover, the return of the tourism sector in the Alam Endah tourist village after the pandemic is expected to increase the demand and consumption of agricultural products and their derivatives. This is further anticipated to directly generate additional sources of income and employment opportunities for residents. Furthermore, the informants also hoped that the existence of tourism activities in their villages has the ability to increase the intensity and priority of the development of supporting facilities and infrastructure by the local government (Iqbal, 2007). Entrepreneurs are also expected to receive small and medium business capital assistance to continue developing their business



and potential (Ulfah et al., 2017).

#### **4.2.2 Participation of the community in agrotourism activities**

The management of tourist attractions requires a planned and coordinated process in order to maximize the existing tourism resources to create edible tourism products. The participation of local communities and managers in the planning, organizing, implementation, and evaluation stages is absolutely necessary as indicated in the following Table 4.

**Table 4.** Community participation in agrotourism activities

<b>Theme</b>	<b>Sub-theme</b>	<b>Excerpts from interview text data</b>
Community participation	Communication between parties involved in the policy formulation and decision-making processes	“Our function is to make this society orderly, safe, and conducive by creating Sapta Pesona. As representatives of the village government, we called all components in all tourist attractions, formed a management team headed by a coordinator, made a decree (SK), and worked with LMDH and the tourist village.” (Interview 4)
	Involvement of local residents in planning the development of local attractions	“We actually involve all components of society to have a better understanding of community-based tourism. This means the aim was not to only expose the plantation sector but also to involve the community in the agrotourism activities.” (Interviewer 2)

	Government support	“There are several activities requiring very large funds in agrotourism such as the design of master plans. Therefore, it is hoped that the central government can immediately take root in the regions... to allow the community explore the potential of its natural resources to improve people's living standards.” (Interviewer 4)
	Community participation is encouraged by local authorities	“The community is actively involved and we explained to community leaders, the head of the Neighbourhood unit, and the head of the Community unit first before the community. This is to make the activities easier for us to coordinate.” (Interviewer 3)
	Collaboration between stakeholders	“We collaborated with the heads of the local Neighbourhood unit and Community unit that are involved as coordinators. Moreover, harvested products from a location are usually sold in packages and coordinated at night in order to be available the next day.” (Interviewee 2)
	Human Resource Development	“It is necessary to increase the human resources capacity. This is necessary to ensure the community also understands the procedures to ensure good tourism activities.” (Interviewee 3)

The Alam Endah tourism village currently applies the concept of community-based tourism activities with the management observed to be prioritizing the active participation of the community in order to provide welfare for the citizens while maintaining environmental quality and protecting socio-cultural life. This is in line with the results of previous research regarding the importance of sustainable tourism development (Ammirato et al., 2020; Ira and Muhamad, 2020; Abadi and Khakzand, 2022). It was discovered that the tourism driving groups collaborate with government agencies, universities, and professional communities to support the development of the tourist village. One of the informants emphasized the importance of the involvement of all elements of society to support

agrotourism activities. This can also be achieved through the cooperation of and support from different parties in the policy formulation process through regular meetings, tourism activity management organizations (pokdarwis), counselling, and intensive communication with the community (Hwang et al., 2012). Another challenge observed is the need for stakeholders to increase the capability and innovation of human resources considered to be the main actors in managing tourism activities (Malkanthi and Routray, 2012; Pornprasit and Rurkkhum, 2019).

**4.2.3 Facilities for learning and educational activities**

In terms of facilities for learning and educational activities, the informants showed that agrotourism activities have provided opportunities for the transformation of learning experiences as well as experiences of visitors concerning agricultural and plantation activities. This is due to their direct interaction with farmers and plantation owners that are residents of the Alam Endah tourism village as indicated in the following Table 5.

**Table 5.** Opportunities in educational and learning activities

<b>Theme</b>	<b>Sub-theme</b>	<b>Excerpts from interview text data</b>
Development of education and learning aspects	Fostering learning opportunities and experiences for visitors	"We have a tagline 'get your experience with us' and this means tourists are allowed to taste and also participate in processing their products to the packaging stage." (Interviewee 1)
	Tourism program activities	"We made several packages that were not only limited to agrotourism but also extended to the educational aspect. This improved KUPS and made tourism objects independent. One of the newest we made is a tracking and bird-watching package. You could call it an educational package. Quite complete, the first tourists pass through residential areas, then agricultural land, and after that, they enter the coffee plantation area. We have already

		informed the forest cultivators growing coffee.” (Interviewer 3)
	Provision of educational programs for local communities	“The assistance from the government is in the form of training to improve human resources. For example, the application of health procedures was really encouraged during the pandemic. Training and assistance were also provided for several MSMEs such as in producing P-IRT, having a TIN, making NIB, and currently in the process of making P-IRT.” (Interviewer 1)
	Transfer of knowledge from tourists to local communities	“At one time, we brought guests that knew more about onion cultivation than us. In the end, we learned from them.” (Interviewer 2)

In early 2019, the management team of the Alam Endah tourism village began to focus on developing product innovations and tour packages by utilizing the potential that exists in the village. This provides learning experiences in nature for the tourists with the content being the habits and activities of local communities packaged attractively and innovatively in tour programs to create unforgettable experiences. This certainly provides a positive response from visitors and ultimately increases their loyalty and desire to recommend the destinations to others (Azimi et al., 2012; Suhartanto et al., 2020).

Before the COVID-19 pandemic, the Alam Endah tourist village was able to attract more tourist visits in groups with several activity packages offered by the manager such as strawberry picking as well as processing and packaging of agricultural products. It was also discovered from the informants that the selling experiences in tourism activities blended with nature such as a trip to a coffee plantation is an environmentally friendly tourism option, as described by Abadi and Khakzand (2022) This simply means agrotourism emphasizes the conservation, cultural, and social values, and preservation of village vernacular

architecture to uphold regional environmental values which is one of the goals of sustainable development.

Tour packages were also developed to educate tourists about coffee cultivation and processing in an atmosphere with recreational facilities. An example is the “Coffee Cup” Trip package which focuses on explaining the processes involved in planting and processing coffee to the stage where it is ready to drink. This is one of the leading tourist activities in Alam Endah tourist village with the main attraction being the combination of the sweetness of the coffee with the nuances of the coffee plantation. This is in line with the report of previous studies that Alam Endah tourism village offers educational activities on coffee cultivation and processing by combining education with recreational activities (Jafaruddin et al., 2020; Djuwendah et al., 2021). This is part of the agrotourism concept which is targeted at uniting education, recreation, and coffee production activities with environmentally friendly development (Ghina and Ronim Azizah, 2020).

