



Support Positions of Agro-Tourism in Indonesia (Case Study Bali)

Mirzokulova Kumush Mirshakarovna

Bukhara State University, 3-Year Student of Hotel Management and Organization

Abstract: *According to Jafari and Ritchie tourism is an interdisciplinary and integrates a variety of subjects, disciplines and focuses and can be seen from numerous points of views and approaches. The agricultural sector in Indonesia has been the largest sector for employment in Indonesia for decades.*

Keywords: *Agricultura, tourism, Agro-tourism European Austria, France, Italy*

Agricultural tourism is one of the most developing type of tourism in the world, which offers city dwellers a chance to escape urban concrete and re-discover their rural roots. The article discusses the general preview of tourism presenting the development of agro-tourism in Bali which is advantageous for the tourism industry and its support positions. Agro-tourism is the prospective sector that can be developed in rural areas for local economic intensification, contributing to conservation, and conferring on local perception. However, several problems in growths cause agro-tourism not to be sustainable.

According to Jafari and Ritchie (1981), tourism is an interdisciplinary and integrates a variety of subjects, disciplines and focuses and can be seen from numerous points of views and approaches. The tourism as a central study can be studied from many focuses and created into a new form tourism development model. However, tourism development model can be made in varying forms such as focus on agriculture as agro tourism, ecology as ecotourism, culture as cultural tourism, religion as religious tourism, etcetera. Furthermore, Wall and Mathieson (1989) quoted by Tjokrowinoto (2002), identifies three elements of tourism system; (1) a dynamic element which involves; (2) a static element which involves the stay in the destination; and (3) a consequential element resulted from the two preceding elements which is concerned with effects on the economic, physical and social subsystems. Some external variables such as rising earnings, mobility increase, level of education increase, and desire to escape from pressure of day-to-day urban living generate effective demands on tourism which stimulate the rise of various forms of tourisms such as recreational tourism, cultural tourism, health tourism, conference tourism, historical tourism, eco-tourism, and etc.

Furthermore, according to WTO (2003), that agro tourism is part of rural tourism and relates to tourism on farms. It gives farmers options to expand their activities and receive more income. Agro tourism is a small part of rural tourism and agricultural practice worldwide, excluding in some European countries such as Austria, France, Italy and Switzerland, the number of farms that offer some form of tourism is remarkably large. In some areas and countries, agro tourism forms a large part of rural tourism as a whole.

The agricultural sector in Indonesia has been the largest sector for employment in Indonesia for decades. Employment in agriculture in Indonesia was reported at 28.99 % in 2021, according to the World Bank collection of development indicators, compiled from officially recognized sources. The tourism sector in Indonesia has expanded as a prospective contributor to earning of a number of local governments. Nowadays, the tourism sector is not only potential in Bali but also probable in all parts of Indonesia. The International Ecotourism Society states that Indonesia has



been identified as a prospective country to develop tourism especially ecotourism. In addition, Indonesia has lots of wildlife flora and fauna as well as cultural diversities, black and white sand beaches, natural landscape, marines, mountains, etc.

Nowadays, the growth of tourism Bali is specified as stagnation stage, while tourism sector has been prospered in such contemporary way nevertheless the growth of tourist visit is still stagnant even though a number of advertisements are continuously and intensively managing. Furthermore, there are lots gaps between sectors, as a case in point: degradation of natural resources, overland using to build hotels and tourism infrastructures, air and water pollution; gap between rural and urban area, etcetera. Currently, modern tourism development in Bali continues to attract all kinds of tourists. Some of international industries such as international- chain hotels and resorts lie on alongside the island. Its people continue to struggle over the choice between modernization and tourism, and their rich tradition. Although it has suffered some adverse social and environmental effects as a result of rapid tourism developments, Bali’s cultural heritages have withstood the test of time and remained slight changes today.

