

THE ETHICAL DEVELOPMENT OF AGRITOURISM IN PROTECTED TERRITORY PELAGA BADUNG BALI, INDONESIA

I Gusti Bagus Rai Utama^{1*}, Christimulia Purnama Trimurti²

¹Hotel Management Departement, Universitas Dhyana Pura, Bali, Indonesia

²Management Departement, Universitas Dhyana Pura, Bali, Indonesia

*Corresponding author; Email: raiutama@undhirabali.ac.id

Abstract

This research is a basic research that confirms the ethics of sustainable tourism planning with the research objective of the establishment of ethics of developing agritourism in the boundaries of protected forest. The quantitative method is used as a primary approach involving 230 respondents, and 32 informants as a supplementary approach. The conclusions are the ethical development of agritourism in a protected area in the case study of Pelaga Village ideally able to present open natural beauty, cultural-friendly, environmentally friendly, and conserve a unique tourist attraction, provide public facilities, telecommunication, restaurants, and market centers for agriproducts, the availability of transportation to the location, and provide public facilities.

Keywords: Agritourism attraction, natural landscape, sustainable tourism, local wisdom, protected forest.

Introduction

This research is a basic research that confirms the ethics of sustainable tourism planning with the research objective of the establishment of "ethics of developing agritourism in the boundaries of protected forest" which is expected to be used as a theoretical for the development of agritourism in areas that bordering by conservation forests that are widely available in Indonesia. In the case of this study, it is located in the Pelaga Village is situated in nearby a protected forest area. The development of agritourism in protected zones should meet the ethical and morals of sustainable development so agritourism can develop without causing vertical problems with the legislature and clashes with inhabitants who living encompassing territory (Stoddard, Pollard, & Evans, 2012).

Pelaga Village is situated in territories circumscribing protected territory. Pelaga Village administratively is located in Badung Regency, Bali. This village is incorporated into the Petang sub-region situated at the northern part of Badung Regency. Pelaga Village topographically is in the country side with an elevation of 1,017 m above sea level. It is situated on a bumpy green level and has a low degree of contamination. This village is utilized as an alternative road from Denpasar to Batur Lake Kintamani which goes through the Sangeh Monkey Forest destination. Pelaga Village offers numerous agritourism attractions that complete with its natural environment. The climate of this village is good country side and has agreeable temperatures. Moreover, Pelaga

has a wide and different natural landscape, vegetables, coffee, and vanilla. One of the vacation destinations is the popular Tukad Bangkung Bridge and its beautiful, natural environment, which can possibly be created as an ecotourism attractions (Utama, 2014).

Pelaga Village has a region of 3,545,204 Ha comprising of nine villas or banjars, among others; Nungnung, Kiadan, Pelaga, Bukian, Tinggan, Tiyangan, Semanik, Auman, and Bukit Munduk. A comparable scene can be found in the west of the town of Pelaga as a green terraced mountain. The northern part of the village of Pelaga is the protected forest and the Puncak Mangu a nature reserve which has all encompassing perspectives on rice fields and slopes (see Figure 1). This study portrays the potential market of visitors who have visited the agritourism Pelaga, Petang, Badung, and investigate visitor's motivation to visit of Pelaga Agritourism and furthermore to confirm the factors that influence them (Suyarto, Sunarta, Wiyanti, & Padmayani, 2017).



Figure 1. Tukad Bangkung bridge of Pelaga (Taken by Utama in 2019)

The five elements is confirmed as the research goals descriptively, and the same time, this research also explored stakeholders' perceptions of the current development of agritourism, and tried to ask their tips to maintain the harmonious development of the region that is geographically bordered by the protected forest of Pucak Mangu. The results of this study are expected to be a theoretical model for the development of agritourism in the protected forest border areas in Indonesia.

The attraction of the area for tourist destinations will be able to attract tourists to visit it if it meets the elements of tourist attraction, namely: (1) What can be seen, (2) Tourism activities that can be done, (3) Something that can be bought, (4) How to arrive, (5) Where to stay. To support the tourist destinations need to prepare logging, such as hotels, home stay, etc (Swarbrooke & Page, 2012).

