

COMMUNITY BASED AGRO-TOURISM DEVELOPMENT STRATEGY FOR SUMBER ARUM VILLAGE, SONGGON, BANYUWANGI

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ABSTRACT

The development of agro-tourism cannot be separated from the communities around the agro-tourism area, considering that local communities play a major role in the success of an agro-tourism. Community involvement and participation are the main criteria in the development of sustainable agro-tourism. Therefore, agro-tourism should be developed through the concept of community empowerment. The development of agro-tourism models is needed to improve the welfare of the surrounding community while at the same time directly increasing the region's original income through the tourism multiplier effect. The purpose of this study was to identify superior commodities and prospective tourist attractions that support the development of agro-tourism oriented to the potential of Sumber Arum village. Besides, this study also aims to develop agro-tourism development strategies based on community-based tourism that can be applied in the development of agro-tourism in Sumber Arum village. This research used a case study approach with Sumber Arum village as the object of research. Analysis of determining superior commodities and tourist attractions used exponential comparison (MPE) method. The arrangement of development strategies is based on community-based tourism using analysis of IFE, EFE, IE, SWOT, and AHP. The results showed that water lettuce, celery, and ferns were superior commodities for the development of agro-tourism. Priority development strategies that could be recommended to the Sumber Arum village to develop agro-tourism based on community based tourism are (1) utilizing the potential of agricultural land into agro-tourism zoning, (2) providing training about basic tourism to agro-tourism society, (3) collaborating with tourism industry stakeholders to introduce agro-tourism destinations, (4) creating community-based agro-tourism brands, and (5) increasing community involvement for renewal of agro-tourism products.

Keywords: agro-tourism, community based tourism, development strategy, Sumber Arum Village.

INTRODUCTION

The development and management of tourism in an area must be able to reflect the role of local communities who are involved in the tourism development and management process so that there will be a synergy and the ability to create suitable program with the aspirations and desires of the community. Management of tourist destinations also requires the participation of all elements of society to develop these tourism objects and improve the welfare of the community around tourist destinations.

And then, environmental conditions have to be managed because it has influence of community participation (Parwati, *et. al*, 2018).

Agro-tourism is a diversification of tourism products that combine agricultural activities (agro) and recreation in an agricultural environment (Sznajder, *et al*, 2009). Beeton (2006) in Aref and Gill (2009) stated that agro-tourism is one of the terms used to describe tourism in rural (rural tourism), besides farm tourism, soft tourism and ecotourism. Agro-tourism is an activity that tries to develop natural resources in an area that has the potential in agriculture to become a tourist area.

Agro-tourism is part of a tourist attraction that utilizes agricultural business as a tourist attraction. The aim is to expand knowledge, recreational experience and business relations in agriculture. Through the development of agro-tourism which emphasizes local culture in utilizing land, farmers' income can increase along with efforts to conserve land resources, and maintain local culture and technology (indigenous knowledge) which are generally in accordance with their natural environmental conditions. Agro-tourism also provides opportunities for tourists to take part on rural recreation activities to expand knowledge, recreational experience and business relations in the field of agro.

The development of agro-tourism cannot be separated from the communities around the agro-tourism area, considering that local communities play a major role in the success of an agro-tourism. Community involvement and participation are the main criteria in the development of sustainable agro-tourism. Therefore, agro-tourism should be developed through the concept of community empowerment.

Sumber arum Village is one of the villages in the Banyuwangi located at the hillside of Raung Mountain. The area consists of residents' villages, agricultural land, plantations and forests. Sumber Arum village has beautiful scenery and there are several tourist attractions around the village. The development of agro-tourism models is needed to improve the welfare of the surrounding community while at the same time directly increasing the region's original income through the tourism multiplier effect. The development done must be community-based in order to maintain sustainable development of agro-tourism. The purposes of this research are to identify superior commodities and prospective tourist attractions that support the development of agro-tourism which is oriented to the potential of Sumber Arum village, and to develop agro-tourism development strategies based on community-based tourism that can be applied in the development of Sumber Arum village agro-tourism.

RESEARCH METHODOLOGY

This study seeks to develop a development strategy based on David's (2012) strategy development framework. This research is included in descriptive, qualitative and quantitative research. Types and sources of data used are primary and secondary data. Primary data is data obtained directly from the informant meanwhile secondary data is data obtained through interviewing other parties who are interested and related on this study. The informants on this research consist of practitioners, local government, academics, and general public.