The home industry has been developed into an educational tourist attraction to visitors apart from being a place for souvenirs. The joint activities offered by MSMEs involve processing authentic local food to create an experience for visitors. This includes seeing the manufacturing process, learning to make the products, trying the results, and product packaging with the majority of the ingredients purchased from the local farmers. The results of these activities can be directly consumed or used as souvenirs for tourists.

The informants also said that apart from agriculture and plantations, some people work as cattle breeders with the main focus of producing cow milk as the superior product through the traditional milking process. The liquid milk is usually distributed through cooperatives and also processed into other food

products. This cow milking activity is included in the tourism activities offered by the Alam Endah tourist village and allows the tourists to have first-hand experience of raising cows, milking, bathing, and tasting the freshly made milk.

It was also deduced from the interviews that the community is very concerned about promoting and selling their products, including the physical form and experiences, to visitors. An example of this is the experience as a farmer in the agricultural and plantation sector which is certainly an attraction and an unforgettable activity (Malkantheni and Routray, 2012; Suhartanto et al., 2020). Some others are related to the local culture such as *Pencak silat*, watching *karinding*, and dance performances by the local community.

#### 4.2.3 Socio-cultural sustainability of the community

**Table 6.** Social and cultural preservation of the community

<b>Theme</b>	<b>Sub-theme</b>	<b>Excerpts from interview text data</b>
Social and cultural sustainability in society	Benefits and value to local communities	“For tourism villages, what we really hope is to create a decent life for the community... This tour can be the door to the welfare of the people and the community to become tourist actors themselves.” (Interviewer 2)
	Family farming is the main activity that needs to be preserved and maintained	“In the future, agrotourism will become the identity of the residents of this area. Because the majority of their livelihoods here are based on farming and that is the identity of Ciwidey.” (Interviewer 8)

	Incentives and programs for farmers	"Our wish from the agriculture office is to educate the farmers a little more because we only operate based on experience. We rarely attend training such that only about 20 percent participate while the rest conduct farming based on experience." (Interviewer 8)
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The information received showed the need to maintain the cultural aspects of the community which is mainly focused on the profession of most of the residents as farmers. This means there is a need to encourage young people to engage in farming activities through the provision of socialization and incentives for farming families in order to advance the agricultural sector as part of the culture and support agrotourism activities in the Alam Endah tourist village as indicated in Table 6. The informants also hope that there is an adequate strategy to create a decent life for the community in the tourist village by ensuring they feel the significant impact of agrotourism activities in their lives. This is necessary to enhance their willingness to voluntarily share the best experiences with tourists and become complete tourism actors.

#### ***4.2.4 Environmental Conservation***

Most of the informants stated that agrotourism activities are an inseparable part of creating public awareness and ensuring tourists preserve the environmental ecosystem around the Alam Endah tourist village as indicated in Table 7. According to Abadi and Khakzand (2022), agrotourism emphasizes the preservation of environmental values which is one of the goals of sustainable development by ensuring local individuals involved understand the concept and are prioritized in rural development planning.

The concept of sustainable tourism was understood by the informants

as part of the efforts to preserve the environment and minimize negative impacts. They also believe agrotourism is very relevant in protecting the soil from hydrogeological disasters through the implementation of farming practices that focus on preserving the surrounding natural environment and developing rural landscapes and biodiversity (Ammirato et al., 2020).

**Table 7.** Environmental conservation

Theme	Sub-theme	Excerpts from interview text data
Environmental Conservation	Contribution to the preservation of natural ecosystems	“Therefore, people are now accustomed to practising sustainable forest management with beautiful forest areas. We also manage garbage effectively to ensure it does not pollute the area. Moreover, one of the former designs used is in the form of a garden, including tree planting. We try to work with the community, especially those that are close to the forest.” (Interviewer 4)
	Sustainable tourism	"Actually, what we are pursuing is the principle of ecotourism through sustainable tourism." (Interviewer 2)
	Less impact on nature	“Fewer guests are better for the community and nature. We avoid locations that are viral and crowded and have the ability to cause environmental damage or pollution in the future.” (Interviewer 11)



	Funding for ecological conservation	“We set aside nature conservation programs from a package purchased by tourists. For example, when tourists buy a coffee trip package, the group of tourists is required to plant coffee trees and we also use part of the funds to buy tree plants to be planted in the environment.” (Interviewer 3)
	Organic composer used	“We are using organic fertilizer which is good enough to reduce the impact of pollution. It was also observed in one of the lands we convert to organic that the cost is cheaper using the newest and most efficient method.” (Interviewer 8)

#### ***4.2.6 Marketing and promotion of agrotourism activities and their derivative products***

At the end of the event, the informants stated that the reopening of tourism, especially domestic tourism, opened up opportunities to promote and re-market agrotourism activities in Alam Endah village. Some of the recommendations include the implementation of appropriate promotional strategies by collaborating with strategic partners such as travel companies, and community partners from other tourist villages.

**Table 8.** Marketing and promotion of tourism activities

<b>Theme</b>	<b>Sub-theme</b>	<b>Excerpts from interview text data</b>
Marketing and promotion	Promotion for agrotourism	“How to sell packages through Alam Endah social media is part of the marketing strategy to be developed by the tourism village with community partners and other tourist village destinations.” (Interviewer 11)

	Developing a new target market for tourism activities	"A package has been designed in the form of cycling on ironwood overtime which involves passing through the residents' alleys and stopping at MSME spots that are far from the highway. It is one of the things we are trying to lift." (Interview 3)
	Product Innovation	"When travel restrictions were affected by COVID-19, we tried virtual tours, because tourists cannot come and stay here." (Interviewer 2)
	Social media marketing	"We allowed the management to sell tourism village products and employed an admin to manage the social media." (Interviewer 2)

### 4.3 Barriers to agrotourism in the Alam Endah tourist village

**Table 9.** Barriers to agrotourism activities

Theme	Sub-theme	Excerpts from interview text data
Barriers to agrotourism activities	The impact of the COVID-19 pandemic	"Agriculture is very economically reliable but the tourism aspect was affected by the COVID-19 and has been limited to only 30% instead 100%. The agricultural sector is advancing continuously." (Interviewer 2)
	Lack of public speaking skills	"The problem faced when we first offered tour packages to farmers, breeders, MSMEs, and art activists was the ability to tell stories about their activities. Because when they meet tourists, they are immediately to stunted to speak." (Interviewer 3)
	Waste management problems	"Garbage is actually a matter of self-awareness, for example, people like to throw mineral water packaging anywhere when travelling to the garden" (Interview 5)
	Changes in the mindset of the local community	"Tourism is not a necessity but a part of society. The fear is that people's habits may change when they become too comfortable with tourism such that they may not want to engage in farming and growing vegetables again." (Interview 2)

