HAL open science

Priority of Criteria for Agritourism Development in Bali

Agung Suryawan Wiranatha, I Gusti Ayu Oka Suryawardani, Christine Petr, I Putu Eka Nila Kencana

To cite this version:

Agung Suryawan Wiranatha, I Gusti Ayu Oka Suryawardani, Christine Petr, I Putu Eka Nila Kencana. Priority of Criteria for Agritourism Development in Bali. Jurnal Kajian Bali (Journal of Bali Studies), 2024, 14 (1), pp.234-258. 10.24843/JKB.2024.v14.i01.p11 . hal-04555036

HAL Id: hal-04555036

https://hal.science/hal-04555036v1

Submitted on 22 Apr 2024

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

Volume 14, Nomor 01, April 2024 p-ISSN 2088-4443 # e-ISSN 2580-0698

JURNAL KAJIAN BALI

Journal of Bali Studies

Accredited Sinta-2; Indexed by Scopus (Since 9 December 2023)

Nafas Hidup (*Breath of Life*) by Made Budhiana, 2024

The Social Stratification System in Forming a Balinese Identity
I Nyoman Yoga Segara, Ravinjay Kuckreja

Articulation of Indonesian Identity in Mahabharata Epic Puppet Comics by Sundanese, Javanese, and Balinese Comic Artists
I Wayan Nuriarta, I Nyoman Suarka, Ida Ayu Laksmita Sari, Suryadi

Pusat Penelitian Kebudayaan dan Pusat Unggulan Pariwisata
Universitas Udayana

JURNAL KAJIAN BALI
Journal of Bali Studies

p-ISSN 2088-4443 # e-ISSN 2580-0698
Volume 14, Number 01, April 2024
http://ojs.unud.ac.id/index.php/kajianbali

Accredited Sinta-2; Indexed by Scopus (Since 9 December 2023)

SERTIFIKAT

Direktorat Jendral Pendidikan Tinggi, Riset dan Teknologi
Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi Republik Indonesia

TERAKREDITASI

Kutipan dari Keputusan Direktorat Jendral Pendidikan Tinggi, Riset, dan Teknologi
Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi Republik Indonesia

Nomor: 79/E/KPT/20

Peringkat Akreditasi Jurnal Ilmiah Periode I Tahun 2

Nama Jurnal Ilmiah:

Jurnal Kajian Bali

E-ISSN: 25800698

Pusat Kajian Bali dan Pusat Unggulan Pariwisata Universitas Udayana

Ditetapkan Sebagai Jurnal Ilmiah:

TERAKREDITASI PERINGKAT 2

Akreditasi Berlaku selama 5 (lima) Tahun, yaitu:
volume 12 Nomor 2 Tahun 2022 Sampai Volume 17 Nomor 1 Tahun 2027

Jakarta, 11 May 2023

Plt. Direktur Jendral Pendidikan Tinggi, Riset, dan Teknologi

Prof. Ir. Nizam, M.Sc., DIC, Ph.D., IPU, ASEAN Eng
NIP. 196107061987101001

Pusat Penelitian Kebudayaan dan Pusat Unggulan Pariwisata
Universitas Udayana

JURNAL KAJIAN BALI

Journal of Bali Studies

p-ISSN 2088-4443 # e-ISSN 2580-0698 Vol. 14, No. 01, April 2024

Publisher
Pusat Penelitian Kebudayaan, University of Udayana
Pusat Unggulan Pariwisata, University of Udayana

Advisory Board
Adrian Vickers, [CV] [Scopus], University of Sydney, Australia
Andrea Acri, [CV] [Scopus], École Pratique des Hautes Études (EPHE, PSL University), Paris, France
Michael Hitchcock, [CV] [Scopus], Goldsmiths University of London, UK
Graeme MacRae, [CV] [Scopus], Massey University, New Zealand
Jessica Hemmings, [CV] [Scopus], University of Gothenburg, Gothenburg, Sweden
Richard Fox, [CV] [Scopus], University of Victoria, Victoria, BC, Canada
Bart Verheijen, [CV] [Scopus], Universiteit Leidendisabled, Leiden, Netherlands
Wayan Jarrah Sastrawan, [CV] [Scopus], University of Sydney, Australia