In this study, superior commodities and main attractions are mapped and identified using exponential comparison method (MPE). MPE method is one of the decision methods that quantify the opinion of a person or more in a certain scale (Marimin, 2004). Descriptive analysis is done by identifying factors that influence the development of agro-tourism in Sumber Arum village. The results of descriptive analysis are used as a basis for analyzing external and internal factors that will be presented in the IFE and EFE matrix. The results of the analysis are used for IE analysis to determine the position of destinations in the tourism industry in Banyuwangi. SWOT analysis uses the power to overcome weaknesses and to take advantage of every opportunity while removing all threats to obtain various alternative development strategies (Chan, 2011). The results of the SWOT analysis provide several alternative strategies adopted based on logic to achieve goals (Ikhsan, 2011). This collection of strategies was chosen to be a number of relevant strategies that were suitable with the results of the IE analysis. The relevant strategy is then used as the basis for determining priority strategies using AHP.

RESULTS AND DISCUSSION

Determination of Leading Commodities

Leading commodities are potential commodities that are considered to be competitive with similar products in other regions because besides having comparative advantages they also have high business efficiency (Ely, 2014). Sumber Arum village has considerable potential, either the potential that has been utilized or those that have not been maximally used. The potential that includes natural resources and even human resources that must be continuously explored and developed to welcome tourism which is increasingly growing in Banyuwangi Regency. Sumber Arum Village

has various kinds of agricultural commodities. The agricultural commodities of Sumber Arum Village and the entire Songgon District are vegetable which are distributed throughout the Java-Bali region. This proves that Sumber Arum has considerable agro potential. Agricultural commodities in Sumber Arum Village include celery, chili, tomatoes, mustard vegetables, cabbage, beans and watercress.

Table 1.
Leading Agricultural Commodities in Sumber Arum Village

No.	Strategy Factors	Weight	Commodity						
			Lettuce	Edible fern	Celery	Mustard green	chili	Tomato	String-bean
1.	Market potential and growth	0,125	0,625	0,5	0,375	0,375	0,375	0,375	0,25
2.	Potential natural and environmental resources	0,125	0,5	0,5	0,5	0,25	0,375	0,25	0,25
3.	Ability of human resources	0,125	0,5	0,375	0,375	0,375	0,375	0,375	0,375
4.	Competition level with other tours	0,236	0,944	0,708	0,708	0,472	0,472	0,472	0,472
5.	Infrastructure availability	0,194	0,776	0,388	0,582	0,582	0,388	0,388	0,582
6.	Consumer's tastes and the tendency	0,194	0,776	0,776	0,776	0,582	0,582	0,582	0,582
Total			4,121	3,247	3,316	2,636	2,567	2,442	2,511
Rating			1	3	2	4	5	7	6

From the MPE analysis (Table 1), it is known that the superior agricultural commodity in Sumber Arum Village is watercress with the highest total of 4.121. The second leading commodity is celery with a total of 3,316. The third commodity is fern with a total of 3,247. The fourth commodity is vegetable mustard with a total of 2,636. The fifth commodity is large chilly with a total of 2,567. The sixth commodity is beans with a total of 2,511. The seventh commodity is tomatoes with a total of 2,442. The agricultural commodities are mostly located in Sumberasih Hamlet.

The Arrangement of Community Based Tourism Development Strategies

(1) Evaluation of the Internal Environment

The results of the IFE analysis (Table 2) indicate that the main strength factor of Sumber Arum agro-tourism lies on the fact that it has large plantations with a score

of 0.322. It shows that the role of a land in the development of agro-tourism is very necessary. Besides human resources, land is also factors that need to be considered. Businesses in the plantation sector do not solely need land but it requires a large area or land and fertile soil conditions. Sumber Arum itself is one of the villages in Banyuwangi Regency which is suitable to be utilized as plantation area or agro tourism. The village has cool air, large area and very fertile soil conditions. Some of these potential factors are keys that must be utilized and maximized to develop agro-tourism which based on Community Based Tourism- in Sumber Arum Village.

