

Original Paper

Agriculture and Culture Based Agrotourism: for the Development of Sibetan Village, Bali

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Abstract— Global competition between tourism destinations is increasing, more and more countries are valuing tourism resources. The aim of the research is to analyze the prospects and challenges facing the development of natural resource-based agrotourism in tropical villages in Bali, analyze the physical assets owned by Sibetan village as an agrotourism destination (agrotourism in East Bali) Analyze agrotourism development strategies in Sibetan Village. This research was conducted in Sibetan Village, Banyakdem District, Karangasem Regency, Bali Province, Indonesia. Research data was obtained from primary data regarding Sibetan village agrotourism, agrotourism activities, characteristics of agrotourism actors and agrotourism visitors at home and abroad. The research results show that the prospects and challenges for developing natural resource-based agrotourism in Bali are local culture that is open to general visitors and provides the experience of participating in cultural attractions in Sibetan Village. Challenges include weak promotion, the distance between agrotourism and the airport for national and foreign tourists and competition between agrotourism. The physical assets owned by Sibetan Village are local culture which only exists in Sibetan Village, Sibetan Salak only found in Sibetan Village, and outhor recreation. The strategy for developing agrotourism in Sibetan Village is to develop an aggressive strategy, so as to be able to create alternative agro-based tourism in Sibetan Village with superior Balinese salak products. The novelty of the research is agrotourism opportunities based on local cultural traditions, Sibetan snake fruit agricultural commodities, full participation from the community, government and management, collaborating with international tourism institutions and celebrity for promotion

Keywords— Agrotourism, local wisdom, Sibetan sallaca agribusiness.

I. INTRODUCTION

Over the last five decades, international tourist visits to Bali have grown by an average of around 10% [1] very year, making tourism one of the sectors contributing to economic growth which is able to contribute around 50% to the world economy's Gross Domestic Product, Bali GDP. The number of international tourist visits to Bali will reach 215,574 million people in 2022 [2]. Meanwhile, in 2023 it will reach 10,509,516

people, with estimated international tourism receipts of US\$ 2.76 billion. Globally, tourism is seen as a means of regional development and even national development by increasing employment opportunities, generating foreign exchange, securing an advantage in the balance of payments and developing infrastructure. adding that tourism represents around 35% of world service exports [3] and more than 70% in developing countries.

As global competition between tourism destinations increases, more and more countries are valuing unique tourism resources to develop attractions for sustainable competitive advantage. In this regard, the Bali Vision "Nangun Sat Kerti Loka Bali", which aims to build a global plan towards a New Era Bali as part of a high-income metropolis, identifies tourism as providing a major opportunity for economic development based on the country's natural, historical and cultural resources.

One of the tropical natural resources that has the potential to be developed is agriculture, which is increasing, and rural landscapes offer great opportunities for tourism development, especially in developing countries.. According to [4] there are three main types of tourism found in rural environments, namely; ecotourism [5] [6], cultural tourism, and agrotourism [7]. Where agriculture is the main support for the economy in most developing countries.

Agrotourism research focuses on three main areas, namely: demand side perspective, supply side perspective and the impact of agrotourism. On the demand side, agrotourism research can focus on agrotourism characteristics; market size, their motivations, preferences, decision-making processes and purchasing behavior. For the supply side in agrotourism research [8], the theme raised can be the role and importance of infrastructure, services and organizations (for example transportation, attractions, accommodation and intermediaries) that facilitate agrotourism activities.

According to [9] import-export demand-supply of local commodities is part of what can be achieved in agro-tourism development. The results of this research are aimed at bridging tourist information, by exploring the prospects and challenges of

agrotourism development in Sibetan Village in Bali. Sibetan Village is the only one producing the largest type of sallaca commodity in Bali as a superior product for the eastern Bali region.

The research aim is to analyze the prospects and challenges facing the development of natural resource-based agrotourism in tropical villages in Bali, to analyze the physical assets owned by Sibetan village as an agrotourism destination (agrotourism in East Bali). Analyzing agro-tourism development strategies in Sibetan Village, so as to be able to create alternative tourism based on agro-culture in Sibetan village with superior Balinese sallaca products. Data were analyzed using SWOT analysis and then interpreted by combining observations obtained from group meetings and literature reviews

II. LITERATURE RIVIEW

A. Agrotourism Management Model

The agrotourism management model focuses on the participation of local communities in the formation of sustainable tourism areas. Local communities are the subject in the main foundation of commodity management based on the integration of various components, to explore and develop ideas for sustainable agribusiness management. The role of local communities is bridged by policies and the roles of government officials, farmers, traders and business owners. community involvement in upholding the sustainability of agrotourism through creating marketing innovations, stimulating entrepreneurial efforts, and establishing networks. Integrated collaboration between key stakeholders, including government, universities, business entities and farmers, functions as a catalyst for the development of sustainable agrotourism areas. A management model designed to maximize resources, thereby optimizing the progress of sustainable agrotourism. This research focuses on one case study, an integrated network strategy that includes all stakeholders to align tourism progress while maintaining the sustainability and authenticity of the area. Marketers have the capacity to design tactics to increase tourism by identifying the specificities of certain regions, thereby increasing the economic, social and cultural potential of agrotourism. For government institutions, understanding the latent potential of agrotourism and recognizing the importance of community sustainability is very important [9].