Positive images perception will encourage tourists to visit an agritourism area, while negative perceptions will encourage tourists not to visit an agritourist attraction (Ashton, 2014). The development of agritourism with all its attractions should be directed to its location on local government-owned land equipped with infrastructure in accordance with the analysis of needs that have been carried out by focusing on the study of several influential aspects, as follows: (1) Agritourism attractiveness: if tourists do tourism in an area, tourists expect treats stretch of plantations or parks that contain elements of scarcity. (2) Nature of agritourism attractions, will also determine the sustainability of developed agritourism. If the tourist attraction has been polluted or full of falsehood, tourists will surely feel very deceived and may not visit again. (3) Uniqueness of agritourism: The uniqueness in this matter is something that is completely different from the existing tourist attraction. Uniqueness can be in the form of culture, tradition, and local technology where the tourist attraction is developed. (4) Workforce engagement with agritourism development is expected to involve local workers, at least minimizing the displacement of local communities due to the development of these tourism area. (5) Optimizing land use with the availability of agritourism is expected to be utilized optimally, if the area of this agri-tourism can function properly. The development of agritourism had a positive impact on land management, not to be exploited arbitrarily. (6) Equity Consideration: agritourism development is expected to drive the economy of the community as a whole, both farmers and villages, investors, and regulators by coordinating in developing in detail the existing inputs. (7) Arrangement of regions with agritourism is essentially an activity that integrates agricultural systems and tourism systems so

as to form attractive tourist area (Fandeli, 2011; Karabati, Dogan, Pinar, & Celik, 2009).

To be able to develop an area into an agritourism, there are five elements that must be met as follows: (1) Attractions: In the context of developing agritourism, the attraction in question is, the expanse of agricultural land, natural beauty, the culture of the farmer and everything related to the agricultural activity. (2) Facilities needed may be the addition of public facilities, telecommunications, home stays and restaurants to market centers. (3) Infrastructure referred to in the form of irrigation systems, communication networks, health facilities, transportation terminals, electricity and energy sources, sewerage systems, roads and security systems. (4) Public transportation, Bus-Terminal, passenger security system, travel information system, labor, tariff certainty, tourist map. (5) Hospitality will be a reflection of the success of a good tourism system (Embacher, 2009; Fennell, 2014).

The eight elements have stated by (Fandeli, 2011; Karabati *et al.*, 2009), and the nine elements related to the tourism system by (Embacher, 2009) have used as indicators to measure the visitor's perception and stakeholder perception regarding of the development of agritourism in the protected forest border area.

Research Method

This research uses a quantitative as primarily method approach involving 230 respondents determined by purposive sampling. Respondents are tourists visiting the Pelaga Agritourism Area, Petang, and North Badung. Descriptive statistical analysis techniques are used to describe a set of data with numerical and meaning (Tejada & Punzalan, 2012) and (Utama & Mahadewi, 2014).

Qualitative analysis technique as supplementary method approach is also used to carry out some explorations and confirm some stakeholders' answers regarding the ethical aspects of agritourism planning that borders on conservation forest areas involving 32 stakeholders to obtain the feasibility of developing agritourism from the social and cultural side of the local community (Petrović, Blešić, Vujko, & Gajić, 2017). The data collection technique used in this study was a field survey by providing closed-ended questions to get a profile of agritourism visitors in an agritourism area that borders directly with protected area by the government

Result and Discussion

The tourist facilities that can be used by visitors include: (1) Hiking that allows visitors to walk to

explore all forms of beauty that exist in this agri region both natural scenery and the beauty of plantations consisting of vegetables, fruit, flowers and fish fish in the pond. (2) Tour visiting property using buggy. (3) Cycling that can be done outside the Agri region, which is around Tihingan Village. (4) See and enjoy various kinds of birds that also live here. (5) Children playground, which is specifically provided by the agri for those who come accompanied by their children. (6) Some of the waterfalls and popular ones include Nungnung Waterfall (see Figure 2). (7) Tukad Bangkung Bridge is the highest bridge in Bali (Astara, Wisnumurti, Amerta, Artawan, & Wesna, 2018).



