

The Role of Agrotourism in Sustainable Tourism Development in Bali Province

I Gusti Ayu Asri pramesti^{1}, Gde Bagus Brahma Putra¹, Anik Yuesti¹*

¹Faculty of Economics and Business, Mahasaraswati Denpasar University, Denpasar, Indonesia

Abstract. Various types of tourism that exist in the tourism industry of Bali Province, one of which is agricultural tourism or better known as agrotourism. Agrotourism is one of the concepts of tourism industry which is a combination of agriculture and tourism. This paper uses qualitative methods with online data and information tracing techniques, secondary data sources, and other scientific publication sources. Agrotourism will slowly push Bali Province into an agro tourism destination that has the concept of green economy, namely the economy of Bali Province that is able to improve the welfare of the community while maintaining environmental sustainability for the sake of generational continuity in the future.

1 Introduction

1.1 Background

Development of Bali Province in general rests on three main sectors, namely the agricultural sector, the tourism sector and the small and medium industrial sector. This is inseparable from the Tri Hita Karana concept which includes parhyangan, namely the relationship between humans and God, pawongan, now human relations with fellow humans and palemahan, namely the relationship between humans and the environment. This concept is supported by five pillars that support tourism development, namely society, academia, media, industry and government. The province of Bali, which has an area of about 5,632.86 square kilometers with a population of about 3.9 million people, does not have many natural resources but is rich in cultural resources.

The tourism industry is not an independent sector and has its own space in sustainable tourism development. Tourism is very closely related to various other sectors, it is even more correct to say that tourism is a combination of various sectors, so that the tourism industry can be said to be a multisectoral industry.

There are various types of tourism in the tourism industry in Bali Province, one of which is farming tourism or better known as agro-tourism. Agro-tourism is one of the concepts of the tourism industry which is a combination of agriculture and tourism. The linkage between aspects of the agricultural and tourism sectors in sustainable tourism development provides its own role for agro-tourism itself. This paper will briefly discuss the role of agro-tourism in the sustainable tourism development of Bali Province.

2 Literature Review

2.1 Agro-tourism definition

According to [1], agro-tourism is one potential alternative to be developed in the village and the limitations regarding agro-tourism are stated that agro-tourism is a type of tourism that specifically makes agricultural products, livestock, plantations as an attraction for tourists. Agro-tourism is one of the potential alternatives to be developed in the village. Then the limitation regarding agro-tourism states that agro-tourism is a type of tourism that specifically makes agricultural products, livestock, plantations as an attraction for tourists.

According to the Ministry of Agriculture, agro-tourism is part of a tourist attraction that utilizes agricultural business (agro) as a tourist attraction. Its aim is to broaden knowledge, recreational experience and business relations in agriculture. Through the development of agro-tourism that emphasizes local culture in utilizing land, it is hoped that it can increase farmers' income while preserving land resources, as well as maintaining local culture and technology (indigenous knowledge) which are generally in accordance with natural environmental conditions (<http://database.deptan.go.id>).

2.2 Sustainable tourism development

To implement sustainable tourism, according to [2] there are at least four principles that need to be adhered to in order to achieve targets, namely:

1. All those involved in tourism planning and development must maintain ecological balance and environmental damage must be avoided;
2. The development of tourism as an industry must always be able to maintain social values that live in society by increasing awareness of the behavior of foreigners that is not in accordance with the national personality;
3. The development of tourism as an industry should be able to involve the people at large, especially local residents who have the opportunity to participate and not only become spectators in their own villages;
4. The development of tourism as an industry should be able to improve the quality of life of the community through increasing business opportunities, employment opportunities, equal distribution of income, tax revenue, national income, and at the same time strengthening the State's balance of payments.

2.3 Positive impacts of tourism

According to [3], there are at least six possible physical positive impacts that can be caused by tourism activities on the environment in destinations. The six possible positive impacts of tourism activities on the destination environment are:

- 1) nature reserves
Conserving such as national parks and direct forests that are used for tourism attractions;
- 2) Conserving cultural
Sites such as archaeological remains and architectural buildings that are used for tourist attractions;
- 3) Improving Environmental Quality in destinations
This is due to the fact that tourists' expectations are basically the need for excellent environmental quality in the destinations to be visited;
- 4) Environmental Development in Destinations

The use of an area for tourism activities will encourage environmental development programs such as environmental management to be more beautiful and attractive;

5) Infrastructure Improvement

The development of an area for tourism activities will encourage necessary infrastructure development programs, such as: airports, seaports, roads, bridges, sewerage arrangements and so on;

6) Increased Environmental Awareness.