Lack of professional and competent personnel in managing tourism	“HR is one of the things to be strengthened. Good and correct management should be supported in terms of science because the knowledge of tourism in the village is still limited. There are also no academics because we do not want to be involved in the village.” (Interviewer 10)
Language barrier	"When we find the target market such as most international schools, there is usually a problem with language because some of the tourists do not understand Indonesian." (Interviewer 2)
Minimum budget allocation in tourism	“There are a few obstacles regarding paid promotions such as the need to provide a quite large budget in each year.” (Interviewer 12)
Changes in local people's lifestyle	"One of the negative impacts of tourism activities is the discomfort of the community, and some villagers feel that tourism activities are a threat to their culture and habits." (Interviewer 2)
Inequality of opportunity for local people to participate in tourism activities	“Tourism activities, especially agrotourism, should be sustainable between professionals and local residents. It should not only benefit certain parties such as event organizers because they are the ones reaping more profits.” (Interviewer 9)
Accessibility to the location of agrotourism activities	“Access roads to Alam Endah tourism village are narrow. Therefore, there is usually traffic jam for kilometres when the group arrived by automatic bus, thereby, increasing the visitation time.” (Interviewer 4)

The excerpts presented in Table 9 provide several lessons such as the need to learn how to manage tourism activities in the village efficiently due to the limited tourism resources as well as different obstacles associated with agrotourism activities. First, the COVID-19 pandemic and the subsequent travel restrictions and quarantine for travellers limited access and travel activities both domestically and internationally, especially for areas included in the red zone with a high number of cases such as the Bandung regency. Second, it was discovered that professional and competent personnel to manage tourism are lacking in the community, and the third is the inability to

communicate with tourists, especially foreign ones. These obstacles were observed to be changing the mindset of the community, especially the younger generation, from farming and gardening which are their main profession to other activities. This is consequently leading to a change in their habits and culture, and certainly has an impact on agrotourism activities associated with the Alam Endah tourist village.

It was recommended that the tourism activities of the village need to be supported by external parties, both local and central governments, the private sector, and other organizations. There is also the need for policymakers to provide allocations needed to support the development of tourism activities such as infrastructure, accessibility, and human resources in tourism which are observed not to be optimal. This is expected to have a direct impact on ensuring equity, economic, and social development as well as the involvement of the community in tourism activities of Alam Endah tourist village.

## **5. Conclusion**

This research aims to identify community-based agrotourism activities in the Alam Endah tourism village which combines tourism and agriculture as a source of community livelihood. These activities were observed to be strengthening the community in managing tourism using its main activity, farming. The findings indicated six aspects affected by the agro-based tourism activities include the economy, learning and education, socio-cultural sustainability of the community, community participation, environmental and cultural preservation of the local community, as well as ways the marketing and promotion of the uniqueness and excellence of agrotourism activities owned by the Alam Endah tourism village.

Agrotourism was observed to have empowered the surrounding community but several aspects need to be developed and considered by all stakeholders. These include the human resources involved in agrotourism activities, infrastructures, accessibility, as well as environmental and socio-cultural aspects. It was discovered that community-based agrotourism activities can be sustained when there is harmony between the programs implemented and the social context of the community and nature. Moreover, it is hoped that more attention is focused on the role of environmental conservation, the lifestyle of rural communities that depend on farming and gardening activities, and the village community in terms of sustainability and equity in the future. The agrotourism design to involve people's participation is expected to promote and prioritize the experience of the locals which is considered interesting for both tourists and the residents as the main actors.

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This research aims to determine the motivation for the community-based agritourism activities in the tourist village. This research was conducted qualitatively using structured in-depth interviews with twelve key participants, which include the tourist village managers, village heads, farmers, culinary and agricultural product entrepreneurs, and tour guides. The findings showed six dimensions of community-based agritourism: economic impact, environmental conservation, education and learning activities,

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## Community-based agritourism: A qualitative research of the impacts, opportunities, and constraints in a tourist village

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### Abstract:

This research aims to determine the motivation for the community-based agrotourism activities in the Alam Endah tourist village, Bandung Regency. It was conducted qualitatively using structured in-depth interviews with twelve key informants which include the tourism village managers, village heads, farmers, culinary and agricultural product entrepreneurs, and tour guides. The findings showed that there are six dimensions of community-based agrotourism including economic impact, environmental conservation, learning activities, social and cultural sustainability, management and stakeholder participation, as well as marketing and promotion. Some of the obstacles reported include changes in mindset and lifestyle, inequality of opportunity, and lack of professional staff to conduct tourism activities. There are also several important aspects to be improved and these include the management, financial support, and development of tourism-supporting infrastructure, as well as the training for communities involved in tourism activities. Furthermore, it is necessary to increase the economic benefits of local stakeholders to encourage nature conservation and local community participation in community-based agrotourism management. This research is, however, limited by the non-consideration of the perspective from the external environment of the tourist village.

**Keywords** Community-based agritourism, Tourism village, Community participation, Economic impact, Learning and education activities, Environmental Conservation, Social and cultural community,

**JEL Classification:** Q13; O13; Z32; Z38.

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**Deleted:** Community-based agritourism; Tourist village experiences; Community participation; Economic impact; Learning and education activities; Environmental and sociocultural conservation

## Introduction

The Indonesian government gave high authority to villages to manage their assets and improve their economy through Law Number 6 of 2014 concerning Villages. This law further allows villages to form Village-Owned Enterprises (BUMDes) to improve community welfare (Pradani 2020). Purnomo et al. (2020) further showed that developing a tourist village in Indonesia involves using the Penta helix concept, which consists of the social and community aspects to transform human empowerment. The concept was used for the first social empowerment of the community to create a productive society. The second was the environmental forces aimed at producing sustainable development, and the third was creating a more productive economic power for the society.

Arida and Pujani (2017) suggested that the instruments or criteria develop a tourist village consist of eight aspects: biodiversity, physical environment, culture, amenities/infrastructure, institutions, human resources, attitudes, and order of people's lives, as well as accessibility. Therefore, management of tourist villages and the provision of information to the community are encouraged to advance tourism activities in these villages. The economy can also be advanced by nurturing people with businesses, locations for tourist activities, and products offered to tourists.

The development of tourist villages also has three obstacles identified in previous studies. The first is the operational limitations related to a centralized public administration service system, weak coordination between stakeholders, and lack of information for tourism actors at the local level (Windiardani, Permana, and Mursidi 2019, Hayati and Suryasih 2019). The second is the structural limitations associated with the attitude of tourism actors such as the community, tourists, and tourism service providers, lack of trained human resources, and lack of access to capital and finance (Sutrisnawati et al. 2021). The third is the cultural limitations which are related to the economic aspect with the community observed not to have thoroughly enjoyed the benefits of tourism activities, thereby becoming apathetic and causing low awareness of local communities towards tourism (Tjahjono, Sasongko, and Arifin 2018, Hayati and Suryasih 2019).