Table 2.
Results of Internal Factor Evaluation of Sumber Arum Village Agro Tourism

No.	Strength	Weight	Rating	Score
1.	Diverse commodities	0.076	4	0.305
2.	Having large area	0.081	4	0.322
3.	Very cool air temperature	0.074	4	0.295
4.	Abundant clean water	0.077	4	0.309
5.	Beautiful landscape views	0.080	4	0.319
6.	Public participation rate	0.068	4	0.270
Total		0.456		1.820
No.	Weakness	Weight	Rating	Score
1.	Bad Signal telephone	0.095	2	0.191
2.	Inadequate public transportation	0.088	2	0.175
3.	Inadequate accessibility	0.085	2	0.171
4.	Inadequate accommodation	0.087	2	0.174
5.	Inadequate Tourism facilities	0.090	2	0.181
6.	Having no collaboration with stakeholders	0.099	2	0.198
Total		0.544		1.090
Total Score		1.000		2.908

The main weakness of Sumber Arum agro-tourism is there is no collaboration with stakeholders which is indicates by score 0.198. Sumber Arum Agro-tourism is still not operated by any party. So there is no collaboration with stakeholders both from the government and the private sector. Sumber Arum is a private land owned by farmers.

The result of internal factor evaluation was 2.908. This score indicated that the ability of agro-tourism internal factors in Sumber Arum Village which is based on Community Based Tourism was in above average position. The number of strength

factor reached 1,820, while the weakness factor reached 1,090. The total of each score if accumulated shows that the agro-tourism based Community Based Tourism position in Sumber Arum Village has more dominant strength factor than the weakness factor.

(2) External Environmental Evaluation

The results of the EFE Factor analysis (Table 3) state that the main opportunity factor is to become an agro-tourism destination in Banyuwangi Regency that is reflected by total score 0.101. The condition of these external factors is the driving force for the manager to be more active in maintaining and developing agro-tourism based on Community Based Tourism in Sumber Arum Village. So, it will be better and having more tourists in the future. Agro-tourism can be maximally developed by not only maximizing the main opportunity, but also utilizing and maximizing other opportunities.

The main threat factor possessed by agro-tourism based on Community Based Tourism in Sumber Arum Village is the existence of a tourist area that does not last long with score 0.135. The emerging of a new tourist attraction, mostly, reduces the visit to the old tourist attraction if the old one does not add any innovations. Case studies of tourism objects in Banyuwangi Regency show that some tourist attractions gain fame only at certain times. This was caused by lack of innovation from the management which resulted boredom on the visitors.

Table 3.
Results (EFE) External Factor Evaluation of Agro Tourism
of Sumber Arum Village

No.	Opportunity	Weight	Rating	Score
1.	Increase commodity market share	0.085	4	0.340
2.	Availability of employment opportunities for surrounding community	0.083	4	0.330
3.	Being an agro-tourism destination in Banyuwangi Regency	0.101	4	0.405
4.	Collaboration with stakeholders	0.099	4	0.395
5.	Increasing tourist visits in Banyuwangi Regency	0.088	4	0.350
Total		0.456		1.820
No.	Threat	Weight	Rating	Score

1.	Competition with other attractions	0.088	4	0.350
2.	Natural disasters (floods)	0.090	4	0.360
3.	Soil and Water Pollution due to Waste	0.120	2	0.240
4.	The short existence of tourist areas	0.135	2	0.270
5.	Raung Mountain eruption	0.113	2	0.225
Total		0.546		1.445
Total Score				3.265

The results of the analysis result total score of 3.265. The total score for the opportunity factor reached 1,820, while the total score of the threat was 1,445. It shows that the ability of external factors in agro-tourism which is based on Community Based Tourism in Sumber Arum Village is in a high position, and that agro-tourism in Banyuwangi has more dominant opportunity factor than the threat factor.

(3) Analysis of Destination Position

The results of the IE analysis (Figure 1) place Sumber Arum village in cell II, namely (Growth and Build). The strategy that can be carried out in the development of agro-tourism is by implementing an intensive strategy and integration strategy, merger and strategic alliance can also be done. An intensive strategy can be carried out by market penetration, market development, and product development.

Total value Weighted IFE

		Strong 3.0 – 4.0	Average 2.0 – 2.99	Weak 1.0 – 1.99
Total weighted EFE value	High 3.0– 4.0	I	II	III
	Medium 2.0 – 2.99	IV	V	VI



Figure 1.
Matrik IE Sumber Arum Agro-tourism

(4) Strategy Formulation

Alternative formulations of agro-tourism strategies in Sumber Arum village were obtained using SWOT analysis. According to David (2012) alternative strategies are divided into four, namely S-O strategy (strength-opportunities), W-O (weaknesses-opportunities) strategy, S-T (strength-threats) strategy, W-T (weaknesses-threats) strategy. From the formulation of the strategy in the SWOT matrix, 13 alternative strategies are produced in accordance with internal and external factors to develop agro-tourism in Sumber Arum village, which can be seen in Figure 2.

