

Opportunity and Challenges in Transforming Agato Organic Plantation's Agricultural Activities Into Agro-Edutourism

Natasha Indah Rahmani^{1*}, *Melewanto Patabang*, *Insan Kurnia*, *Ira Resmayasari*, *Ade Astri Muliastari*¹, and *Apri Larastio*²

¹ College of Vocational Studies, IPB University, Bogor, 16128, Jawa Barat, Indonesia

² Agato Fondation, Bogor, 16128, Jawa Barat, Indonesia

Abstract . Agato Plantation is managed by Bina Sarana Bakti Foundation. The Bina Sarana Bakti Foundation is a company that has many activities in the field of plantations and organic farming, which has been running and has had several visits, so it currently needs to develop its activities towards tourism. Educational tourism is a branch of tourism that combines recreation with learning. Edutourism or educational tourism is a form of tourist activity that involves learning experiences for tourists, which can consist of various forms, namely ecotourism, cultural tourism, rural tourism, and student exchanges between educational institutions. This research will develop the area of the community service foundation, which was initially focused on agricultural activities, and develop it towards educational tourism by utilizing local potential. In this case, local potential is all kinds of real potential owned in the form of natural potential, social, cultural, economic and institutional potential, including superior commodities and potential human resources worthy of development. Judging from the potential of agriculture and education, this company has potential in agriculture and education, which can be collaborated to become an agroedutourism tourism activity.

*Corresponding Author: natashaindah@apps.ipb.ac.id

1 Introduction

Educational tourism is a branch of tourism that combines recreation with learning. Edutourism or educational tourism is a tourism activity that involves tourist learning experiences [4]. Edutourism can consist of various forms, namely in the form of ecotourism, cultural tourism, rural tourism, and student exchanges between educational institutions [7]. On the other hand, agro-tourism development starts from the emergence of people interested in agriculture. Agricultural activities that have turned into agriculture-based tourism activities have impacted several European countries where tourists feel more responsible and lead to sustainable behavior in carrying out ecotourism activities [6]. Apart from growing in European countries, agricultural activities are also growing in Indonesia, with many regional policies that lean towards agrotourism.

Tourism planning must be built based on the capabilities and local potential of the region itself [12]. Local potential, in this case, is all kinds of real potential owned in the form of natural potential, social, cultural, economic and institutional potential, including superior commodities and potential human resources worthy of development [1].

The Bina Sarana Bakti Foundation has been in organic plantations since 1984. This foundation was founded by Agatho Elsener, who comes from Switzerland and works in Indonesia in socio-economic community development. In 2023, this area consists of 11.3 ha of organic agricultural areas, and the products are sent to the Jabodetabek area by prioritizing the quality of the organic products. Apart from agriculture, this foundation has also developed several farms such as goats, cows, chickens, ducks and rabbits. Its development in the organic field has been going well, as shown by several communities or institutions that often visit this place as a place of study. This visit is a form of tourism activity. However, the foundation currently needs a program to engage in tourism.

Agro-tourism is defined as tourism activities utilizing agricultural potential as a tourist attraction [10]. Agricultural tourism or agro-tourism is one of the tourism potentials in Bogor Regency. This agro-tourism is in line with the activities of the area owned by the Bina Sarana Bakti Foundation, which is engaged in agriculture and agribusiness. In creating sustainable tourism, regional development must pay attention to the carrying capacity or what is called the carrying capacity of an area so that planning and management of tourists during operations need to be considered [17]. In developing an educational tourism area in this area, it is necessary to carry out several studies, starting from identification to making tourism area planning products. The concept of agro-tourism agriculture will provide opportunities for farmers and farm workers to increase their income [13].

2 Materials and Methods

This study uses qualitative research methods. Qualitative research is research that aims to understand phenomena that are specific to a phenomenon in the research subject [10]. Qualitative research is used when quantitative methods are not enough to describe the existing problems, particularly problems that stem from social problems [2]. Quantitative research in tourism can sometimes explain whether a policy is successful, but more is needed to explain why a policy fails or succeeds [3]. The research method uses grounded research methods. Grounded research is research that bases itself on collected factual data and uses comparative analysis to create concepts to prove or develop a theory where analysis and data collection are carried out simultaneously.

Data was collected using direct field observation methods and interviews with the managers of the Community Service Foundation. From the results of data collection that has

been carried out, the analytical method used in this qualitative research is domain analysis and taxonomic analysis, where the selected domains are the characteristic domains forming tourist destinations and especially the components forming agrotourism and edutourism.