One of the tourism activities in rural areas is agrotourism which is closely related to the daily life of the citizens as indicated by the preference for the agricultural sector as their main source of livelihood (Ulfah, Setiawan, and Rahmawati 2017). Agrotourism is defined as the style of vacation usually spent on a farm as well as the process of familiarizing oneself with agricultural production, recreating in an agricultural environment, and creating opportunities to provide services to tourists (Sznajder, Przezbórska, and Scrimgeour 2009). The concept serves as a link between agriculture and tourism and its services mainly focus on attractions such as visiting farms for recreation, enjoying beautiful scenery and relaxation, participating in agricultural activities, buying products, enjoying food and drinks, and perhaps staying overnight to create experiences for visitors (Wiranatha and Suryawardani 2018).

There is currently no research examining the problems associated with developing a tourist village area based on the three-existing operational, structural, and cultural constraints. There is also none on the impacts and opportunities of community-based agritourism activities, especially for tourism. Therefore, this research aims to explore the perception of the community involved in agritourism activities such as farmers, entrepreneurs dealing in agricultural and plantation products, local community organizations managing tourist villages, representatives of the village government, and local residents participating in agritourism activities. The following questions were designed to be answered in this research:

1. What are the practices, uniqueness, and resources of agritourism activities owned by the tourist village?
2. What is the motivation of the community to be involved in Community-Based Agritourism (CBAT) activities in tourist villages?
3. What are the benefits of the CBAT activities for the tourist village?

In this study, Alam Endah Tourist village was used as a study area because the primary source of income is agricultural and tourism activities in the form of agriculture and plantations. Agriculture allowed the community to present agritourism activities as its superior product. Therefore, data were collected from key stakeholders,

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including the residents and tourist village managers. These results are expected to assist the tourist village managers in identifying tourism products and services needed to improve the performance of agritourism activities using existing community resources and characteristics.

## 1. Literature Review

### 1.1. Agritourism

Agritourism is the exciting innovation and diversification of agricultural production activities. It is observed that the ability to maintain the integrity of natural resources and improve some rural regions' sociocultural and oenogastronomical heritage aspects (Bianchi 2011). From the economic perspective, it can provide job opportunities for the hosts in the form of services such as accommodation, food and beverages, tourist attractions, tour packages, and other supporting services to increase income and profits as well as by selling local products directly to tourists (Little and Blau 2020).

Agritourism potential is related to community involvement in managing and optimizing land and regional arrangement (Rahmatika 2021, Ramdani and Karyani 2020). According to Jafaruddin, Noor, and Karyani (2020), the resources in agritourism activities include nature, tourist attractions, accessibility, facilities and infrastructure, local culture, and technology (Rahmatika 2021, Ramdani and Karyani 2020). The recent research by Djuwendah et al. (2021) showed that the development of strategies for this concept requires community involvement, the addition of attractions in the tour packages provided, the inclusion of supporting facilities not yet available, synchronization of related development programs with stakeholders, and training human resources in tourism management to support community-based and sustainable agrotourism.

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Deleted: recent research by Djuwendah, Karyani, and Wulandari (2021) showed that the development of agritourism activities needs community involvement, attractions, the inclusion of supporting facilities, synchronization of related development programs with stakeholders, and training human resources to support tourism activities.

### 1.2. Community-Based Agritourism (CBAT)

*Community-Based Tourism* (CBT) is defined as "a development model that provides the greatest opportunity for rural communities to participate in tourism development" (Dewi 2013, 131). CBT can be described as a form of tourism that applies the principles of sustainability to tourism development as indicated by its essential elements, which include environmental conservation, local community involvement, preservation of local culture and traditions, and regional capacity assessment and marketing (Pomprasit and Rurkkhum 2019, Priatmoko et al. 2021). Moreover, CBT activities are closely related to the economic, sociocultural, and environmental aspects (Jafaruddin, Noor, and Karyani 2020).

The management of CBT has become an issue in tourist village areas. These areas are currently identified as a rural revitalization tool that relies heavily on ecotourism activities and is considered essential to attract tourists. One of the main issues associated with preserving rural community-based tourism is ensuring the local communities remain involved in collaboration with all stakeholders and have an essential role in managing the tourism destinations. The most significant benefit of living in a local destination is the community itself, which is why a community-based tourism development strategy is needed in tourist village (Priatmoko et al. 2021).

Community-based agritourism (CBAT) is a form of tourism activity that involves the community and residents in managing their natural resources to maintain local, cultural, and biological diversity and develop ecotourism management (Srithong, Suthitakon, and Karnjanakit 2019). It strengthens or empowers the economy, awareness of local community involvement, and participation in decision-making processes (Nurlaela et al. 2021, Simatupang, Pakpahan, and Fandri 2021). Moreover, cooperation in promotion and marketing activities with travel agents and other tourism objects, as well as the improvement in service quality, can create branding for agritourism activities (Harwadi et al. 2022).

Several studies have discussed the principles of agritourism activities, such as Ammirato et al. (2020) explained the effectiveness in supporting the conservation of biodiversity by reducing its impact on the environment, involving the preservation of ecology and local people's lives, reducing poverty in the rural areas, and achieving sustainable goals. Furthermore, the most critical aspects of CBAT activities are considered successful when nature is well conserved, and there is care for the environment, full participation through practical cooperation, and community empowerment (Hwang, Stewart, and Ko 2012, Abadi and Khakzand 2022, Wang et al. 2021). These principles indicate that agritourism is a form of tourism that emphasizes the environmental carrying capacity of local communities, allows an increase in sustainable tourism activities, and focuses on preserving the natural environment (Ammirato et al. 2020). Agritourism is currently encouraged to provide economic benefits and empower local communities in the long term while paying attention to and

supporting the concept of sustainable management as well as the needs of visitors and their loyalty to these tourist attractions (Nguyen et al. 2018, Malkanthi and Routray 2012, Azimi et al. 2012, Suhartanto et al. 2020).