Development of agrotourism activities [10] in Trinidad in the Central American region. applying analysis and synthesis of spatial elements, discussion groups, interpretation of descriptive statistics, and studies of the natural and social environment. In an effort to determine the level of competitiveness and attractiveness of agrotourism products, and it is possible to establish the easiest strategy to follow, taking into account the real possibilities of prospective development in the place under study. Demonstrates that developing agrotourism in Hacienda Guachinango is a viable option for designing and introducing socio-economic growth and reactivation strategies based on exploiting the natural, historical, cultural and social potential of small families dedicated to agricultural work.

Agrotourism is based on sustainable agricultural development [10] with an agrotourism approach, "agritourism", "agrotourism", or "rural tourism" balance between local culture-

based facilities and services, namely cultural heritage, cultural tourism, and community-based tourism (culture, as well as culinary heritage), which strengthen the spirit of cultural diversity and community development, displayed in maps of knowledge, cultural exchange and cultural diversity. In addition, the landscape along with The environment in it is the most important tourism resource

III. RESEARCH METHOD

The research was conducted in Sibetan Village, Bebandem sub-district, Karangasem Regency, Bali Province, Indonesia. Research data was obtained from primary data regarding Sibetan village agrotourism, agrotourism activities, characteristics of agrotourism actors and domestic and foreign agrotourism visitors. Secondary data was obtained from statistical center data on tourist visits to Bali and the profile of Sibetan village [11]. Scientific publications regarding natural resource-based agrotourism.

The research population is the entire Sibetan Village community consisting of farmers, livestock breeders, traders, MSME business actors, home industries and community groups in Sibetan Village. The research sample was taken randomly using sample random sampling from the Sibetan village population. The data collection technique was carried out by in-depth interviews with respondents consisting of the Sibetan Village Head, sallaca marketing business groups, livestock groups and farmers who are agrotourism objects, as well as other respondents who were deemed necessary and supported this agrotourism-based research, accompanied by documentation obtained from each research activities carried out.

B. SWOT analysis method

The stages of this research are as follows: (a) Interviews with the regional government including: Regional government officials are interviewed, data collection in connection with agro-tourism activities and cultivation of the Sibetan Sallaca commodity. (b) Sibetan village selection: consisting of women's farmer groups, rice field farmer groups, Sallaca Farmer Groups, MSMEs, Farmer Groups and agrotourism managers. In this research a questionnaire was designed to identify; – individualistic characteristics of the sample. Conducting interviews: using a questionnaire conducted face to face and conducting in-depth interviews regarding agrotourism activities. The data that has been collected is tabulated and analyzed using SWOT analysis, then interpreted by combining observations obtained from group meetings and literature reviews.

In the SWOT analysis [11] [4] there are 4 strategies that can make it easier for management to develop or formulate business strategic planning, including, (1) SO (strengthopportunity) strategy, namely a strategy that utilizes internal strengths to take advantage of external opportunities; (2) WO (weakness-opportunity) strategy, namely a strategy that improves internal weaknesses by taking advantage of external opportunities; (3) ST (strength-threat) strategy, namely a strategy that uses internal strength to avoid or reduce the impact of external

threats; (4) WT (weakness-threat) strategy, namely a defensive strategy or tactic aimed at reducing internal weaknesses and avoiding external threats. These four strategies can be described in a SWOT matrix diagram, as follows [12]:

Quadrant I: Supporting Aggressive Strategies in this quadrant shows a very profitable situation. The company has opportunities and strengths so it can take advantage of existing opportunities.

Quadrant II: Supporting Diversification Strategy Despite various threats, the company still has internal strengths.

Quadrant III: Supporting Change-Oriented Strategies. This strategy focuses on minimizing the company's internal problems so that it can seize better opportunities.

Quadrant IV: Supporting Defensive Strategy This quadrant represents an unfavorable situation, the company faces various internal threats and weaknesses.