3 Result and Discussion

Planning an agroedutourism attraction can be started with an agrotourism and edutourism approach. The approach to developing agrotourism can be through several things, namely from the perspective of conservation, community, zoning, inventory of agrotourism strengths, and the role of tourism agencies and agricultural institutions involved [14]. The development of agro-tourism can utilize agricultural land with previous agricultural activities and vacant land with the resources to form agriculture. Agricultural land that already exists and wants to be formed into a tourist area and educational area can be done by adding supporting facilities for carrying out research activities and education [16].

Agrotourism is an activity that includes planning, organizing, coordinating, and controlling [8]. In this study, the stages have only come to planning where an agribusiness destination development can be based on the physical availability, financial availability and local government programs related to tourism development themes such as agribusiness agriculture, fisheries and the environment. [9].

The Bina Sarana Bakti Foundation has been in organic plantations since 1984. This foundation was founded by Agatho Elsener who comes from Switzerland and works in Indonesia in the field of socio-economic community development. In 2023, this area consists of 11.3 ha of organic land that produces agricultural vegetables sent to the Jabodetabek area by prioritizing the quality of organic products.

Involving the local community is one factor facilitating the development of agroedutourism tourism [15]. In developing sustainable agroedutourism can be achieved in four ways, namely a) making collaboration with academic institutions such as schools to arrange tour packages as appropriate, b) collaborating with farmers in the use of agricultural resources, c) conducting training for farmers on organic farming and d) collaborating and integrating the concept of agroedutourism into formal school activities [5]. It says that in making a sustainable tourism activity, we must have a big picture of how to create a harmonious integration between local communities, the private sector and the government on how to protect natural resources while still being able to develop the economy [4].

Bogor is a strategic area because of its location close to big cities with high and dense population levels, such as Jakarta, Depok, or cities belonging to Jabodetabek [9]. Looking at government's point of view, we can refer to the Bogor Regency's regulations. Regarding the Bogor Regency medium-term development plan for 2018-2023, the direction of development policy must be adjusted to the potential and characteristics of the region. Based on visiting data in Bogor Regency in 2019 and 2020, it can be seen that the number of visits is high, even though the number of visits to tourist attractions in Bogor has decreased due to the Covid pandemic.

Post-covid tourism development in Bogor Regency applies the principles of AKB (New Habit Adaptation), where several regulations are applied, such as visitor restrictions. However, the direction of local government policy to develop Bogor regency tourism, which aligns with agricultural development in the Bogor regency area, remains the same. Based on Table 1, the number of visitors to tourist attractions around Bogor Regency, in 2020 was reduced by almost 50% compared to 2019. But the number visitor of accommodation relative the same. It can be interpreted that the Bogor Regency can still attract tourists to the area despite the COVID-19 pandemic.

Table 1. Tourism Conditions in Bogor Regency Based on Total Tourist Arrivals 2019-2020

No	Category	Number of Visitors 2019	Number of Visitors 2020
1	Attractions	5.134.990	2.226.767
2	Accommodation	4.585.595	4.476.466

Source: Bogor Regency Culture and Tourism Office, 2020

Based on Fig. 1, There are many accommodations and amenities the area around Agato Organics, so that the criteria for developing the destination have met the criteria

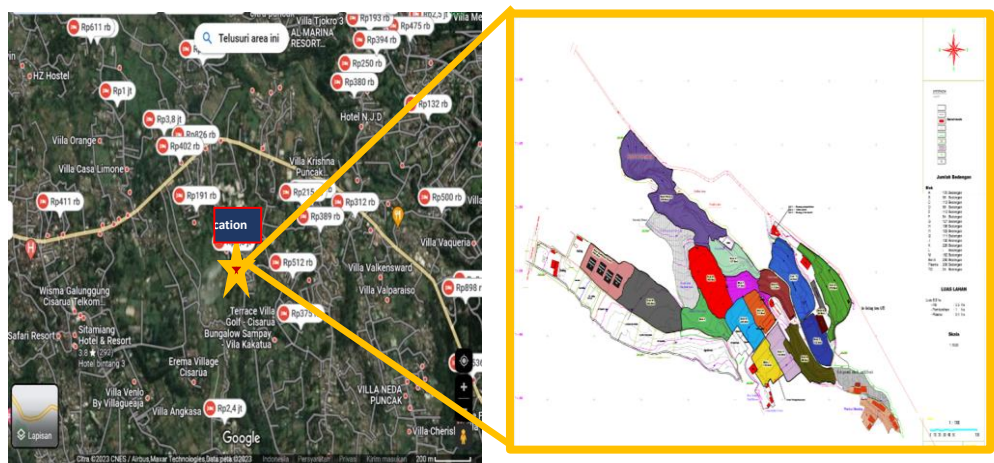


Fig. 1. Site Location and Map

According to Figure 1, the asterisk is the intended location and the image on the right is an overview of the area's footprint. As can be seen from Figure 1, there are many hotel and villa accommodations with various prices around the site, and the location is pretty close to the main road (about 1 kilometer from the main road). The site area is divided into several zoning with their respective functions.