The participation of local communities in tourism development was categorized in previous research into several participatory activities. The first is passive participation, where the community must only follow directions and information prepared by external parties such as professionals/governments (Hasbi and Badollahi 2019, Raharjana 2012). The second is community participation through deliberation or ideas with community members involved in consulting and contributing ideas on the advantages and disadvantages of tourist village (Ira and Muhamad 2020). The third is purchased participation, where community involvement is based on rewards such as food, cash, or other material incentives. Local communities cannot significantly expand the initiative or engagement when the incentives expire (Iqbal 2007). The fourth is active participation which involves external institutions playing a role in the provision of directions to achieve their goals. At the same time, the community must form certain groups to achieve predetermined goals, especially in reducing costs (Cornwall 2008). The fifth is interactive participation, which prioritizes the involvement of stakeholders in the term of action plans, formation or strengthening of local groups or institutions, and the application of learning methodologies based on different perspectives to determine how the available resources such as skills and expertise are to be deployed (Ira and Muhamad 2020, Eladway, Azzam, and Al-Hagla 2020). The sixth is self-mobilization which is related to taking independent initiatives from external institutions to change the system by involving a process where the community gain access to the resources and technical assistance required from these institutions but has total control of their application (Hasbi and Badollahi 2019, Gunawijaya, Pratiwi, and Nugraha 2019).

It can be concluded that community-based agritourism (CBAT) is the development and management of tourist destinations using farming and gardening as the main elements of community activities. CBAT aims to promote community activities and agricultural products to provide economic, sociocultural, and sustainability benefits, environmental preservation for local communities, and an exciting and educational experience for visitors. The process involves obtaining technical assistance, guidance, and funds from external parties such as local government through tourism driving groups and the central government.

## 2. Methodology

This research was conducted in one of the tourist village being developed by the community, Alam Endah, in part of the sub-district in Bandung Regency, West Java (figure 1). The location was selected due to its focus on community-based agritourism, which is indicated by different activities designed for the tourists, such as farming, gardening, raising livestock, and learning Sundanese art. The land use in this village is dominated by vegetable and fruit commodities, including leeks, strawberries, garlic, carrots, celery, asparagus, coffee, and oranges. The existence of agricultural potential led to the development of agritourism activities such as fruit harvesting, learning to process and package agricultural products, travelling around enjoying the atmosphere of the fields and plantations and studying the cultivation of the products under the supervision of the residents. For rural communities, agritourism potential is expected to provide benefits and added value through visiting tourists and selling agricultural products and their derivatives (Nurazizah 2021).



Figure 1. Map of the Alam Endah tourist village, Bandung Regency, Indonesia Source (Google 2022)

The purposive sampling technique was used to determine participants' perceptions regarding community-based agritourism activities. The data used were mainly obtained from semi-structured interviews with questions designed to focus on aspects of the environment, management, activities, learning processes, and community participation. The participants were expected to provide information on the role and impression of the community regarding agritourism activities, the meaning of community-based tourism activities in the village, related activities being conducted, and the community's expectations.

### **3.2 Data collection technique**

The data used were mainly obtained from semi-structured interviews with questions designed to focus on aspects of the environment, management, activities, learning processes, and community participation. Moreover, the samples were selected using the purposive sampling technique and this led to the selection of the members of the community and managers of the Alam Endah tourism village to determine the perceptions of key informants regarding community-based agrotourism activities in the village. The informants were expected to provide information on the role and impression of the community regarding agrotourism activities, the meaning of community-based tourism activities in the village, related activities being conducted, and the expectations of the community.

The interview has four parts with the first being an opening to explain the research objectives and the second was on general information, characteristics of tourism activities, and community aspirations in Wisara Alam Endah Village. The third focuses on community participation in supporting agrotourism activities and the fourth centres on the benefits of community-based agrotourism activities after which open-ended questions regarding their expectations and inputs were asked. The interviews were conducted online using the zoom platform to ensure the data obtained are valid. It is important to note that the informants were provided with information on the aims and objectives of the research as well as the consent form before the interviews were conducted. The entire process was in May 2022 using a total of twelve key informants consisting of farmers, local micro, small and medium enterprises (UMKM) owners, managers, village heads, and communities participating in agrotourism activities in the tourist village. The interview averagely lasted for approximately 33 minutes and all conversations were recorded in audio form for further analysis.

### **3.3 Data analysis**

The thematic analysis method was applied, hence, the perspectives of the informants expressed in the interview transcripts were coded, tabulated, and analysed using ATLAS.ti version 8 qualitative software which categorized the contents into five main themes and their sub-themes as follows:

"Theme is used as an attribute, descriptor, element, and concept.... it enables researchers



*to answer the study question. It contains codes that have a common point of reference and has a high degree of generality that unifies ideas regarding the subject of inquiry. It is considered a thread of underlying meaning implicitly discovered at the interpretative level and elements of subjective understandings of participants” (Vaismoradi et al. 2016, 101).*

*Thematic analysis is one of the methods in qualitative research which focuses on the essence of the themes and subthemes or factors underlying the data collected through interviews (Herzog, Handke, and Hitters 2019). It was applied in this research to analyse the contents of the interviews conducted and each theme and sub-theme discovered are discussed in the findings section.*

### 3. Findings and Discussion

#### 3.1. Participants Demographic Profile

Twelve participants participated in this research, and it was discovered that the majority were male (92%). They also have a balanced composition, with 50% observed to be between 20-40 years old and 50% being 41-60 years old, as indicated in Table 1. A total of four are farmers and owners of plantation land with different commodities such as vegetables, lemons, and coffee. At the same time, two are representatives of local MSMEs engaged in traditional food processing businesses and coffee shops and one Alam Endah village head represents the local government. Moreover, five professionals have different roles: chairman, secretary, treasurer, social media account manager, tour guide, and manager of outbound activities and camping grounds.

Table 1 - Demographic characteristics of the participants (n=12)

Demographic characteristics		Total	Percentage (%)
Gender	Female	1	8%
	Male	11	92%
Age	20 - 30	4	33%
	31 - 40	2	17%
	41 - 50	4	33%
	51 - 60	2	17%
Occupation	Village head	1	8%
	Local MSMEs	2	17%
	Farmer	4	33%
	Local Tourism driving community	5	42%

Source: author's elaboration

#### 3.2. Themes and Sub-themes from the Interviews

Based on the thematic analysis from the interview, it was shown that the community believes tourism activities have a very significant impact on the economy of the Alam Endah Tourist village, as indicated in Table 2. The agritourism activities were observed to have provided opportunities for residents to learn and provide educational experiences for visitors. Community participation in agritourism prioritizes the natural environment and sociocultural sustainability. Finally, marketing strategies and agritourism promotion in Alam Endah tourist village were crucial.

##### 3.2.1. The Impact of Agritourism on the Local Community's Economy

The first theme and the most frequently mentioned aspect by the participants are those agritourism activities related to the economic aspects. Most of the participants responded that tourism activities have enhanced the local community's economy and diversified the businesses of entrepreneurs and producers of agricultural products.

