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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 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 which are economic impact, environmental conservation, learning activities, sociocultural preservation, stakeholder participation, and marketing promotion. Some obstacles found for the implementation of community-based agritourism include changes in mindset and lifestyle, inequality of opportunity, and lack of professional staff to conduct tourism activities. According to the participants there are several aspects need to be improved, including local tourism management, financial support, development of tourism-supporting infrastructure, and training for communities involved in tourism activities. This study found that agritourism has economic benefits for local stakeholders, encourage nature conservation, and encourage more local community participation. The Agritourism activities has strengthen the local community in managing tourism using their daily main activity which is farming. 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. Therefore, further research can be conducted by taking the opinions of the government representatives, tourists, residents, and tourism business partners.

Keywords: community-based agritourism; tourist village experiences; community participation; economic impact; learning and education activities; environmental and sociocultural conservation.

JEL Classification: Q13; O13; Z32; Z38.

Introduction

In 2014 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 Village-Owned Enterprises (BUMDes) to improve local community welfare (Pradani 2020). According to Purnomo *et al.* (2020) 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 to develop a tourist village consist of eight aspects, which are biodiversity, physical environment, culture, amenities/infrastructure, human resources, attitudes of local people towards tourism, and accessibility to tourism attraction. The economy can also be advanced by nurturing people with businesses, locations for tourist activities, and products offered to tourists. Therefore, management of tourist villages are encouraged to advance tourism activities in these villages. However, the development of tourist villages has three obstacles, the first is the operational limitations related to a centralized public administration service system such as lack of coordination between stakeholders, and lack of information for local tourism actors (*i.e.* such as the community, tourists, and tourism service providers) (Windiardani, Permana, and Mursidi 2019, Hayati and Suryasih 2019). The second is the structural limitations associated with the attitude of tourism actors, 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 agritourism which is closely related to the daily life of the citizens, as indicated by the preference for the agricultural sector as their primary source of livelihood (Ulfah, Setiawan, and Rahmawati 2017). Agritourism is the style of vacation usually spent on a farm and 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. It mainly focuses 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 relevant with the opportunities of community-based agritourism activities. Therefore, this research aims to explore the perception of the community involved in agritourism activities. 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, including farmers, agricultural and plantation products local entrepreneurs, community organizations managing tourist villages, representatives of the village government, and local residents participating in agritourism activities. 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. 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?

1. Literature Review

1.1. Agritourism

Agritourism can be define as exciting innovation and diversification of agricultural activities. Agritourism activities enhance the ability to maintain the integrity of natural resources and improve some rural regions' sociocultural and oeno-gastronomical heritage aspects (Bianchi 2011). From the economic perspective, agritourism can provide job opportunities for the hosts in the form of accommodation, food and beverages providers, tourist attractions, tour packages, and maximising local agriculture products sold to the tourist (Little and Blau 2020).

According to Jafaruddin, Noor, and Karyani (2020), the resources in agritourism activities include nature walk, agriculture attractions, local culture, and agriculture technology. Agritourism potential is related to community involvement in managing and optimizing land and regional arrangement (Rahmatika 2021, Ramdani and Karyani 2020). Recent research by Djuwendah, Karyani, and Wulandari (2021) showed that the development of agritourism activities needs community involvement, the inclusion of related tourism supporting facilities, synchronization development programs with tourism main stakeholders by improving the capability of the local people 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 for tourism development as indicated by its essential elements, including environmental conservation, local community involvement, preservation of local culture and traditions, regional capacity assessment, and marketing (Pornprasit and Rurkkhum 2019, Priatmoko *et al.* 2021). Ammirato *et al.* (2020) explained the effectiveness in supporting the conservation of biodiversity involving the preservation of ecology, improving local people's lives and reducing poverty in the rural areas. 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). CBT activities are closely related to the economic, sociocultural, and environmental aspects of the local people (Jafaruddin, Noor, and Karyani 2020). The CBT has become an issue in managing tourist village areas, whereas community is most significant aspect for the local destination, therefore community-based tourism development strategy is needed in tourist village (Priatmoko *et al.* 2021). Tourist village areas are currently identified as a rural revitalization tool that relies heavily on ecotourism activities that considered essential to attract tourists. One of the main issues associated with preserving rural tourism and tourist village is ensuring the local communities remain involved in collaboration with all stakeholders and have an essential role in managing the tourism destinations.

The participation and practical cooperation of local communities in tourism development was categorized 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 ideas with community members by consulting and contributing ideas for improving tourist village (Ira and Muhamad 2020). The third is transactional participation, where community involvement is based on rewards and incentives. By this type of participation local communities will stop their 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).