Figure 2. Nungnung waterfall at Pelaga (taken by Utama in 2019)

Respondents Profile

In the perspective of respondent's work (Table 1) involved in this study, it shows that students seem to be more dominant participating in the survey with a proportion of 73.5%, and a small number of them work as civil servants or military or police at 9.6 %, Private employees at 9.6%, entrepreneurs at 3.9%, and others at 3.5%. The dominance of status students as students indicates that for Agritourism of Pelaga has a potential market of the younger generation (millennial generation).

In the perspective of the age group of respondents (Table 1), it shows that those who participated in this survey appeared to be more dominant by young people less than 20 years old with a proportion of 55.2%, then 23.9% of them aged between 21 and 30 years, between 31 and 40 years old at 10.9%, between 41 and 50 years old at 5.2% and a small percentage and over 50 years old at 5.2%. The dominance of respondents aged less than 20 years indicates that the development of agritourism in Pelaga has a potential market among young people belonging to the millennial generation and also indicates that Pelaga Agritourism market potential is also in demand by people in Bali, who are students less than 20 years old, and also from the age group between 21 and 30 years.

Table 1
Respondent Profile of Pelaga Agritourism

	Profile	Frequency	Percent
Respondent's Job	Others	8	3.5
	civil servants or military or police	22	9.6
	Private employees	22	9.6
	Student	169	73.5
	Entrepreneur	9	3.9
	Total	230	100.0
Aging Group	21-30 years	55	23.9
	31-40 years	25	10.9
	41-50 years	12	5.2
	Less than 20 years	127	55.2
	More than 50 years	11	4.8
	Total	230	100.0
	Total	230	100.0

Stakeholders Profile

This study involved 32 stakeholders to obtain the feasibility of developing agritourism from the social and cultural side of the local community.

Table 2
Stakeholder's Profile of Pelaga Agritourism

Stakeholder's Job	Frequency	Percent
Academics	11	34.4
Provincial Government	1	3.1
Businessman	1	3.1
Tourism Practitioners	3	9.4
Public figure	16	50.0
Total	32	100.0

They are 11 academics, one provincial government, one businessman, three tourism practitioners, and 16 public figures (see Table 2). They involved in this feasibility survey to provide a complete picture of ethical agritourism development.

Confirmation of Attractiveness of Pelaga Agritourism

The results of a survey of 230 respondents about Pelaga Agritourism (see Table 3) can be seen as overall of respondents interested in visiting to Pelaga attracted by (1) It has a unique village tourist attraction. (2) A view of the expanse of agricultural land, the beauty of nature, the beauty of the park that already exists in Pelaga Village. (3) A tourist attraction that is friendly to culture and environmentally friendly. (4) Available public facilities, telecommunications, restaurants and agriproduct market centers. (5) The community is friendly to tourist arrivals. (6) Easily reach the location. (7) Availability

of transportation to the location. (8) Distance to the Denpasar and Badung capital city. That results related to the eight elements have stated by (Fandeli, 2011; Karabati *et al.*, 2009).

Table 3
Attractiveness of Pelaga Agritourism

Attractiveness	Mean	Std. Deviation	Respondent's Perception
The view of the farmland, the beauty of nature, the beauty of the park that already exists in Pelaga Village	4.19	.855	Agree
Cultural friendly and environmentally friendly tourist attraction.	4.18	.798	Agree
A unique village tourist attraction.	4.20	.738	Agree
Available public facilities, telecommunications, restaurants and agriproduct market centers	4.14	.752	Agree
The distance is close to the city center	3.97	.811	Agree
Availability of transportation to the location	4.00	.836	Agree
It's easy to reach the location	4.02	.806	Agree
The community is friendly to tourist arrivals	4.04	.752	Agree
Total 230 Valid <i>N</i> (listwise)			

The Perception of Stakeholder of Pelaga Agritourism

Agritourism development with all its attractions should be directed to the location of land owned by local government equipped with infrastructure in accordance with the needs analysis that has been carried out by focusing on the study of several influential aspects, as seen as Table 4 below:

The perception of Stakeholder of Pelaga Agritourism can be described in average perception, they are mostly agree to develop agritourism in their village by in related nine elements related to the tourism system by Embacher (2009) as seen as Table 4. Development of Pelaga Agritourism in North Badung may be improved because (1) it is believed that it can bring in foreign exchange for the country. (2) Potential market for North Badung community for agricultural goods and services. (3) Increasing the income of the people whose activities are directly or indirectly related to tourism services. (4) Expanding job creation. (5) Become a source of local revenue. (6) Stimulating the creativity of small industries related to tourist consumption. The results of this study are in line with the research by Junaedi and Utama (2016), and also by Embacher (2009).