**Deleted:** The interview has four parts, with the first being an opening to explain the research objectives, and the second was on general information, characteristics of tourism activities, and community aspirations in Alam Endah Tourist village. The third focuses on community participation in supporting agritourism activities. The fourth centres on the benefits of community-based agritourism activities, after which open-ended questions regarding their expectations and inputs were asked. The interviews were conducted online using the zoom platform to ensure the data obtained were valid. It is important to note that participants were provided with information on the aims and objectives of the research before the interviews were conducted. The process began in May 2022 with twelve key participants: farmers, local micro, small and medium enterprises (MSMEs) owners, managers, village heads, and communities participating in agritourism activities in the tourist village. The interview averagely lasted for approximately 33 minutes, and all conversations were recorded in audio form for further analysis.¶

In this study, the qualitative thematic analysis method was applied. Thematic analysis is one of the methods in qualitative research which focuses on the essence of the themes and subthemes or factors underlying the data collected through interviews (Herzog, Handke, and Hitters 2019). It was applied in this research to analyze the contents of the interviews conducted, and each theme and sub-theme discovered are discussed in the findings section. The participants' perspectives expressed in the interview transcripts were coded, tabulated, and analyzed using ATLAS.ti version 8 qualitative software categorized the contents into five main themes and their sub-themes. "Theme is used as an attribute, descriptor, element, and concept.... it enables researchers to answer the study question. It contains codes with a common point of reference and a high degree of generality that unifies ideas regarding the subject of inquiry. It is considered a thread of underlying meaning implicitly discovered at the interpretative level and elements of subjective understandings of participants" (Vaismoradi et al. 2016, 101)

"Several issues were raised in the agritourism sector. First, when the owner of the garden harvests, the selling price of their products usually goes down but the Involvement in agritourism activities ensures an increase and relative stability. Second, the tourists brought to agritourism locations processed by MSMEs are told how the products were produced. They are also provided the time to taste, gain experience, and process the products themselves, leading to increased revenue and product sales" (Interviewee 1). These findings align with previous studies on the economic impact of agritourism activities (Azimi et al. 2012, Marin 2015, Ammirato et al. 2020). Moreover, most participants explained that business diversification has occurred since tourism activities were introduced by the tourism driving group managing the Alam Endah tourist village.

Table 2 Frequency of factors mentioned by participants in interviews

Themes	Sub-themes	Freq.	Percentage to total
Economic Benefit	Diversify the local economy and business	32	8.4%
	Distribution channel for agricultural products	25	6.5%
	Net income and jobs for local people	16	4.2%
	Increased consumption of local products	11	2.9%
	Empowerment of small and medium enterprises	9	2.4%
	The stimulus for other local activities	6	1.6%
	Infrastructure investment	5	1.3%
Opportunities for Education and Learning	Fostering learning opportunities and experiences for visitors	31	8.1%
	Agritourism program activities	24	6.3%
	Provision of educational programs for local communities	20	5.2%
	Transfer of knowledge from visitors to the local community	3	0.8%
Community Participation	Effective communication between parties involved in policy and decision-making processes	19	5.0%
	Community involvement in the planning process for the development of local attractions	17	4.5%
	Government support	11	2.9%
	Community participation is encouraged by local authorities	11	2.9%
	Collaboration between stakeholders	10	2.6%
	Human Resource Development	6	1.6%
	Corporate social responsibility of the private sector	2	0.5%
Environmental Conservation	Contribution to the preservation of natural ecosystems	31	8.1%
	Sustainable tourism	9	2.4%
	Activities on a small scale/low impact on the environment	7	1.8%
	Funding for ecological conservation	2	0.5%
	Use of organic composter/fertilizer for agriculture	2	0.5%
Sociocultural Preservation	Benefits and value to local communities	17	4.5%
	Farming as a way of life for local people	16	4.2%
	Local culture sustainability	4	1.0%
	Incentives and empowerment programs for farmers	4	1.0%
Marketing and Promotion	Promotion of agritourism activities	13	3.4%
	Develop a special interest tourism target market	9	2.4%
	Product innovation	7	1.8%
	Marketing through social media	3	0.8%

Source: author's elaboration

The findings of previous research on the use of agritourism activities to sell agricultural products in tourist destinations (Little and Blau 2020). The participants stated that agritourism activities assist local farmers in distributing their agricultural products directly to buyers that are significant tourists visiting their villages. "We organized a visit program on agricultural education, and tourists bought their agricultural products at normal prices, which serve as one of the solutions to the lower prices of agricultural products on the market. Agritourism activity provides solutions for us when agricultural prices were low" (Interviewee 11). (Little and Blau 2020) Moreover, the return of the tourism sector in the Alam Endah tourist village after the pandemic is expected to increase the demand and consumption of agricultural products and their derivatives. "The positive impact can be felt in all sectors, including livestock, fisheries, crafts, and plantations, as well as services such as accommodation, attractions, and

other tourist attractions. Everyone is involved, allowing the community to take advantage of its smallest potential" (Interviewee 4).

Further anticipated to directly generate additional sources of income and employment opportunities for residents, as stated by one of the participants, "Our MSMEs obtain more income. We had the opportunity to be guided, and this provided other jobs" (Interviewee 2). Furthermore, the participants also hoped that the existence of tourism activities in their villages could increase the intensity and priority of the development of supporting facilities and infrastructure by the local government; as one of the informants mentioned that "Access to facilities and infrastructure, costs, and capital should be provided. Therefore, it is hoped that the government's budget will be extended so that there will be capital assistance for the community to organize a tourism project" (Interviewee 4). Entrepreneurs must also receive small and medium business capital assistance to continue developing their business and potential (Ulfah, Setiawan, and Rahmawati 2017).

### 3.2.2. Opportunities for learning and educational activities

The second theme showed that Agritourism facilitated chances for learning and educational activities. Participants mentioned that agritourism activities provided opportunities to transform learning experiences for the visitors concerning agricultural and plantation activities. One participant mentioned, "We have a tagline 'get your experience with us, and this means tourists are allowed to taste and also participate in processing their products to the packaging stage" (Interviewee 1); this was possible by direct interaction between farmers and tourists. In early 2019, the management team of the Alam Endah tourist village began to focus on developing product innovations and tour packages by utilizing the potential that exists in the village. Learning experiences in nature has given experiences of local people's daily life for the tourists. The experiences certainly provide a positive response from visitors and ultimately increase their loyalty and desire to recommend the destinations to others (Suhartanto et al. 2020, Azimi et al. 2012).