3 Discussion

Agro-tourism in essence is placing the primary sector economy, namely agriculture in the tertiary sector economy, namely tourism, which has the aim of being able to directly support the community's economy, especially farmers. Activities in agro-tourism are activities that seek to develop the resources of an area that have potential in the agricultural sector. Plantation areas and rural areas are areas that have great potential to be developed into agro-tourism objects. The potential that is owned must be seen in terms of the natural environment, geographical location, the types of products produced and the facilities and infrastructure [4].

The linkage between the agricultural sector and the tourism sector has hopes of developing the agricultural sector because it gets full added value from the growing tourism sector. This makes agro-tourism an activity that consciously places the agricultural sector in the tourism sector with the aim of accelerating growth in the agricultural sector. Growth in the agricultural sector will directly benefit the survival of the tourism industry itself.

Agro-tourism will slowly encourage Bali Province to become an agro-tourism destination that has a concept *green economy*, namely the economy of Bali Province that is able to improve the welfare of the community while maintaining environmental sustainability for the continuity of generations in the future. If this is seen from the aspect of sustainable tourism development, then in tourism development in the Province of Bali agro-tourism can provide clear boundaries regarding the increasingly rapid development of tourism. The clear boundaries raised by agro-tourism include:

1. Agro-tourism as a boundary in ecological sustainability

Agro-tourism provides investment options in the tourism industry, agro-tourism will direct investment into the agricultural sector so that it will directly preserve the agricultural and environmental sectors in Bali Province.

2. Agro-tourism as the boundary of the socio-cultural continuity of

Agro-tourism directly preserves the farming culture among rural communities as a whole. This will also hold back the rate of urbanization of rural communities which is currently increasingly out of control. Agro-tourism will prevent Bali Province from the population explosion that may occur in Denpasar City as a destination city for urbanization.

3. Agro-tourism as the boundary of economic continuity

Agro-tourism directly provides economic benefits for both present and future generations. The natural preservation of agro-tourism will support people's income in the agricultural sector.

In addition to the role of agro-tourism as a barrier in tourism development, agro-tourism will also directly encourage the creation of a tourism village concept that has the potential to be developed in the future. The tourist village will provide a new mapping in the development of tourist destinations in Bali Province. Mapping tourist destinations that tend to occur in southern Bali will slowly move to central, northern, eastern and western Bali

with the presence of agro-tourism. In particular, agro-tourism which gave rise to the concept of a tourist village provided an opportunity for the central part of Bali in developing the tourism industry. The central part of Bali has an average potential in the agricultural sector, so it is likely that several villages located in Central Bali can be used as tourist villages that specifically offer agro-tourism.

Speaking of the problem of presenting agro-tourism, several villages in central Bali according to [5] in his book entitled 'Integrated Tourism: Alternative Development Models for Central Bali Tourism', villages that have potential in the agricultural sector include:

1. Penatahan
Village Penatahan Village has an area of 210 rice fields. hectares, consisting of 6 *subaks*, most of which are located along major roads. Apart from rice fields, Penatahan Village also has a plantation area of 346.62 hectares or 42.84% of the total area. The types of plants planted were coconut covering an area of 311 hectares; coffee area of 112 hectares; cloves covering an area of 168, 40 hectares and cacao covering an area of 20.50 hectares.
2. Wongaya Gede Village Wongaya Gede
Village has terraced rice fields located in the eastern part of Wongaya Gede Village and has coffee, cocoa, salak and other plantations along the road to Pura Luhur Batukaru which can be a separate attraction for visiting tourists. .
3. Jatiluwih Village Jatiluwih Village
rice fields area of 918,609 hectares with a soil texture derived from the weathering of Mount Batukaru which is very fertile and very suitable for agricultural areas. Apart from rice fields, Jatiluwih Village also has a plantation area with an area of about 56 hectares which is planted with several types of commodities such as coffee, vanilla, cloves and zalacca.
4. Angseri Village Angseri
Village has a rice field area of 171,100 hectares or about 23 percent of its total area with a terraced slope of between 30 and 60 degrees. This village also has a plantation area of 186,300 hectares in the form of cultivation and an area of ?? 141,235 hectares in the form of a plantation area.
5. Baturiti Village
In the Baturiti Village area there are four *subaks* scattered around the village, namely: *Subak* Baturiti (in the north), *Subak* Bengkaling (in the south), *Subak* Pacung (in the east) and *Subak* Bangah (on the west). Among the four *subaks* , theregion *Subak* Pacunghas the most interesting panoramas, namely apart from terracing, from the *subak* area you can see views of Mount Agung and Mount Batukaru.
6. Petang Village
The rice fields in Petang Village are divided into five areas, *subak* namely: *Subak* Pengelumbaran, Bregiding, Sandakan, Batulantang and Sulangai. Topographically, 65% of the rice fields are plains and 35% are terraced rice fields. The village also has plantation land that exhibits attractive features such as the coffee flowering season, where the coffee trees turn white and give off a distinctive fragrant aroma.
7. Pelaga Village Pelaga
Village has 135 hectares of rice fields divided into two areas *subak*, namely *Subak* Mertasari Manik (50 hectares) and *Subak* Bukian (85 hectares) and *Subak* Bukian (85 hectares). Pelaga Village also has around 2,530 hectares of cultivation area and plantations with varied land topography. Interesting animal species that can be found around the fields and plantations include monkeys, several species of birds, squirrels and butterflies.
8. Melinggih Village Melinggih

Village has a relatively wide area of rice fields, namely 224 hectares, which are divided into five areas *subak*, namely *Subak Uma Tengah*, *Subak Tuali*, *Subak Tegal Lampit* and *Subak Mandi*. Melinggih Village has a number of Lychee Trees which are a protected rare plant species as well as a typical plant of this village.

The main reason for developing tourism in a tourist destination is also closely related to regional economic development and must always be taken into account with the benefits and benefits for the people as a whole. A tourist destination that has a well-developed tourism industry in itself will have a positive impact on the area itself, because it can create ample employment opportunities for local residents.

In the development of sustainable tourism, agro-tourism also provides benefits from the economic, environmental and tourism future in Bali Province. From an economic perspective, the most obvious thing is in terms of employment. Agro-tourism provides jobs for local people, so that the unemployment rate can be reduced. From the environmental side, agro-tourism provides the ideal conditions that are most expected to occur in the relationship between tourism and the environment, namely tourism has a positive impact from the environment and the environment gets a positive impact from tourism. For the future of tourism in the Province of Bali, agro-tourism creates sustainable and environmentally friendly tourism development models and strategies that prioritize empowerment and optimization of the benefits of tourism for the community and environmental preservation in tourism destination areas.

4 Conclusions and Suggestions

Based on the results of the discussion discussed in the previous chapter, it can be concluded that the role of agro-tourism in sustainable tourism development is as follows:

1. Agro-tourism provides boundaries in tourism development in the ecological, socio-cultural and economic fields.
2. Agro-tourism encourages the creation of a tourism village concept that has the potential to be developed in the future.
3. Agro-tourism provides jobs for local people, so that the unemployment rate can be reduced.
4. Agro-tourism provides the ideal conditions that are most expected to occur in the relationship between tourism and the environment, namely tourism gets a positive impact from the environment and the environment gets a positive impact from tourism.
5. Agro-tourism creates sustainable and environmentally friendly tourism development models and strategies that prioritize empowerment and optimization of the benefits of tourism for the community as well as environmental preservation in tourism destination areas.

References

1. A.O. Yoeti, *Ecotourism, Eco-friendly Tourism* (Pradnya Paramita. Jakarta, 2003)
2. A.O. Yoeti, *Planning and Tourism Development* (Pradnya Paramita. Jakarta, 2008)
3. B. Sunaryo, *The Concept of Tourism Destination Development Policy and Its Application in Indonesia* (GAVA Media, Yogyakarta, 2013)
4. J. Sumarwoto, Agro-tourism Development: Potentials and Prospects. *National Seminar on Agricultural and Rural Development in Sumatra*. Berastagi, March 5 – 8 (1990)

5. I.B.G Pujaastawa, I.G.P Wirawan, I.M Adhika. *Integrated Tourism: Alternative Development Models for Central Bali Tourism* (Udayana Press, Bali, 2005)