Editor in Chief
I Nyoman Darma Putra, University of Udayana

Editors
I Made Sujaya, Mahadewa University
I Made Kusuma Negara, University of Udayana
Puji Retno Hardiningtyas, West Nusa Tenggara Language Office
I Nengah Subadra, Triatma Mulya University
Putu Eka Guna Yasa, University of Udayana

Reviewers
Michael Ewing, University of Melbourne
Paul Green, University of Melbourne
Siobhan Campbell, University of Sydney
I Nengah Sudipa, University of Udayana
I Wayan Pastika, University of Udayana
I Wayan Artika, Ganesha University of Education
LG. Saraswati Putri, University of Indonesia
I Wayan Arka, Australian National University
I Komang Gde Bendesa, University of Udayana
I Gusti Agung Made Wardana, University of Gadjah Mada
Ni Nyoman Padmadewi, Ganesha University of Education
Sang Putu Kaler Surata, Mahasaraswati University
Diane Butler, University of Udayana
Gde Indra Bhaskara, University of Udayana

Editor Secretary & Lay Out
I Gusti Bagus Arya Yudiastina, University of Udayana

Site-Technical Management
I Komang Juniarta, University of Udayana

Address
Fakultas Ilmu Budaya Universitas Udayana
Jln. Nias 13, Denpasar 80114
Email: jkb@unud.ac.id

Cover: "Nafas Hidup (Breath of Life)" by Made Budhiana, 2024

TABLE OF CONTENTS

The Social Stratification System in Forming A Balinese Identity
I Nyoman Yoga Segara, Ravinjay Kuckreja..... 1 — 18

Articulation of Indonesian Identity in *Mahabharata* Epic Puppet Comics by Sundanese, Javanese, and Balinese Comic Artists
I Wayan Nuriarta, I Nyoman Suarka, Ida Ayu Laksmita Sari, Suryadi..... 19 — 44

Puppet Show as Popular Culture in Bali: The Revitalization of Puppet Performing Arts through the Rhetoric Originality of *Wayang Cenk Blonk*
I Nyoman Suaka, I Made Budiasa..... 45 — 69

The Geometric Construction of Traditional Settlement Space in the Ancient Village of Tenganan Dauh Tukad Karangasem Bali
I Komang Gede Santhyasa, Wahyudi Arimbawa, Komang Wirawan..... 70 — 92

Farmer Perspectives on Sustainable Urban Farming Tourism: A Case Study of Bali's Subak Lestari Program
Ni Wayan Purnami Rusadi, I Gde Pitana, I Nyoman Sunarta, I Nyoman Sukma Arida..... 93 — 117

Unveiling Potentials and Overcoming Obstacles: Exploring the Feasibility of Green-Hybrid Conference Management Post-Covid-19 in Bali
Diah Permana Tirtawati, I Nyoman Sunarta, I Gusti Putu Bagus Sasrawan Mananda, Agung Suryawan Wiranatha..... 118 — 146

Desire to Revisit: Memorable Experiences Drive Domestic Tourists to Return to Bali
Wanda Listiani, Anrilia E.M. Ningdyah, Ai Juju Rohaeni..... 147 — 168

Factors Influencing Domestic Tourist to Visit Bali as a Medical Tourism Destination: A Preliminary Investigation
Suci Sandi Wachyuni, Kadek Wiweka, Amarjiva Lochan, Dewi Ayu Kusumaningrum..... 169 — 190

Managing Restaurant's Food Loss and Waste at The Aburi Sushi Bali: A Sustainable Culinary Tourism Enterprise Model in Bali
I Nengah Subadra..... 191 — 214

Enhancing Cultural Heritage Tourism Through a Spiritual Knowledge: The Implementation of *Tri Hita Karana* in Taro Village Gianyar Bali
Putu Eka Wirawan, Putu Devi Rosalina..... 215 — 233

Priority of Criteria for Agritourism Development in Bali
Agung Suryawan Wiranatha, I Gusti Ayu Oka Suryawardani, Christine PETR, I Putu Eka Nila Kencana..... 234 — 258

Balinese *Endek* Woven in the Framework of Indonesian Diplomacy at the G20 Summit
Putu Ratih Kumala Dewi..... 259 — 275

The New Social Movement of *Nirkala* Bali Community: The Struggle of the Individuals with Sensory Visual Disability Against the Stereotype as Masseuses in Bali
Ni Ketut Ari Kesuma Dewi, I Made Bhasudewa Krisna Narotama Pande..... 276 — 298