Before the COVID-19 pandemic, the Alam Endah tourist village was able to attract more tourists in groups with several activity packages offered by the manager, such as strawberry picking and processing and packaging of agricultural products. The participants also discovered that the selling experiences in tourism activities blended with nature, such as a trip to a coffee plantation, is an environmentally friendly tourism option, as described by Abadi and Khakzand (2022). Agritourism emphasizes the conservation, cultural, and social values and preservation of village vernacular architecture to uphold regional environmental values, which is one of the goals of sustainable development.

Tour packages were also developed to educate tourists about coffee cultivation and processing in an atmosphere with recreational facilities. An example is the "Coffee Cup" Trip package which focuses on explaining the processes involved in planting and processing coffee to the stage where it is ready to drink. The coffee trip's main attraction is the combination of the sweetness of the coffee tasting sensation with the nuances of the coffee plantation, "we made several packages that were not only limited to agritourism but also extended to the educational aspect and improve the local coffee planter has more benefits from the tourism activity and become more independent. One of the newest we made is a tracking and bird-watching package. We call it an educational package. Quite complete, the first tourists pass through residential areas, then agricultural land, and after that, they enter the coffee plantation area. We have already informed the forest cultivators growing coffee" (Interviewee 3). The finding is in line with the report of previous studies that Alam Endah tourist village offers educational activities on coffee cultivation and processing by combining education with recreational activities (Djuwendah, Karyani, and Wulandari 2021, Jafaruddin, Noor, and Karyani 2020). The agritourism concept targets uniting education, recreation, and coffee production activities with environmentally friendly development (China and Ronim Azizah 2020).

The interviews also deduced that the community is very concerned about promoting and selling their products, including the physical form and experiences, to visitors. An example is an experience as a farmer in the agricultural and plantation sector, which is undoubtedly an attraction and an unusual activity (Malkanathi and Routray 2012, Suhartanto et al. 2020). Some others are related to the local culture, such as *Pencak silat*<sup>1</sup>, watching *grinding*<sup>2</sup> and traditional dance performances by the local community. The home industry has been developed into an educational tourist attraction to visitors apart from being a place for souvenirs. The joint activities offered by MSMEs

<sup>1</sup> *Pencak silat* is a traditional martial art originating from Indonesia. This martial art is widely known in various ethnic groups of the archipelago (Indonesia).

<sup>2</sup> *Karinding* is one of the traditional Sundanese musical instruments played by flicking the tip of the index finger while affixed to the lips. Usually made from palm fronds or bamboo. This instrument is included in the type of lamellaphone or idiophone.

involve processing authentic local food to create an experience for visitors, including seeing the manufacturing process, learning to make the products, trying the results, and product packaging with the majority of the ingredients purchased from the local farmers. The results of these activities can be directly consumed or used as souvenirs for tourists. The participants also said that apart from agriculture and plantations, some people work as cattle breeders, mainly focusing on producing cow milk as the superior product through the traditional milking process.

### 3.2.3. Community Participation in Agritourism Activities

Managing tourist attractions requires a planned and coordinated process to maximize the existing tourism resources to create edible tourism products. In the third theme, it was revealed that the participation of local communities and managers in the planning, organizing, implementation, and evaluation stages are essential. One participant mentioned residents' involvement in planning the development of local attractions: "We involve all components of society to have a better understanding of community-based tourism. The aim was to expose the plantation sector and involve the community in agritourism activities" (Interviewee 2). The Alam Endah tourist village currently applies the concept of community-based tourism activities, with the management prioritizing the active participation of the community to provide welfare for the citizens while maintaining environmental quality and protecting sociocultural life. One of the participants emphasized the importance of the involvement of all elements of society in supporting agritourism activities, "the community is actively involved, and we explained to community leaders, the head of the Neighbourhood unit, and the head of the Community unit first before the community. The activities are easier for us to coordinate" (Interviewee 3). Through the cooperation of and support from different parties in the policy formulation process and tourism activity management organizations (Pokdarwis), "Our function is to make this society orderly, safe, and conducive by creating *Sapta Pesona*<sup>3</sup>. As representatives of the village government, we called all components in all tourist attractions, formed a management team headed by a coordinator, made a decree (SK), and worked with LMDH and the tourist village" (Interviewee 4).

The result of this study is supported by previous research regarding the importance of sustainable tourism development (Ira and Muhamad 2020, Abadi and Khakzand 2022, Ammirato et al. 2020). Tourism driving groups collaborate with government agencies, universities, and professional communities to support the development of the tourist village; as the head of local tourism, the representative mentioned, "We collaborated with the heads of the local Neighbourhood unit and Community unit that are involved as coordinators. Moreover, harvested products from a location are usually sold in packages and coordinated at night to be available the next day" (Interviewee 2). Another challenge observed is the need for stakeholders to increase the capability and innovation of human resources considered to be the main actors in managing tourism activities (Malkanathi and Routray 2012, Pornprasit and Rurkkhum 2019). The development of human tourism resources was critical as one of the participants mentioned, "It is necessary to increase the human resources capacity. This is necessary to ensure the community also understands the procedures to ensure good tourism activities" (Interviewee 3). Therefore it is essential to consider counselling and intensive communication with the community for developing tourism in rural areas (Hwang, Stewart, and Ko 2012).

### 3.2.4. Sociocultural Preservation of the Local Community

The fourth theme showed the need to maintain the cultural aspects of the community, which is mainly focused on the profession of most of the residents as farmers. One of the farmers interviewed said, "In the future, agritourism will become the identity of the residents of this area. Because the majority of their livelihoods here are based on farming, and that is the identity of Ciwidey" (Interviewee 8). To encourage young people to engage in farming activities through socialization and incentives for farming families to advance the agricultural sector as part of the culture and support agritourism activities in the Alam Endah tourist village. The participants also hope that there is an adequate strategy to create a decent life for the community in the tourist village by ensuring they feel the significant impact of agritourism activities in their lives. "For tourist villages, what we hope is to create a decent life for the community... Tourism-related activities can increase local people's welfare and most importantly empower community to become tourist actors themselves" (Interviewee 2). Therefore, it is necessary to enhance local people's willingness to share the best experiences with tourists voluntarily. One of the participants added, "Our wish from the agriculture office is to educate the farmers a little more because we only operate based on experience.

<sup>3</sup>*Sapta Pesona* is a tourism awareness concept to support the local community as hosts to create a conducive environment and atmosphere that can encourage the growth and development of the tourism industry through the embodiment of safe, orderly, clean, refreshing, beautiful, friendly and memorable elements.

We rarely attend training such that only about 20 per cent participate while the rest conduct farming based on experience." (Interviewee 8).