IV. RESEARCH RESULT AND DISCUSION

A. Sibetan Village is an agrotourism area based on tropical natural resources.

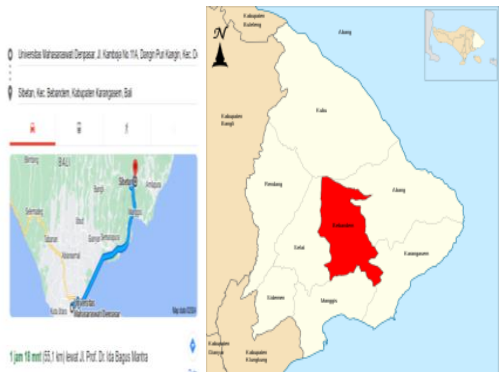


Fig 1. Map of Sibetan Village Area

Sibetan Village, Bebandem District, Karangasem Regency is located in the eastern part of the island of Bali. This village is approximately 78 km from Ngurah Rai Airport and 7 km from Karangasem City [13]. Most of the Sibetan Village area is hills with the main commodity being the largest producer of Balinese Sallaca in Bali. The advantage of this fruit lies in the large size of the fruit and the sweet taste of the fruit with high water content as in (Figure 1).

The economic structure of Sibetan Village is still agricultural in nature with an emphasis on the agricultural sector. This is supported by the fact that agricultural land use still has the largest portion of 80% of the total village land use. 80% of the population's livelihood depends on the agricultural sector. In this sector, the commodities that stand out as mainstay products are sallaca, rice and secondary crops. In (Figure 2)

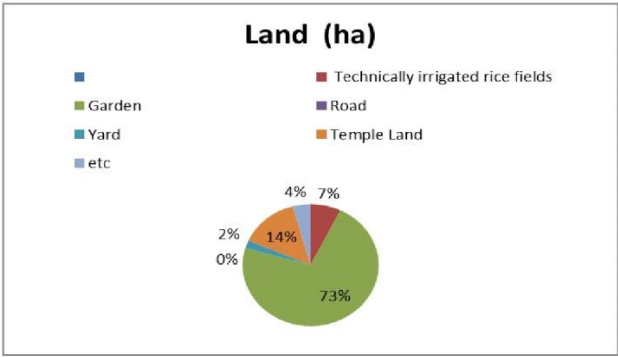


Fig 2. Land area in Sibetan Village

Sallaca plants are the most widespread [14] in *Sibetan* Village and are resistant to environmental conditions making it easier for sallaca farmers to maintain sallaca trees. The sallaca trees in *Sibetan* Village are decades old and have even been maintained by the third or even fourth generation of farmers. This makes snake fruit a superior plant in *Sibetan* Village and even the East Bali area. The sallaca fruit, which is routinely harvested twice a year, is used as raw material for processed products in the home industry based on sallaca fruit. So processing snake fruit is additional income for snake fruit farmers in *Sibetan* village.

Sallaca is a superior commodity and has many types, based on local names in *Sibetan* Village. Sallaca is differentiated based on plant height, leaf arrangement, number of thorns, fruit characteristics including skin color, flesh, aroma and taste of the fruit. Farmers in *Sibetan* Village differentiate sallaca based on local names into 14 types [14][15]including Sallaca *Injin*, Sallaca Jackfruit, Sallaca *Putih*, Sallaca *Boni*, Sallaca *Penyalin*, Sallaca *Cengkeh*, Sallaca *Gondok*, Sallaca *Nenas*, Sallaca *Bingin* , Sallaca *Pine*, Sallaca Coconut, Sallaca Sugar Sand, Sallaca *Muani*, and Sallaca *Embadan*. Sallaca is a fruit native to Indonesia that grows in tropical climates.

B. Characteristics of respondents' carrying capacity for agrotourism

Sibetan Village agrotourism is supported by various internal and external supporting factors. The internal factors of agrotourism in Sibetan Village are fully supported by human resources who manage agrotourism with various unique attractions based on routine activities in Sibetan Village. The human resources[16] involved are sallaca farmers, wine small and medium enterprises, Sibetan Village woman farmers group, livestock groups, village organizers and Sibetan Village agrotourism managers. The characteristics of the respondents can be seen in (Figure 3). Characteristics of respondents human resource supporting Agrotourism.

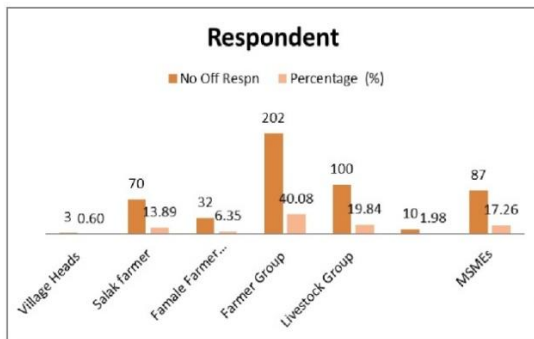


Fig 3. Characteristics of Respondents in Sibetan Village

Based on the results of research in Sibetan Village Agrotourism, the Human Resources that support most agrotourism are farmer groups[17]. Sallaca cultivation, the number of farmer group members reached 40.8%. This group provides various agrotourism support services such as snake fruit plantation areas which are used as jogging tracks, providing snake fruit picking tours, and educational gardens especially for visitors. The farmer group also provides tourist cottage services which can be used as a means of resting and enjoying sallaca fruit while touring Sibetan Village. Apart from that, the group provides a garden collection of various types of sallaca fruit identified based on local names known in Sibetan Village. Tourists are also given education on planting sallaca trees, how to pick sallaca and processing sallaca into traditional snacks.