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 by develop ecotourism management (Srithong, Suthitakon, and Karnjanakit 2019). CBAT has strengthens the economy, empower local community involvement and participation in decision-making processes (Nurlaela *et al.* 2021, Simatupang, Pakpahan, and Fandri 2021). 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 has provide benefits and empower local communities in the long term while paying attention to supporting the concept of sustainable management as well as the needs of visitors for agricultural tourist attractions (Nguyen *et al.* 2018, Malkanthi and Routray 2012, Azimi *et al.* 2012, Suhartanto *et al.* 2020). Furthermore, CBAT activities are considered successful when nature is well conserved, with full participation of the local people through practical cooperation and community empowerment (Hwang, Stewart, and Ko 2012, Abadi and Khakzand 2022, Wang *et al.* 2021). 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 villages being developed by the local community called Alam Endah. This village is located in the sub-district in Bandung regency, West Java province, Indonesia (figure 1). This tourism village was selected due to its focus on community-based agritourism and include in one of the 50 Best Tourist Villages in 2022 Indonesian Tourism Village Award. There are several activities designed for the tourists who are visiting Alam Endah, such as farming, gardening, raising livestock, and learning Sundanese art. The land use for agricultural 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. 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 has four parts, the first is opening part to explain the research objectives. the second is general information, characteristics of tourism activities, and community aspirations in Alam Endah Tourist village. The third part focused on community participation in supporting agritourism activities. The fourth parts focused 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 health protocol and to record the interviewed in audio and video formats. The interview averagely lasted for 33 minutes, and all conversations were recorded in audio form for further analysis. It is important to note that participants were provided with information about the aims and objectives of the research before the interviews were conducted.

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. In this study five main themes and their sub-themes has been. "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).

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 have a range of age with 50% observed between 20-40 years old, and 50% being 41-60 years old, as indicated in Table 1. A total of four participants has occupation both as farmers and owners of plantation land. At the same time, two are representatives of local MSMEs engaged in traditional food processing businesses and coffee shops. one participant represents the local government as head of Alam Endah village. Five participants represent professionals who have different roles in local tourism driving community with various roles such as chairman, secretary and social media account manager, treasurer, 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	Head of Village	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. 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 found as crucial factor from the perspectives of local tourism driving community (see table 2).

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 is related to the local community economy. 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. Participants has mentioned two aspects in the agritourism activities. First, when the farm owner harvests their agricultural commodities, the selling price of their products usually goes down, participating 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. "Tourists has been provided agritourism experiences such involve in harvesting the agricultural products by themselves, to taste the processing products that leading to increased local product consumption and revenue for the farmers" (Interviewee 1). These findings align with previous studies on the economic impact of agritourism activities for local consumption (Azimi *et al.* 2012, Marin 2015, Ammirato *et al.* 2020).

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 compost/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 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). The findings is in line with previous research on the use of agritourism activities to sell agricultural products in tourist destinations (Little and Blau 2020). Another thing to be highlighted is the new normal condition after COVID-19 pandemic to the tourism activities in the Alam Endah tourist. Agritourism activities are 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).

Agritourism activities are 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).

4). As it mentioned by Ulfah, Setiawan, and Rahmawati (2017) that local small and medium business entrepreneurs must also receive capital assistance to continue developing their business potential.

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 local 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 (Ghina 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 (Malkantheni and Routray 2012, Suhartanto *et al.* 2020). Some others are related to the local culture, such as *Pencak silat*^{*}, watching *Karinding*[†] 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 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

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. Managing tourist attractions requires a planned

^{*} *Pencak silat* is a traditional martial art originating from Indonesia. This martial art is widely known in various ethnic groups of the archipelago (Indonesia).

[†] *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.

and coordinated process to maximize the existing tourism resources to create edible tourism products. 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*[‡]. 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 sign by head of the village, 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 most 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. 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

[‡]*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.

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 are 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 Alam Endah tourist village. This tourist village has combines tourism and agriculture as a source of local community livelihood. The findings indicated six themes derived from agritourism activities in tourist village which are economic impact, learning and education opportunity, community participation, environmental conservation, sociocultural preservation, and the marketing and promotion strategies for Alam Endah tourist village. It was recommended that the tourism activities of the Alam Endah village be supported by external parties, both local and central governments, the private sector, and other organizations. This study has found that policymakers (local government, tourism authority, and ministry of tourism) should 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. However, there are several aspects need to be developed and considered; these include the agritourism activities for visitors, infrastructures and accessibility to support tourism activities, and environmental and sociocultural sustainability. 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 study is only coming from the tourist village community and agriculture actors such as famers and small-medium sized entrepreneur perspectives. Further research can be conducted by taking the opinions of the government representatives, tourists, local residents, and tourism business partners.

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