Eksternal Internal	Strengths	Weaknesses
	1. Diverse commodities 2. Has a large area 3. Very cool air temperature 4. Abundant clean water 5. Beautiful view 6. High level of community participation	1. Bad telephone signal 2. Inadequate public transportation 3. Inadequate accessibility 4. Inadequate accommodation 5. Inadequate Tourism facilities 6. No collaboration with stakeholder
Opportunities	SO Strategies	WO Strategies
1. Increase commodity market share 2. Availability of employment opportunities for the surrounding community 3. Become an agro-tourism destination in Banyuwangi Regency 4. Collaborate with stakeholders 5. Increased tourist visits in Banyuwangi Regency	1. Utilizing the potential of agricultural land into agro-tourism zones (S1, S2, S5, S6, O2, O3, O5) 2. Developing agro-tourism product trading systems (S1, S2, O1, O4) 3. Providing basic tourism training to agro-tourism communities (S3, S4, S6, O2, O4)	1. Synchronization of stakeholder work programs to support the development of agro-tourism (W1, W3, W6, O4, O5) 2. Establish cooperation with the community for agro-tourism zoning (W2, W4, W5, O1, O2, O5) 3. Cooperating with tourism industry players to introduce agro-tourism destinations (W6, O4, O5)

Threats	ST Strategies	WT Strategies
<ol style="list-style-type: none"> 1. Competition with other tourism objects 2. Natural disasters (floods) 3. Soil and Water Pollution due to Waste 4. The existence of tourist areas which does not last long 5. Raung mountain eruption 	<ol style="list-style-type: none"> 1. Building disaster evacuation routes (S6, T2, T5) 2. Increasing community involvement for renewal of agro-tourism products (S1, S2, S6, T1, T4) 3. Application of green farming principles in the development of agro-tourism (S2, S3, S4, S5, S6, T2, T3) 4. Creating community-based agro-tourism brands (S1, S2, S3, S4, S5, S6, T1, T4) 	<ol style="list-style-type: none"> 1. Utilizing residents' residential areas as home stays (W4, W5, T1, T4) 2. Adding disaster management facilities (W3, W5, T2, T5) 3. Agro-tourism area utilization with the concept of back to nature (W1, W3, T3)

Figure 2.
Results of Evaluation of Development Strategies

(5) Priority Strategy Determination

SWOT analysis produced 13 strategies for developing agro-tourism in Sumber Arum village. Then, it is formulated into the five most suitable alternatives strategies based on analysis of the position of staff and an assessment of each alternative strategy to obtain priority strategies. Selection of priority strategies that are rated most suitable using Analytical Hierarchy Process (AHP). AHP resolves the problem in an organized frame of mind, so that it can be expressed to make effective decisions on the issue. The analytical hierarchy process in this study is divided into four hierarchies, the first level is the focus or target that is the development strategy that is suitable for Sumber Arum agro-tourism area, the second level is the criteria or factors that influence the destination, those are tourist destination, tourist product, promotion, control group and attitude and participation of local residents which is an operational management strategy for ecotourism. The third level namely sub criteria or objectives, those are improving the quality of tourist attractions, maintaining environmental sustainability, and expanding marketing. The fourth level is an alternative marketing strategy resulting from SWOT matrix analysis. AHP results are presented in Figure 3.

Model Name: STRATEGI PENGEMBANGAN AGROWISATA

Synthesis: Summary

Synthesis with respect to:

Goal: STRATEGI PENGEMBANGAN

Overall Inconsistency = .08



Figure 3.
Results of AHP Analysis using Expert Choice application

The choices strategies sorted by priority are:

(6) Utilizing the Potential of Agricultural Land into Agro-tourism Zoning

Sumber Arum Village has wide-spread agricultural land in each hamlet. There is one hamlet, Sumberasih or Sempol Hamlet, which has 2 Ha of agricultural land to be used as hydroponics. The land is owned by individual citizens. Planting systems through hydroponics are developed by residents with the aim of innovating. The potential of agricultural land using the hydroponic system can be utilized as an agro-tourism zoning. Distributions of zoning are in the form of fruit plant zoning, vegetable zoning, and flower zoning. Agricultural land is given the boundary divider to be planted various types of plants. Each zone has plants ranging from seedlings to ready to harvest. This can provide agricultural education to tourists. So that in one region there are various types of hydroponic plants with each zone that can attract tourist visits. Through this concept tourists can enjoy various types of plants in one area. In addition to plant zoning, agro-tourism can also add a mutualism symbiotic cycle with residents' livestock. Special zones are given for livestock such as cattle, goat, and chickens around the agro-tourism area. The results of animal waste are used as compost for the maintenance of plants. Crop yields that are not suitable for sale can also be used as animal feed.