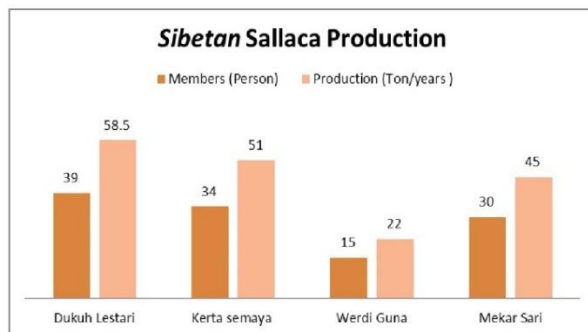


Fig 4. Supporting capacity of groups to develop Sibetan agrotourism

C. The supporting capacity of Sibetan Village Agrotourism is based on cultural tourism

Sibetan Village agrotourism is supported by local culture carried out by indigenous communities. Sibetan Village is one of the oldest Hindu villages in Bali, there are several local cultures that can be opened to the general public with Hindu nuances. Cultural activities in Sibetan Village are part of the attractions[18], such as programs such as melukat which are carried out at water sources in Sibetan Village. The melukat tradition is one of the community traditions in Sibetan Village which is open to agrotourism visitors. The purpose of melukat is to clean oneself periodically with water. In essence, melukat is a means of cleansing the mind from negative things caused by negative elements



Fig 5. Melukat in Sibetan Village

Study sewing for visitors who want to immerse themselves in local culture. Mejejeaitan is one of the activities for making upakara facilities that uses natural materials such as coconut palm, ambu, ron, banana leaves and others. This Mejejeaitan is taught to introduce local culture to agrotourism visitors, as one way of introducing the traditions carried out by the community in Sibetan Village. The mejejeaitan tradition is for the younger generation so that the culture in Sibetan Village can be maintained as one of the activities that is preserved by the younger generation in Sibetan Village.

Learning Balinese culture, such as Balinese dance, is provided for agrotourism visitors in Sibetan Village. Visitors may not be able to learn Balinese dance briefly, but visitors can enjoy the experience of learning Balinese dancing and have memories of Balinese dancing in Sibetan Village. Balinese dancing is enjoyed by many children who visit the Sibetan Village Agrotourism, this is a joy for visitors and an interesting experience for children who visit the Sibetan Village agrotourism.

Megibung traditions is a group eating activity provided for visitors in Sibetan Village. Megibung in this case is carried out for visitors who choose their own megibung partner. Megibung means eating together in a container covered in banana leaves. The food provided is local food and Indonesian tastes that can be enjoyed by all groups. Megibung is done by several people in one eating container along with the side dishes that have been provided. The megibung tradition is a unique experience for visitors because it is carried out in a unique rural scenic area, giving visitors the impression of taking beautiful photos. Megibung is a local tradition in Sibetan Village, aimed at promoting brotherly ties and closeness with other family members.

Painting activities for children are provided at the Sibetan Village agrotourism. Painting on natural themes and those found in Sibetan Village, especially for child visitors. The property provided is styrofoam and dye that visitors can take home. Painting is a routine activity provided to interested children in Sibetan Village, as well as attracting the interest of other visitors to join in Sibetan Village agrotourism.

Another cultural object [3] as an agrotourism object [19] is visiting several places such as the temple in Sibetan Village, Pura Bale Agung. Ceremonial celebration in rice fields. Natural panorama of sallaca trees, hills located at the foot of

Mount Agung, rice terraced areas, rivers with clean water and cool nature which can provide visitors with a cool natural feel. Other agrotourism activities are trekking in the snake fruit garden, to observe various types of sallaca plants, a sallaca fruit picking tour and enjoying typical Sibtan Village culinary delights such as sillaca wine, sillaca chips and sillaca juice. A unique local tradition carried out by residents in Sibtan Village is visiting and seeing the daily activities of making Tuak (a traditional alcoholic drink from coconut trees) which is carried out traditionally.

Table 1. Classification of identified potential agrotourism activities

No	general agritourism activities	Agrotourism activities	Sibtan Village
1	Direct Agriculture marketing	direct on farm sales	Available
		Market Store	Unavailable
2	Educational Tourism/experience	Farm tour	Available
		Farm work demos	Available
3	On Farm Entertainment	Corn maze	Available
		Agriculture museum	
		Festival/even on farm	Available
4	Hospitality Service	Animal Ride	Unavailable
		Farm made food/restaurant	Available
		Farm Camping	Unavailable
5	Outdoor recreation		
		Farm hunting	Unavailable
		Fishing	Unavailable
		Bird watching	Unavailable
		Hiking Path	Available

D. Carrying capacity of Agriculture-based agrotourism

Sibtan Village Agrotourism was built based on the regional superior product, namely Sibtan sallaca. To market the sallaca produced by farmers, one of the potential-based tourist attractions of Sibtan Village was built. Some of the supporting capacities of agriculture-based agrotourism are natural assets and farmers' livelihoods, in line with [20] the role of society in preserving agricultural traditions, can also be found in Sibtan Village as follows.