JURNAL KAJIAN BALI
Journal of Bali Studies
p-ISSN 2088-4443 # e-ISSN 2580-0698 Volume 14, Number 01, April 2024

Priority of Criteria for Agritourism Development in Bali

Agung Suryawan Wiranatha[1*], I Gusti Ayu Oka Suryawardani[2], Christine PETR[3], I Putu Eka Nila Kencana[4]
[1,2,4] Centre of Excellence in Tourism, Udayana University, Indonesia
[1] Faculty of Agricultural Technology, Udayana University, Indonesia
[2] Faculty of Agriculture, Udayana University, Indonesia
[3] Laboratoire d'Economie et de Gestion de l'Ouest, Université Bretagne Sud, France
DOI: https://doi.org/10.24843/JKB.2024.v14.i01.p11

Abstract: Agritourism in Bali has not been developed optimally yet. As a basis for development of agritourism, the criteria should be determined and priorities among criteria need to be set. The objectives of this research were: (i) to identify criteria for agritourism development; and (ii) to analyze the priorities for selected criteria according to the agritourism stakeholders in Bali. This research implemented Analytic Hierarchy Process (AHP) method which involved 20 key informants representing agritourism stakeholders. The finding was the priority criteria for agritourism development in Bali, namely: (1) Attractions, followed by (2) Local Community Involvement, (3) Ancillary Services, (4) Marketing, (5) Amenities, and (6) Accessibility. This kind of research has not been undertaken previously in Bali. It contributes to academic and practical implications, particularly in agritourism development planning in Bali, in which development of agritourism should be focused on the diversification of agritourism attractions supported by professional management and community participation.

Keywords: agriculture; agricultural industry; AHP; priority criteria; tourism; Bali

1. Introduction

Bali's tourism is known for its unique culture, arts, local wisdom, and Balinese hospitality, supported by beautiful landscapes and the white sand of the island's beaches. Bali's tourism sector is able to stimulate the development of other sectors, in addition to increasing incomes and employment opportunities, and thus improve the welfare of the community (Wiranatha et al., 2017).

* Corresponding author's email: agung_suryawan@unud.ac.id
Submitted: 30 March 2024; Accepted: 11 April 2024; Published April 2024

Copyright © 2024 by the author (s). This article is published by *Jurnal Kajian Bali (Journal of Bali Studies)*, University of Udayana, Bali, Indonesia, under a Creative Commons Attribution 4.0 International License (http://creativecommons.org/licenses/by/4.0/).

Although the role of the tourism sector outperforms that of the agricultural sector in the development of the Balinese economy, the tourism sector cannot stand alone and is highly dependent on the agricultural sector, both in terms of availability of food for tourists and in terms of tourism attractions that are developed based on agriculture (Suryawardani et al., 2014).

So far, cultural and nature-based tourist attractions in Bali have become popular and dominate in terms of the number of visitors. This can be seen from the numbers of visits recorded prior to the Covid-19 pandemic. Examples include Tanah Lot, a tourist attraction that relies on the beautiful view of the temple standing on a boulder in the middle of a beach pounded by waves, which has recorded 3,092,434 visitors (2012), 3,497,825 (2017) and 2,797,126 (2019) (Dinas Pariwisata Provinsi Bali, 2020). Likewise, Uluwatu Temple, which is located on a cliff at a height of 97 meters above sea level, has been visited by 803,567 people (2012) and 2,236,506 (2017). In addition, the Monkey Forest Ecotourism nature-based tourist attraction located in Ubud, which highlights the conservation of sacred forest areas with the monkey community as the main attraction, has recorded 868,296 visitors (2014) and 1,221,752 (2016). Similarly, Pandawa Beach in South Kuta, a natural tourist attraction that has only been known in recent years, has been visited by 906,001 people (2016) and 1,356,321 (2017).

In contrast, however, one of the most popular agritourism attractions in Bali, Jatiluwih in Tabanan, which has been designated by UNESCO as a World Heritage Site since July 2012, has only been able to bring in 97,909 visitors (2012) and 250,153 (2017) (Dinas Pariwisata Provinsi Bali, 2020). This number of visits is still very low when compared to the numbers visiting cultural-based tourist destinations. From the above data agritourism has attracted very few tourists when compared with the cultural and natural tourist attractions. With proper agritourism development planning, however, it is expected that visits to agritourism attractions in Bali will increase significantly.