There are two reproductions of agro-tourism development, named by capital based agro-tourism and community based agro-tourism. There are numerous capital based agro-tourism objects developed by Balinese entrepreneur such as Bagus Agro Pelaga at Pelaga Village - Badung Regency that supplies organic agricultural products like vegetables, cutting flowers, and fruits (Utama, 2007). It is assisted by various facilities that consists of restaurant, bar, meeting room, supermarket, wholesale shop, children playground, tracking path, fishpond, livestock (Bali cattle farming). It offers two packages of visiting organic farm attraction, package one is by IDR120,000 per person for entrance charge, welcome drink fresh strawberry juice, circling strawberry and vegetable farms, buffet lunch, traditional cake with coffee or tea, includes 21% tax and service; and package two is by IDR45,000 only per person for entrance charge, welcome drink fresh strawberry juice, circling strawberry and vegetable farms, includes 21% tax and service.

There is the information the show realistic scenario of different development plan to evaluate the strategies and to help instituting improvement plans. Some areas of Bali have tourism prospective by accentuating agro-tourism and it provides come into tourist request who are bored from their daily routine. Agro-tourism shows stable expansion in the future (Petrovic et al. 2015). This contains the interest for nature, outdoor activities, sceneries, stay in the area and etc. to increase economic growth rapidly, the right target and growing market to the tourists are agro-tourism is the quality spot and there are other important things in the Fig.1.

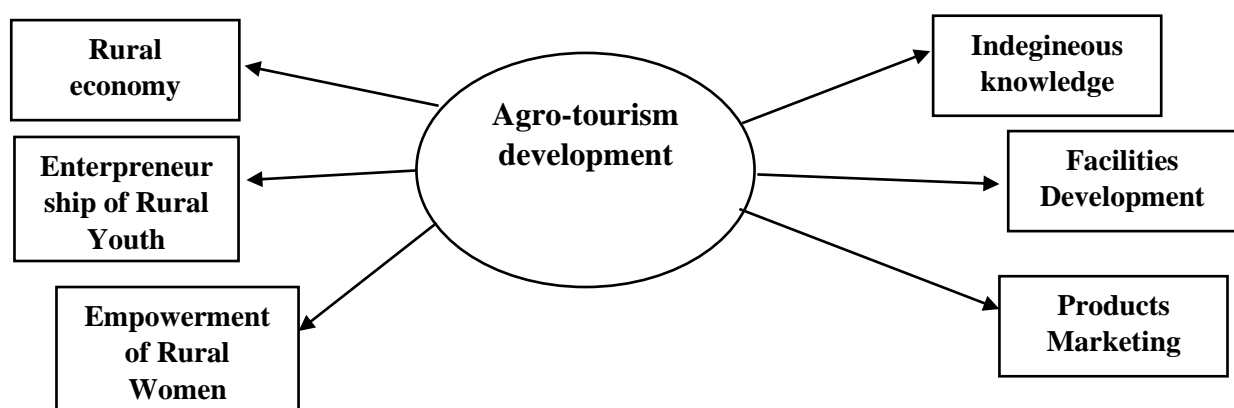


Figure 1. Agro-tourism development (Source: Dhaka Courier, 2019)

The goal of tourism development in Bali is to realize the sustainability of cultural-based tourism which developed in accordance with Tri Hita Karana concept as well as both the global market competition and improving quality of life of local communities. Tri Hita Karana is the philosophy



of Balinese-Hindu which comprises three main elements namely harmonious relationship among the human being, between human and environment, and human, and the Almighty God (WTO, 2003). It means whereas the tourism shall be developed in accordance with sustainable development principles by equality of people, profit, and planet. Without sustainable development, tourism will fail definitely to achieve the authentic goal of its development.

Blimbingsari is a small village of approximately 200 couple families, located in western part of Bali Province approximately 120 km from the Capital City of Denpasar. The village was formed and developed once the Dutch colonized Indonesia. It is predominantly populated by Christian Protestant communities. Albeit it becomes a Christian village, Blimbingsari still exists in Balinese culture and tradition practices.



Picture 1. Balinese-style Church Building (Source: <https://www.indonesia.travel>)

In conclusion, that has been done indicates that Balinese agro-tourism is being managed well which is evident from their local community involvement (tourism committee), guide services (travel agents link and government support (Regent licensee)). The solution that the distance from the capital can be overcome by making special travel packages that allow travelers can stay at the Village Blimbingsari, and combined with a package of eco-tour, especially eco-tourism to Bali Barat National Park. It would be better if, the travel packages can be packaged as a weekend's holiday package, so tourists can see and be involved directly in the activities of nature based outdoor activities, which will help to escape from daily life of visitors.

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