E. Intercropping System for Agricultural Commodities in Sibtan Village

Sibtan village is famous for its Sallaca Agrotourism, which is an intercropping pattern [21] [22][23] between sallaca trees, starfruit, duku, durian, Siamese oranges, manga, mangosteen, jackfruit, papaya, banana, wani fruit. Among these commodities, 98.94% is dominated by snake fruit plants. The main plant is the snake fruit plant, while the other plants are the intercropping plants which are planted in between the snake fruit plants. In general, these plants are plants that produce fruit outside the sallaca harvest time

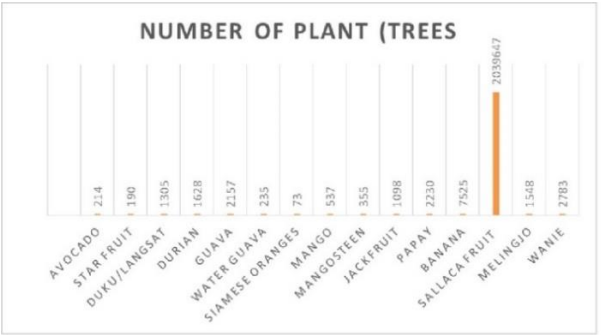


Figure 6. Population and agricultural commodities in Sibtan

Intercropping is not only with plants [24][25], also raising livestock such as cows, goats, pigs. Farmers keep the livestock throughout the year along with maintaining the production crops. Based on research results, it was found that the production potential (Muzha et al., 2004) for cattle and pigs was 4% each. Meanwhile, goat production reached 16.7%. This shows that farmers are more interested in keeping goats compared to other livestock. Goats are easier to care for, especially when feeding can be done from greenery found on the farmer's land.

Pig production is secondary livestock that is kept by each family in small numbers because it is often used as a means of ceremonies in Sibtan Village. Every ceremony held in Sibtan Village usually cuts a pig as one of the traditions carried out by residents in Sibtan Village. Production of livestock crops using an intercropping system can be seen in (Figure 7).

Planting plants around sallaca plants is done by intercropping, namely white mango (wani), duku, durian, coconut, mangosteen, melinjo, candlenut, sapodilla, jackfruit, sweet potato etc. Management of sallaca fruit plants usually uses organic fertilizer using manure and leaves of fruit trees as protection for the sallaca plants.

The plant structure in the sallaca garden is intercropping, namely white mango (wani), duku, durian, coconut, mangosteen, sweet potato, etc.

Apart from the livestock kept by farmers in Sibtan Village, there are also wild animals that can become pests for sallaca plants. Such as ferrets, birds, squirrels, mice. However, this wild animal is considered a pest.

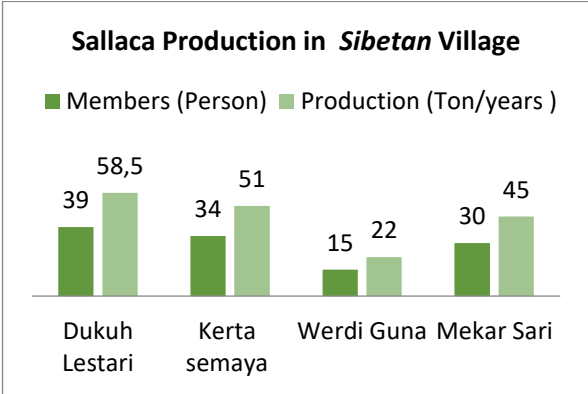


Fig 7. Crop-livestock production in the intercropping system in Sibtan Village.

F. Home Industry Supporting Agrotourism

Sibetan Village agrotourism is supported by several processed product industries. Sallaca Wine Beverage business industry with the Salacca Wine brand in the Supervision and Service of Customs and Excise at Type A2 Ngurah Rai. The raw materials for this beverage industry use local sallaca fruit and are mixed with sugar, water, softener, yeast, perfume using a fermentation process.

Chip processed products from fruit, dodol, sweets made from sallaca fruit, sallaca pia, sallaca coffee and others. As a supporter of agritourism, all of these products are produced by woman farmers group in Sibetan Village. To support the processed products available at Sibetan Agrotourism from superior tropical commodity raw materials, namely sallaca fruit. Sallaca production in each farmer group reaches 58 tons per year. Just as with jackfruit, [26] there are beneficial effects from jackfruit by-products such as jackfruit seeds, sallaca also utilizes the processing of by-products.