In agriculture, many potential tourism resources can be used for tourism activities. There are 60 kinds of vegetables and 21 herbal plantations, namely:

- A. Plantation:
- a. Carrot
 - b. Cassava
 - c. Pakchoi
 - d. Caysim
 - e. Lettuce
 - f. Turnip
 - g. Banana
 - h. Pinneapple
 - i. Avocado
 - j. Pumpkin
 - k. Guava

l. etc,

B. Livestock:

- a. Cow
- b. Goat
- c. Chicken
- d. Rabbit

In terms of education, Agato Plantation already has several activities related to learning, namely:

- Provide internships for students
- Become a place to exchange knowledge with several schools throughout Indonesia
- The company collaborate with several researchers in educational institutions

Furthermore, in terms of finding the opportunities and challenges from the internal and external sides, they fall into the six categories of tourist destinations. In developing a tourist destination, we can see the 6A concept apart from the more popular 3A destination development concept. This concept is more detailed in how the development of the 3A concept becomes 6A, namely looking at the attractions, accessibility, amenities, available packages, activities and ancillary services [11]. The opportunities and challenges in developing tourism destination is shown in Table 2.

Table 2. Tourism Conditions in Bogor Regency Based on Total Tourist Arrivals 2019-2020

No	Category	O/C *	Internal	External
1	Attraction	O	- The unique of this area is they held the plantation and farm with organis concept. The organis concept usally known as sustainable ways to held an agriculture activities - The area is quiet big to made a touring activities around the area. - They have 60 plantation in vegetable and fruit, 21 herbal plantation - There are several livestock - There are already have tour packages to the site.	- Bogor Regency municipalities has developement plan to encourage tourism with its resource which is one of them is agriculture - The area around this Agato Plantation is filled with many other tourism attraction
		C	The characteristics of plant is still has no fix or regular scheduled to harvest. The harvest time still depend on weather and any other factors	interest in this type of tourism is not too popular compared to the tourist attractions around

2	Accessibility	O	• The site is located in the main tourist destination in Bogor Regency • The road in front of site is qualified to used by cars or big vehicle.	• The Internationals airport is 2 hours away from the site. The railway station is 30 minutes away from the site. • Theres is highway road access near the site
		C	The site is not located in the main road	• The contour of the road around the site is quite hilly • the traffic around is not good in the peak hour
3	Amenity	O	Agato plantation have a guest house in their own area.	there are many hotel and villas with variety of prices around the site
		C	The guest house needs some improvement	the prices of accomodation around the site in the peak season is very high.
4	Available Packages	O	the package can be combine between plantation and farm	there are many tourist destinantion around that could be an oppportunity to make a tour packages by travel agency
		C	the packages might be not always available during dring the year because of the time different in harvesting the plant	there are many similiar packages around the site
5	Activity	O	the activity can be done from the eary stage of planting until the packaging of the agricultural products	the activity around the stie could be an added value and could be a chance to do a collaborative work.
		C	the activity might be tricky to held depend on the harvesting time	there are many similiar theme around the site
6	Ancillary Services	O	there are building to be used as somme ancillary services There is parking spot in the site	there are many services near the site
		C	the ancillary services might be cost a lot if build in the site	the services is scatter, not gathered in one area

Ket: *O/C: O=Opportunity(s) , C=Challenge(s)z

Analyzing the opportunities and challenges in developing the concept of agroedutourism is based on identifying from the internal and external sides. The internal side means that we see a problem and the potential of the Agato plantation from the point of view of the assets owned by Agato itself. Meanwhile, from the external side, we will look at the Agato plantation from the perspective of external influences that the incident management cannot be managed. Transforming the agriculture activities of Agato Plantation into agro-edutourism activities is possible because the company already has joint action with the education institution. However, there are still a few components to be improved.

4 Conclusion

In reality, it is difficult to balance sustainable tourism and sustainable development because these two things are always contradictory [4]. Developing the agroedutourism model strategy requires the involvement of various parties such as farmer groups, PKK, LPM and others [9]. In terms of sustainability, the Agato plantation has organic principles to support this sustainability. However, it is also challenging for the Agato plantation to provide tour packages consistent with the activity packages from its agricultural products.

Based on the potential analysis of agriculture and education, this company has the potential in agriculture and education, which can be collaborated to become an agroedutourism tourism activity. However, apart from the potential, many challenges must be faced. These challenges come from internal and external sources. Most of the challenges are based on the continuity of implementing the same program due to the inconsistency of agriculture activities based on the organic concept. Therefore, further research is needed to determine an excellent strategy to create a good tourism program.

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