To develop agritourism destination, priorities must be set and the importance of the main criteria determined, so as to form a useful basis for development. However, no research has yet been undertaken on the formulation of such criteria for agritourism. It has been recognized that development of agritourism is faced by complex issues, which requires a systems approach to solving the problems (Suryawardani and Wiranatha, 2016). Hence, it is crucial that this research be conducted, based on the systems approach in order to provide a better understanding and thus develop agritourism in Bali in such a way that considers stakeholders view points, and various aspects of tourism destination, such as attractions, amenities, accessibility, ancillary services and participation of the local community (Mill and Morrison, 2009; McGehee, 2007; Swarbrooke and Horner, 2009). Suryawardani et al. (2021) found that marketing

aspects play an important role in the development of agritourism in Bali, and these are also focused on in this research. The objectives of this research were (i) to identify the criteria for agritourism development; and (ii) to analyze the priorities for selected criteria according to agritourism stakeholders in Bali.

2. Literature Review

2.1 Definition and components of agritourism

The term 'agritourism' has commonly been used in international literature. Sznajder et al. (2009) found that both 'agritourism' and the parallel word 'agrotourism' exist. The two terms have the same meaning, but 'agritourism' is more popular than 'agrotourism'. Agritourism is defined as tourist activity which aims to enable the visitor to familiarize themself with farming activity and engage in recreation in an agricultural environment, such as agricultural production or an opportunity to help with farming tasks during the visit. Gladstone and Morris (2000) describe agritourism as tourism products which are directly connected with the agricultural environment and any practice developed on a working farm with the purpose of attracting visitors. Koc (2008) defines agritourism as a wide range of activities, services, and amenities offered by farmers and rural residents to attract tourists to their area, thereby generating additional income for their businesses.

Furthermore, Baipai et al. (2022) state that agritourism is a recognized approach for identifying a variety of attractions found in both on-farm and off-farm settings within agricultural destinations and closely related to agricultural activities conducted by small-scale farmers as their primary source of income. Tew and Barbieri (2012) define agritourism as a specific type of tourism in an agricultural area in which the guest accommodations are integrated into agricultural estates in such a way that visitors can take part in agricultural activities. Bhatta and Ohe (2020) found that agritourism in the form of small-scale, family or co-operative-run tourism activities were being developed in rural areas by people employed in agriculture.

Ramappa et al. (2022) and Sznajder et al. (2009) point out that agritourism consists of several activities, including: (i) agricultural education, namely recreation while learning farming activities, (ii) agricultural festivals, such as flower, fruit and vegetable festivals at agritourism sites, (iii) fun/sport activities, namely trekking and cycling or walking through agricultural or irrigation areas, (iv) healing centers, such as spas & traditional therapies that provide opportunities for visitors to stay longer in rural areas, and (v) overnight stays at agritourism locations with a quiet village atmosphere with various supporting activities, such as camping, hiking, and picnics which are combined with games and other activities for children.

Cheteni and Umejesi (2022) categorise visitors of agritourism as follows: (i) visitors looking for fresh and natural products, (ii) visitors who want to have experience in producing food, (iii) visitors seeking opportunities to engage in interactive educational activities and outdoor activities, and (iv) visitors who are interested in learning about farming culture and heritage.

Phillip et al. (2010) and Flanigan et al. (2014) studied the characteristics of agritourism and distinguished five types of agritourism, namely (1) Non-working farm agritourism: this refers to activities where a non-working farm serves only for scenery purposes (e.g. bird-watching on an old mill); (2) Working farm, passive contact agritourism: this refers to activities that do not require great interaction between the visitor and the working farm site, allowing for farmers to continue their agricultural activities without interference (e.g. attending a wedding in a vineyard); (3) Working farm, indirect contact agritourism: this comprises activities that are more directly related to farm functions, although the contact with the visitor focuses more on the agricultural products rather than the practice of farming itself (e.g. enjoying fresh produce or meals on site); (4) Working farm, direct contact, staged agritourism: this refers to activities through which visitors experience agricultural operations but through staged scenarios and predetermined tours (e.g. touring an operating cider mill); and (5) Working farm, direct contact, authentic agritourism: this refers to the direct participation of the visitor in agricultural activities (e.g. harvesting berries or milking a cow). This is an important finding in the context of the literature, as the majority of agritourism definitions suggest that a working farm is the baseline requirement for agritourism.