G. Prospects and Challenges of Sibetan Village Agrotourism

Based on the results of research conducted in Sibetan Village Agrotourism, it shows several internal factors which are strengths and weaknesses, as well as external factors consisting of opportunities and challenges in developing agrotourism. Some of these factors can be seen in (Table 2).

Table 2. Internal and external factors in developing agrotourism in Sibetan Village

Internal factors	External facts
Strength 1. Sallaca production is a superior commodity in Sibetan Village 2. The jogging track area supports agrotourism 3. There is Mount Agung as a beautiful sight 4. The village government really supports agrotourism efforts 5. Processed industrial products have been produced by Woman Farmers Group Sibetan Village 6. Supporting facilities and infrastructure are well available 7. Sallaca commodity that only exists in Indonesia	Opportunity 1. To become a leading tourist destination based on local culture 2. The tendency of tourists to look for new tourist destinations 3. Local government assistance 4. Fluctuating tourists 5. Objects of Celebrity Actors
Weakness 1. Far from the airport 2. Sallaca has sharp thorns and can potentially harm visitors 3. There is no expansion of sallaca planting land 4. As a regional superior product with a side livelihood for the community 5. Sallaca marketing tends to be sluggish 6. Farmers as price takers	Challenge 1. The closest agrotourism rival is Sibetan village 2. Promotions that are not consistent 3. Sallaca is an export commodity 4. Processed industries that have not been marketed 5. Consumer interest in processed sallaca products 6. Low prices during harvest time 7. The shelf life of sallaca fruit

Internal factors and external factors are analyzed based on weights and ratings in determining the position of agrotourism managed by agrotourism management in Sibetan Village showing scores which can be seen in table 3. Measurement of these factors is based on identifying strengths, weaknesses and opportunities, challenges found in Village Agrotourism Sibetan. This analysis is carried out in an effort to maintain existing strengths and anticipate various weaknesses. And take opportunities that can be optimized and anticipate various

challenges that arise due to changes and the existence of changes and demands of agrotourism consumers in Sibetan Village. Analysis of internal factors and external factors can be seen in (Table 3).

Table 3. Swot Analysis of Agrotourism Development in Sibetan Village

No	Description	Weight	Rating	SCORE
Strength				
1	Sallaca production is a superior commodity in Sibetan Village	3	0.060	0.18
2	The jogging track area supports agrotourism	4	0.020	0.08
3	There is Mount Agung as a beautiful sight	5	0.087	0.435
4	The village government really supports agrotourism efforts	4	0.079	0.316
5	Processed industrial products have been produced by KWT Sibetan Village	3	0.082	0.246
6	Supporting facilities and infrastructure are well available	5	0.090	0.45
7	Sallaca commodity that only exists in Indonesia	4	0.050	0.2
				0
Weakness				
1	Far from the airport	5	0.090	0.45
2	Sallaca has sharp thorns and can potentially harm visitors	4	0.080	0.32
3	There is no expansion of sallaca planting land	3.5	0.080	0.28
	4. As a regional superior product with a side livelihood for the community	4	0.098	0.392
5	Sallaca marketing tends to be sluggish	4	0.089	0.356
6	Farmers as price takers	3	0.095	0.285
	Amount	51.5	1	3.99

	Opportunity	Weight	Rating	Score
1	To become a leading tourist destination based on local culture	5	0.079	0.395
2	The tendency of tourists to look for new tourist destinations	5	0.076	0.38
3	Local government assistance	4	0.080	0.32
4	Fluctuating tourists	4	0.078	0.312
5	Objects of Celebrity Actors	5	0.075	0.375
6	Variations in Sallaca derivative products	4	0.060	0.24
7	The local culture of the Sibetan community is an agrotourism asset	5	0.073	0.365
				0
Challenge				
1	The closest agrotourism rival is Sibetan village	5	0.062	0.31
2	Promotions that are not consistent	3	0.075	0.225
3	Sallaca is an export commodity	3	0.066	0.198
4	Marketing of Processed Sallaca Industry products	4	0.074	0.296
5	Consumer interest in processed sallaca products	3	0.077	0.231
6	Low prices during harvest time	5	0.064	0.32
7	The shelf life of sallaca fruit	3	0.01	0.03
	Amount		1.000	3.97

Based on the results of the analysis above, several agrotourism development strategies can be designed in Sibetan Village in (Table 4).

Based on the results of the SO, WO, ST and WT analysis that have been obtained, a matrix can be prepared to facilitate implementation for Sibetan Village agrotourism managers. Based on the weighting and rating results, an internal factor score consisting of strengths and weaknesses of 3.99 was obtained. The assessment and rating for external factors obtained an opportunity and threat score with a score of 3.97.