### 3.2.5. Natural Environment Conservation

In the fifth theme, most informants stated that agritourism activities are inseparable from creating public awareness and ensuring tourists preserve the environmental ecosystem around the Alam Endah tourist village. They also believe that protecting the soil from hydrogeological disasters can be implemented by farming practices that focus on preserving the surrounding natural environment and developing rural landscapes and biodiversity (Ammirato et al. 2020). Several actions contribute to preserving natural ecosystems, such as garbage management and planting management, "People are now accustomed to practising sustainable forest management. We also manage garbage effectively to ensure it does not pollute the area. Moreover, one of the farming designs used is in the form of a garden, including tree planting. We try to work with the community who are preserving forest" (Interviewee 4). Another initiative is funding for ecological conservation from tourism activities by planting trees. As the local tourism driving community said, "we set aside nature conservation programs from a package purchased by tourists. For example, when tourists buy a coffee trip package, the group of tourists is required to plant coffee trees. We collect funds for tree plantation program" (Interviewee 3). From the local farmer's initiation, the user of the organic composer is being widely used, "we are using organic fertilizer which is good enough to reduce the impact of pollution. It was also observed in one of the lands we convert to organic that the cost is cheaper using the newest and most efficient method" (Interviewee 8).

The informants understood the concept of sustainable tourism as part of the efforts to preserve the environment and minimize negative impacts. This idea was supported by the participant "Actually, what we are pursuing is the principle of ecotourism through sustainable tourism" (Interviewee 2). Moreover, participants were concerned about the quality of tourism rather than the number of tourists coming to their village, "fewer guests are better for the community and nature. We avoid locations that are viral and crowded and can cause environmental damage or pollution in the future" (Interviewee 11). According to Abadi and Khakzand (2022), agritourism emphasizes the preservation of environmental values, which is one of the goals of sustainable development, by ensuring local individuals understand the concept and are prioritized in rural development planning.

### 3.2.6. Marketing and Promotion of Agritourism Activities and their Derivative Products

This study's sixth theme is marketing and promoting Agritourism activities. The informants stated that reopening tourism, especially domestic tourism, opened opportunities to promote and re-market agritourism activities in Alam Endah village. Innovation during the COVID-19 pandemic can create a new marketing channel by promoting Alam Endah through a virtual tour, "when travel restrictions were affected by COVID-19, we tried virtual tours because tourists cannot come and stay here" (Interviewee 2). They also asserted that in developing a niche tourism target market, "a new tour package has been designed as cycling on ironwood, which involves passing through the residents' alleys and stopping to local MSMEs spots which sell various local produce product. It is one of the things we are trying to expose to the visitors" (Interviewee 3). Some recommendations include implementing appropriate promotional strategies by collaborating with strategic partners such as travel companies and community partners from other tourist villages. "How to sell packages through Alam Endah social media is part of the marketing strategy to be developed by the tourist village with community partners and other tourist village destinations" (Interviewee 11). Moreover, from the perspectives of the local tourism community, social media marketing by using YouTube, Instagram, Facebook and, more recently, TikTok has been launched; they said that the management sells tourist village products and employs an admin to manage the social media" (Interviewee 2).

### 3.3. Constraints for Agritourism in Tourist Village

The excerpts from the interviews provide several lessons, such as the need to manage tourism activities in the village efficiently due to the limited tourism resources and different obstacles associated with agritourism activities. First, the COVID-19 pandemic and the subsequent travel restrictions and quarantine for travellers limited Access and travel activities both domestically and internationally, especially for areas included in the red zone with a high number of cases in West Java province, where Alam Endah tourist village is located. "Agriculture is very economically reliable, but the tourism aspect was affected by COVID-19 and has been limited to only 30% instead 100%. The agricultural sector is advancing continuously" (Interviewee 2).

Second, it was discovered that professional and competent personnel to manage tourism are lacking in the community. "Human resources is one of the things to be strengthened. Good and correct management should be supported in terms of science because the knowledge of tourism in the village is still limited. There are also no academics because we do not want to be involved in the village" (Interviewee 10).

The third is the inability to communicate with tourists, especially foreign ones. As mentioned by several participants, "the problem faced when we first offered tour packages to farmers, breeders, MSMEs, and art activists was the ability to tell stories about their activities. Because when they meet tourists, they are immediately stunted to speak" (Interviewee 3). "When we find the target market such as most international schools, there is usually a problem with language because some of the tourists do not understand Bahasa Indonesia" (Interviewee 2).

The fourth obstacle observed is changing the community's mindset, especially the younger generation, from farming, their primary profession. "Tourism is not a necessity but a part of society. The fear is that people's habits may change when they become too comfortable with tourism, so they may not want to engage in farming and growing vegetables again" (Interviewee 2). Consequently, leads to a change in their habits and culture and certainly impacts agritourism activities associated with the Alam Endah tourist village. One of the participants was concerned about this issue by mentioning that "one of the negative impacts of tourism activities is the discomfort of the community, and some villagers feel that tourism activities are a threat to their culture and habits" (Interviewee 2). Others are more concerned about the inequality of opportunity for local people to participate in tourism activities. "Tourism activities, especially agritourism, should be sustainable between professionals and residents. It should not only benefit certain parties such as event organizers because they are the ones reaping more profits" (Interviewee 9).

## Conclusions

This research aims to identify community-based agritourism activities in the Alam Endah tourist village, which combines tourism and agriculture as a source of community livelihood. These activities were observed to strengthen the community in managing tourism using its main activity, farming. The findings indicated six themes derived from agritourism activities: economic impact, learning and education opportunity, community participation, environmental conservation, sociocultural preservation, and the marketing and promotion strategies of agritourism activities in Alam Endah tourist village. Participants also mentioned several problems in developing tourism activities in their village to tackle these problems. It was recommended that the tourism activities of the village be supported by external parties, both local and central governments, the private sector, and other organizations. There is also the need for policymakers to provide allocations needed to support the development of tourism activities such as infrastructure, accessibility, and human resources in tourism which are observed not be optimal. It is expected to directly impact ensuring equity, economic, and social development as well as the involvement of the community in the tourism activities of Alam Endah tourist village.

Agritourism was observed to have empowered the surrounding community, but several aspects need to be developed and considered by all stakeholders. These include agritourism activities, infrastructures, accessibility, and environmental and sociocultural aspects. It was discovered that community-based agritourism activities could be sustained when there is harmony between the programs implemented and the social context of the community and nature. Moreover, it is hoped that more attention is focused on the role of environmental conservation, the lifestyle of rural communities that depend on farming and gardening activities, and the village community in terms of sustainability and equity in the future. The agritourism design to involve people's participation is expected to promote and prioritize the experience of the locals, which is considered interesting for both tourists and the residents as the main actors. This research is, however, limited by the non-consideration of the perspective from the external environment of the tourist villages. Therefore, further research can be conducted by taking the opinions of the government representatives, tourists, residents, and tourism business partners.

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