2.2 Agritourism in Bali

Agritourism in Bali comprises agriculture-based tourist attractions which are carried out on farms on both wet and dry agricultural land. The cultural identity that can be seen in the agritourism model is the local wisdom of the community that has existed for generations and is implemented in their agricultural activities. The agritourism in Bali are mostly *subak*-based attractions, such as *Subak* Jatiluwih in Tabanan, and *Subak* Sembung in Denpasar (Andayani, et al., 2024; Patricia et al., 2020; Pitana and Putra, 2013; Sarjana et al., 2021; Suryawardani et al., 2021; and Wiranatha et al., 2019). However, there are also agritourism attractions that rely on the beauty of the landscape complemented by various other agricultural practices and farming activities (such as those in Bagus Agro Pelaga, Bali Pulina, The Sila's Agrotourism, and Alas Harum). Another type of agritourism that has developed throughout Bali is *kopi luwak* (civet coffee), which is not so broad in scope, but relies on the attractions of civet coffee production and products.

In the case of Bali, agritourism has been recognised to give economic benefits to the community at the agritourism destination because it provides extra incomes for farmers and their family (Patricia et al., 2020; Satriawan et al., 2012; Suryawardani and Wiranatha, 2016; and Wiranatha et al., 2019).

Agritourism has also brought positive impacts on environmental aspects, particularly in maintaining the natural landscapes in the agritourism destination because agritourism relies upon the nature view and landscape as one of main attractions (Pitana and Putra, 2013; Sarjana et al., 2021; and Suryawardani et al., 2021). It also contributes to the conservation of agricultural land from the land use transformation into other purposes such as residential houses or businesses (Andayani, et al., 2024; and Pitana and Putra, 2013). At the same time, agritourism within *subak* area in Bali brings positive impacts on social aspects, particularly in preservation of *subak* as an ancient traditional culture related to agrarian society in Bali (Pitana and Putra, 2013; and Sarjana et al., 2021). Regarding the above statements, agritourism in Bali has been in the similar directions to the concept of sustainable tourism, i.e. to be balanced and harmonious in the aspects of economy, socio-culture and environment.

However, Satriawan et al. (2012) argued that in general the main weaknesses of agritourism in Bali have been the limited quantity and quality of plant collections, poor plant management and maintenance techniques, competition for water resources, low quality of human resources, limited capital, and lack of promotion. Meanwhile, a serious challenge faced by agritourism in Bali has been the fierce competition, particularly when this has involved the paying out of very high commissions which have the potential to kill the agritourism business itself.

From the description above, it can be seen that the potential of agritourism in Bali has not been developed optimally. It is therefore necessary to develop agritourism in an appropriate, well-informed manner in order to increase its contribution to Bali's tourism sector and thereby increase the benefits of tourism for the people in Bali's agricultural areas. Efforts must be undertaken to manage agritourism in terms of destination quality, service excellence, hospitality, and ease of access (UNWTO, 2012). Although efforts to develop agritourism in Bali have been undertaken by the Central and Local Government, these have not in fact met with much success so far.

3. Research Method and Theoretical Approach

3.1 Use of the systems thinking approach

A systems thinking approach was used in this research. The reasons are that i) systems thinking is a holistic way of thinking in solving a problem, based on integrated and interconnected elements in the system (Senge, 1990; Sterman,

2000; Sherwood, 2002; Meadows, 2009; Seiler and Kowalsky, 2011; Eriyatno, 2012; and Eriyatno and Larasati, 2013); ii) systems thinking is effective in addressing the most difficult types of problems which involve complex issues (Henry, 2013); and (iii) agritourism development is faced by complex issues, a systems approach is required in addressing the problems. Therefore, the systems thinking approach is considered to be appropriate in formulating the criteria for agritourism development in Bali. System thinking approach applied in this research is the soft system methodology (SSM). The SSM is a qualitative method in the system thinking approach (Checkland, 1999).

3.2 Research location and time

The research was undertaken in Bali during July up to October 2019. Although agritourism is spread throughout Bali, it has been by far the quietest type of tourist attraction compared to cultural and nature-based tourist attractions in Bali. Meanwhile, Balinese society was mainly agriculture communities, therefore agritourism has been considered to be appropriate in conserving the agriculture land, and in preserving the agrarian culture (such as *subak*) in the middle of recent tourism booming.