(7) Providing Basic Tourism Training to Agro-tourism Actors

Building an agro-tourism area which involves the role of community or tourism based on Community Based Tourism, the tourism area managers must really prepare good human resources in welcoming various types of tourists ranging from local tourists to foreign tourists. The character of each tourist is very different; therefore to create tourist's interest in the services and products we have is not easy. Business operators in the tourism sector must really prepare human resources who are competent in it. Attention and support from the government is needed in the development of a tourist area because with the role of government, especially the tourism side can provide direction in building and developing good and appropriate tourism areas. Basic tourism training for agro-tourists can be done by providing an understanding of *Sapta Pesona* which includes security, order, cleanliness, coolness, beauty, friendliness and also memories. Standard greeting and grooming training, basic foreign language skills, service spirit also needs to be done.

(8) Cooperating with Tourism Industry Players to Introduce Agro-Tourism Destinations

In carrying out the process of developing agro-tourism areas, there needs support from various parties concerned, namely the Village Head, Banyuwangi Culture and Tourism Office, academics, and also the Agriculture Service. The purpose of collaboration with the Village Head is to invite the community to start tourism awareness. Banyuwangi Culture and Tourism Agency has a role to assist in terms of adding or improving road access and facilities, Banyuwangi Culture and Tourism Office (Dispar) can also help to promote the agro-tourism area. Academic parties play a role in contributing ideas to develop sustainable agro-tourism areas. Banyuwangi Agriculture Service assists in the marketing of agro-tourism products and provides training ranging from the nursery process to how to harvest to the community around the agro-tourism area in Sumber Arum Village.

(9) Creating a Community-Based Agro-Tourism Brand

The most prominent community activities in Sumber Arum agro-tourism are farming. The livelihoods of the majority of the people are farmers. This can be used as a branding strategy for the introduction of community-based agro-tourism. We Need to create a unique tagline as a characteristic of agro-tourism in promotional activities. The tagline that can be used is 3C (Love the Creator, Love Nature, Love local wisdom).

Agro-tourism promotion activities are carried out by utilizing social media. Content in the promotion can include agricultural products and farming activities. Promotions can be made by making creative community videos as agro-tourism actors and then upload them to social media such as Instagram, Facebook, websites, and so on. Besides making videos, promotions can be made by creating billboards with unique and interesting designs.

(10) Increasing Community Involvement for Renewal of Agro-Tourism Products

The concept of developing Sumber Arum agro-tourism is to use plant zoning system. This requires updating the type of plant to be planted. There needs to be cooperation between the management and the surrounding community. To avoid boredom of tourists, we need to do innovation in renewal of agro-tourism products. We also need to tell the community about the types of plants that will be planted in a certain period in each zoning. Plant nurseries need to be done by farmers before the harvest, so that after harvest, farmers can directly plant other types of plants without any vacancies in each agro-tourism zoning. Community participation can be done in the first few processes, namely the planning stage. In the planning stage of community agro tourism development, community can give ideas toward the development that will be carried out. The second stage is the implementation. At this stage, the community is directly involved in the operation of agro-tourism activities Because people is agro-tourism actors. Operational activities are in the form of plant nurseries, maintenance and harvesting. The third stage is management in the form of processing the harvest into the hands of tourists who visit. Processing is carried out by the community around agro-tourism. The fourth stage is the evaluation of the results of the development of agro-tourism by involving the community through proposals and opinions to obtain sustainable development. So that, community participation is needed in all stages.

CONCLUSION

Sumber Arum Village has various commodities from various types of seasonal food crops. Some of the existing commodities include celery, fern, chili, tomatoes, mustard greens, cabbage, beans, and lettuce. The order of superior commodities obtained based on MPE analysis is watercress, celery, fern, mustard greens, large chili, beans, and tomatoes. The tourist attraction of Sumber Arum Agro-tourism is that

it has a cold temperature, a panoramic view of a beautiful area, has extensive agro-tourism land, and has diverse agricultural commodities.

There are 5 alternative development priority on agro-tourism strategy development which is based on community-based tourism. The first priority is to utilize the potential of agricultural land into agro-tourism zoning. The second priority is to provide training in tourism base to the agro-tourism community. The third priority is to collaborate with tourism industry players to introduce agro-tourism destinations. The fourth priority is to create a community-based agro-tourism brand. The fifth priority is to increase community involvement for renewal of agro-tourism products.

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