Table 4. *Sibetan* Village Agrotourism SWOT Matrix

	Strength (S)	Weakness (W)
Internal Factors (I) external factors (E)	1. Sallaca production is a superior commodity in <i>Sibetan</i> Village	1. Location Far from the airport
	2. The jogging track area at the foot of Mount Agung supports agrotourism	2. Sallaca has sharp thorns and can potentially harm visitors
	3. There is Mount Agung as a beautiful sight	3. There is no expansion of sallaca planting land
	4. The village government strongly supports agrotourism efforts	4. As a regional superior product with a side livelihood for the community
	5. Processed industrial products have been produced by KWT <i>Sibetan</i> Village	5. Sallaca marketing tends to be sluggish
	6. Supporting facilities and infrastructure are well available	6. Farmers as price takers
	7. Sallaca commodity that only exists in Indonesia	
Opportunity (O)	SO	WHERE
1. To become a leading tourist destination based on local culture	<i>Sibetan</i> Village has an agricultural base for the sallaca commodity, and local culture can be used as a superior tourist attraction.	The location far from the airport is one of the weaknesses of <i>Sibetan</i> Agrotourism, but management can provide various interesting attractions and objects for tourists to overcome boredom during the trip.
2. The tendency of tourists to look for new tourist destinations	Highlighting the jogging track area at the foot of Mount <i>Agung</i> , as a new tourist destination, is a very interesting view	Sallaca gardens are a new tourist destination which can also be dangerous for visitors because the characteristics of snake fruit trees are full of thorns. It can be done by providing a safety fence for visitors.
3. Local government assistance	The background of Mount <i>Agung</i> as a beautiful view, can be combined with government assistance in advancing the village as a local potential to support national tourism, in attracting tourists	It is not possible to expand snake fruit land due to limited land. It is necessary to make careful planning from the government, such as becoming a botanical garden for special education on <i>Sibetan</i> snake fruit, so that farmers focus on innovation which can be used as their main livelihood.
4. Fluctuating tourists	<i>Sibetan</i> snake fruit products that only exist in <i>Sibetan</i> with unique flavors and variations can be promoted for new celebrities	Slow marketing can be done by inviting program celebrities to promote agrotourism
5. Tourist attraction for celebrity actors	Various facilities and sallaca derivative products are provided that can be used as on-site testers to introduce sallaca derivative products	The price taker received by farmers can be varied by the price taker of sallaca derivative products, resulting in an increase in prices.
6. Variations in Sallaca derivative products		
7. The local culture of the <i>Sibetan</i> community is an agrotourism asset		

Threat (T)	TO	WT
1. The closest agrotourism rival is <i>Sibetan</i> village	In an effort to overcome nearby agrotourism competitors, we can demonstrate the strength that <i>Sibetan</i> Village is the only one in the world	The location is quite far from the airport, and the large number of agrotourism competitors that can be done shows the various superior cultural and agricultural attractions of <i>Sibetan</i> Village
2. Promotions that are not consistent	Management must collaborate with various parties in expanding the reach of <i>Sibetan</i> Agrotourism, especially attracting the interest of lovers of nature and culture-based destinations.	Highlighting the unique taste of <i>Sibetan</i> sallaca compared to sallaca from other regions on a regular basis and providing a special promotional team.
3. Sallaca is an export commodity	Collaborate with tourism agents who often visit the Mount <i>Agung</i> area and introduce <i>Sibetan</i> snake fruit and the unique local culture in <i>Sibetan</i>	Collaborating with travel agency agents, to offer snake fruit for tourist visitors who are especially heading to the Mount <i>Agung</i> area, make an effort to stop at <i>Sibetan</i>
4. Marketing of Processed Sallaca Industry products	With the support of the village government, agrotourism actors can develop networks with larger tourism agents	Inviting farmers and agrotourism players to create processing and marketing innovations so that sallaca can be used as a sustainable staple producer
5. Consumer interest in processed sallaca products	Promotion of processed snake fruit products with various testers in the <i>Sibetan</i> Village Agrotourism area as an effort to increase consumer interest in snake fruit products	Processing snake fruit is an effort to increase the price of snake fruit with the taste that consumers want
6. Prices are low during harvest time		
7. The shelf life of sallaca fruit	This tropical commodity, which only exists in Indonesia, is promoted to various tourists with derivative products, to anticipate the low shelf life of sallaca fruit.	

Based on the results of calculations using the IFE and EFE matrices that have been carried out, the next step is to present them in the form of a matrix diagram. This diagram has four sides or strategies which can be seen in (Figure 2). The matrix diagram aims to find out which strategies can be applied to agrotourism in *Sibetan* village in managing agrotourism based on agriculture and local culture in *Sibetan* Village.

Based on (Figure 8), the SWOT Matrix diagram shows that the position of *Sibetan* Village Agrotourism is in the SO (Strength-Opportunity) strategy position, namely a strategy that allows the management of *Sibetan* Village Agrotourism to utilize the internal strengths of Agrotourism that have been built to gain profits by taking advantage of opportunities. existing ones so that they can be recommended as a means of marketing

and developing Sibetan Village agrotourism in the future. The calculation results in the SWOT matrix analysis show that the strategy that can be considered is Supporting an Aggressive Strategy which is in Quadrant I.