3.3 Research procedure

The research was carried out as follows.

1. A literature search, to identify relevant references concerning the main criteria for the development of agritourism. The basic concept of the 4 As for developing a tourism destination (Attractions, Amenities, Accessibility and Ancillary services) put forward by Cooper (2016) was chosen as the reference for determining the main criteria.
2. One-day focus group discussion (FGD), to involve representatives of stakeholders in tourism and agriculture as key informants, with the purpose of formulating criteria and sub-criteria based on 4 As concept (Cooper, 2016). The FGD was carried out in two stages: FGD-1 to formulate the main criteria, followed by FGD-2 to formulate the sub-criteria for each of the main criteria.
3. Analytic Hierarchy Process (AHP) questionnaire was then drawn up based on the results of the preceding FGD.
4. Key informants made comparative judgements between the main criteria and also between the sub-criteria for each main criterion, using the AHP questionnaire.
5. The key informants' responses to the questionnaire were then analyzed using Expert Choice software.

3.4 Determining experts as key informants

Attri et al. (2013) and Reza et al. (2010) state that there is no requirement regarding the number of key informants who can be involved as long as: (i) the key informants selected are experts who understand the contextual relationships between the criteria and sub-criteria implicated in the priority levels for agritourism development in Bali (Figure 1), and (ii) the key informants can communicate in a holistic sense regarding the priority level for each criterion for agritourism development in Bali. Twenty experts were selected, representing agribusiness practitioners (3 persons), agricultural industry practitioners (2 persons, tourism practitioners (5 persons), agritourism managers (4 persons), government officials (4 persons), and academicians (2 persons).

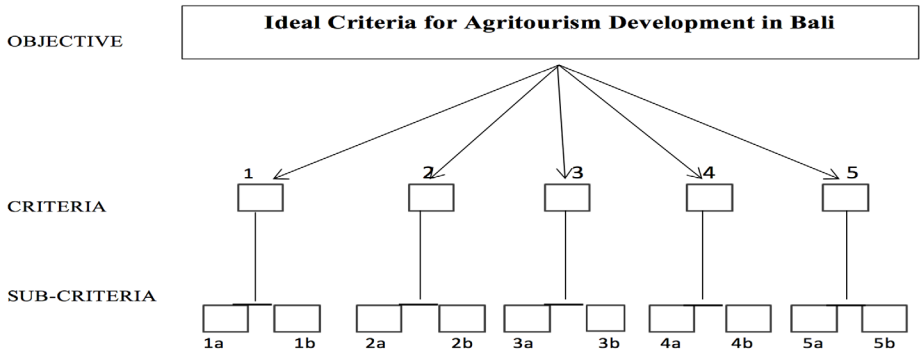

Figure 1. Hierarchical structure for selecting ideal criteria for agritourism development (Source: Authors)

3.5 Data analysis

This research employed a soft system methodology (SSM) by implementing the Analytic Hierarchy Process (AHP) method (Saaty, 2008), to generate the priority level for each of the criteria for agritourism development in Bali. The AHP is a computer-based technique involving inter-relationships between variables, using experts' knowledge and experience, which has been utilised in many studies related to the selection of priority criteria for a wide range of businesses, such as in agriculture (Ahdan and Suparman, 2015), in tourism (Suryawardani and Wiranatha, 2016), agriculture industry (Din and Yunusova, 2016), and regional development (Suryani et al., 2018).

3.6 Comparative Judgement

Comparative judgement was undertaken by key informants based on the relative importance of two elements at a certain level in relation to the element at the top level. This assessment is the core of AHP and it affects the order of

priority of its elements. The assessment indicates the level of interest and is expressed on a numeric scale. The criteria were compared based on the intensity of interest and were constructed as a pairwise matrix which would result in a priority scale when combined. In this research, priority was determined based on the intensity of the value given (Saaty, 2008), as can be seen in Table 1.

Table 1. Intensity of importance scale for criteria

The Intensity Value	Remarks
1	Both elements are of equal importance
3	One element is moderately more important than the other element
5	One element is strongly more important than the other element
7	One element is very strongly more important than the other element
9	One element is extremely more important than the other element
2,4,6,8	Intermediate values between the two adjacent judgements
½, ⅓, etc.	Intensity of the value is reversed

Source: Saaty, 2008.