Table 4
Agritourism development Stakeholders Perception

Agritourism development	Mean	Std. Deviation	Stakeholder's Perception
Agritourism can attract tourists visiting village.	4.50	.568	Agree
Agritourism can attract the attention of the government to build communication networks, health facilities, transport terminals, electricity and energy sources, sewage systems, roads and better security systems.	4.25	.718	Agree
Agritourism can be a tourist attraction that has a uniqueness that is completely different from other types of tourist attractions.	4.22	.751	Agree
Agritourism can stimulate the economy of the community as a whole of stakeholders alike farmers, investors, and the government	4.22	.659	Agree
Agritourism can integrate farming systems and tourism systems so as to form attractive tourist attractions in the future.	4.19	.821	Agree
Agritourism can involve local workers in its operations.	4.16	.767	Agree
Agritourism can attract the attention of the government to provide public transportation, terminals, passenger safety systems, travel information systems, and more informative tourist attraction maps.	4.16	.723	Agree
Agritourism can maintain the natural environment along with business and sustainability well developed in the village.	4.13	.833	Agree
Agritourism can maintain agricultural or plantation land used optimally according to its main function.	4.00	.916	Agree
Total 32 Valid <i>N</i> (listwise)			

The development of Pelaga Agritourism in North Badung is also worthy of being improved because (1) it is believed that it can attract tourists to Pelaga. (2) It can maintain the natural environment and business and agritourism sustainability. (3) It can be a tourist attraction that has uniqueness in Bali. (4) it can involve local labor as energy in its operations. (5) Able to maintain agricultural land optimally accord-

ing to its main function. (6) It can generate the economy of society as an aggregate. (7) It can integrate agricultural systems and tourism systems. (8) It can be a trigger for the construction of communication networks and transportation facilities. (9) It can trigger the provision of public transportation, terminals, passenger security systems, travel information systems, and maps of more tourist attractions. The results of this study are in line with the research carried out by Fandeli (2011).

According to stakeholders: the development of Pelaga Agritourism which borders the Pucak Mangu as protected area can be done as long as it does not violate the aspect (1) "*Parahyangan*" namely obeying *Tri Hita Karana* which focuses on the temple sanctuary zone. (2) "*Pawongan*", namely a people-oriented development that promotes the improvement of the people's economy and the empowerment of local communities. (3) "*Palemahan*" that is the concept of ecotourism that is responsible for nature conservation and actively contributes to the sustainability of environmental preservation by trying to reduce the negative impacts that can be caused. The results of this study are in line with the results of the study by Embacher (2009).

Conclusion and Implication

The ethical development of agritourism in protected territory Pelaga Badung Bali ideally able to present open natural beauty, cultural-friendly and environmentally friendly tourist attractions, unique tourist attraction in Bali, provide public facilities, telecommunication, restaurants, and market centers for agriproducts, the proximity to the city center, the availability of transportation to the location, the ease of reaching the location, and public friendliness towards the arrival of tourists. In similar side, the ethical development of agritourism by social and cultural aspects maybe based on local wisdom in Baliness in line with Balinese culture that inspired by the philosophy of Hinduism namely *Tri Hita Karana* as the main potential to use tourism as a leading sector for economic development in Pelaga Village, which creates a dynamic reciprocal relationship between tourism and culture that makes develop synergistically, harmoniously and sustainably to be able to provide welfare to the local community, cultural preservation, environmental sustainability, and involving local community participation in various stages of development,

The implication from this research, indicate that market aspects suggest that Pelaga Agritourism Managers should be focused on the youth segment as

a potential market. This development will to be able to display and maintain the visitor's motivation to Pelaga agritourism, maintain natural environment involving local worker, maintain agricultural lands optimally according to its main function, generate the economy of the local community as an aggregate, integrate agricultural systems as well as tourism systems, stimulate network and communication development, and transportation facilities, triggers the provision of public transportation, bus terminals, passenger security systems, travel information systems, and more informative tourist attraction maps.

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