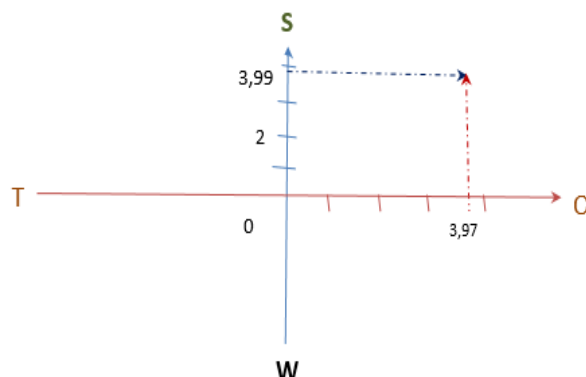


Fig 8. Sibetan Village Agrotourism Matrix Diagram

Quadrant I is a very profitable strategy, in this case Sibetan Village Agrotourism can use its strengths to take advantage of existing opportunities. In this strategy, the management of Sibetan Village Agrotourism strives to be able to utilize and obtain every opportunity that exists, to develop agrotourism, so that at the same time the agrotourism party can maximize its internal strengths to seize the opportunities that exist on certain occasions. If the management of Sibetan Village Agrotourism can make maximum use of opportunities and strengths, it is possible for the management to be able to seize new opportunities and optimize their internal strengths to overcome competition in agrotourism development. The internal strengths possessed by each agrotourism show the uniqueness of the tourist destination it has.

[27] agrotourism in Ghana generally experiences a lack of challenges, a lack of skilled personnel, even inadequate government support, low domestic tourists. However, the benefits obtained from the development of agrotourism include increased agricultural production, especially cocoa, absorption of local labor in providing tour guide services, interaction between residents and visitors, access to hybrid cocoa, increased sales of local agricultural products, subsidies for agricultural chemicals and providing training programs to cocoa farmers by CSR actors.\

[27] the influence of regional regulations on the provision of agrotourism, and their monitoring the impact of the new law on agrotourism tourism activities seems to be very important in the future of Sardinia as a diversified heritage destination characterized by its rich and unique culture, history, traditions and environmental facilities along the coast and also in inland areas. However, without bold regional intervention at the legislative level in preserving and managing social, human and scarce natural resources, private tourism entrepreneurs will not be able to compete at the international level.

[28] Green Building principles and organic products are selling points and act as a teaching field for young children, which aims to continue to spread commitment to preserving the environment and traditions, allowing children to see more

closely, triggering children's curiosity to increase their interest in nature.

Based on the results of the SWOT Matrix calculations for Agrotourism in Sibetan Village, it is in line with the results of research[29] on the development of agrotourism, the results of research on agrotourism development in Sibetan Village is, alternative strategies can be obtained, namely

1. Creating an agrotourism attraction for Sibetan Village with the superiority of Sibetan sallaca fruit commodities as well as the supporting capacity of agriculture and local culture as capital to increase the attractiveness of village-based tourism. Through collaboration with travel agency agents that lead to Mount Agung and Besakih destinations to introduce Sibetan Village agrotourism to foreign tourists.

2. Marketing can be done by promoting and collaborating with online tourism actors such as Instagram celebrities who are able to expand the reach of Sibetan Village Agrotourism promotions based on local commodities and natural scenery.

3. Empowering the community through the creation of a botanical garden as the main object in overcoming land limitations so that the entire Sallaca Sibetan area becomes an object of great concern and becomes an agrotourism icon of Sibetan Village which can become the main income for agrotourism actors and in collaboration with all relevant governments and education actors in creating various innovations and creativity for the development of Sibetan Village Agrotourism.

V. CONCLUSIONS

Based on the results of research on Sibetan Village agrotourism, it shows that

1. The prospects and challenges facing the development of agrotourism based on natural resources in tropical villages in Bali are the prospects for agrotourism in *Sibetan* Village, namely local culture which is open to general visitors and provides the experience of taking part in cultural attractions in Sibetan Village. The challenges faced are weak promotion, the distance between agrotourism and the airport for national and foreign tourists. The biggest challenges are competition between agrotourism and the low shelf life of sallaca fruit.
2. The physical assets owned by *Sibetan* village as an agro tourism destination (agrotourism in East Bali) are local culture which only exists in *Sibetan* Village, the superior agricultural commodity of *Sibetan* snake fruit is only found in *Sibetan* Village, education tourism, on farm entertainment, hospitality service and outor recreation.
3. The strategy for developing agrotourism in *Sibetan* Village that can be carried out by management in developing agrotourism is developing an aggressive strategy, so as to be able to create alternative agro-culture-based tourism in the Sibetan area with superior Balinese sallaca products.

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