4. Results and Discussions

4.1 Main criteria for agritourism development

The criteria for agritourism development refer to the "4 A's of tourism" concept, namely: Attractions, Amenities, Accessibility and Ancillary Services (Cooper, 2016). According to the first FGD, however, this 4A's concept is incomplete and requires the addition of another important aspect that forms part of the Community Based Tourism (CBT) concept. According to UNWTO (2009), community-based tourism (CBT) is tourism development that places the community at the centre of tourism planning, development, and management. CBT aims to improve the residents' quality of life by optimizing local economic benefits, protecting the natural and cultural environments, and providing high quality visitor experiences. The main idea of CBT is the local community involvement. Therefore, in agritourism which is agriculture-based attraction necessarily includes the farmers as local community (Photo 1).

Furthermore, the key informants in the first FGD also considered that it was important to attract the type of visitors who enjoy the appeal of agritourism, so it is necessary to also include marketing aspects in the ideal criteria for agritourism development. Therefore, with this in mind, the key informants agreed on the following list of 6 main criteria: 1) Attractions, 2) Amenities, 3)

Accessibility, 4) Ancillary Services, 5) Local Community Involvement, and 6) Marketing. These were further developed by creating sub-criteria for each of the main criteria.

Photo 1. Monkey forest tourist attraction managed by local community of Padangtegal, Ubud, Bali (Photo: IND Putra, 2019).

Each main criterion has sub-criteria. The second FGD resulted in some sub-criteria related to criterion of attractions, namely: (i) Pre-harvest & harvest agritourism attractions; (ii) Post-harvest agritourism attractions; (iii) View of nature (panorama); (iv) Cultural attractions; and (v) Man-made tourist attractions (games, outbound facilities, etc.). These sub-criteria of attractions include nature, culture and man-made attractions, as well as the farming activities. The variation of attractions in the agritourism area will make the agritourism more attractive to visitors. Like the main criterion of attraction, the main criterion of amenities was also described in several sub-criteria, namely: (i) Restaurant; (ii) Accommodation; and (iii) Other tourism facilities (swimming pool, *bale bengong* (gazebo), meeting rooms). These sub-criteria of amenities become the supporting tourism facilities that are required by some types of visitors while visiting the agritourism. The rest of main criteria were also described in more detail sub-criteria as in attractions and amenities. The detailed criteria for agritourism development based on the first FGD are as follows (Table 2).

Table 2. Criteria and sub-criteria for the model of agritourism development in Bali

No	Criteria	Sub-criteria
1	Attractions	• Pre-harvest & harvest agritourism attractions • Post-harvest agritourism attractions • View of nature (panorama) • Cultural attractions • Man-made tourist attractions (games, outbound facilities, etc.)
2	Amenities	• Restaurant • Accommodation • Other tourism facilities (swimming pool, *bale bengong* (gazebo), meeting rooms)
3	Accessibility	• Land transportation access • Internet access
4	Ancillary Services	• Professional Management • Souvenirs sales & gifts • Banking facilities (ATM / Merchant) • Availability of Event Organizer (EO)
5	Local Community Involvement	• As employee • As Manager • As the owner • Financial contribution to community organizations
6	Marketing	• Domestic tourist market • Foreign tourist market • Ticket prices or agritourism packages

Source: Research Result, 2024.

4.2 Results of criteria weight determination

The next stage was the priority selection of the set of main criteria collected previously, through weighting of the criteria using AHP method. In the AHP analysis, a draft of a hierarchical structure of criteria and sub-criteria was drawn up, as summarized earlier from the thoughts of the key informants expressed during the FGD. This hierarchical structure is shown in Figure 2.

The results of the AHP analysis based upon the evaluation of AHP questionnaire by 20 key informants are shown in Table 3. The main criterion of Attractions has been given weight of 0.191 out of 1.0. It means that the importance of main criterion of Attraction in agritourism development is 19.1% of the total weight of all main criteria (100%). The main criterion of Amenities has got weight of 0.157 out of 1.0. This means that the importance of main criterion of Amenities in agritourism development is 15.7% of the total weight of all main criteria (100%). Furthermore, the main criterion Accessibility has got weight of 0.147 or 14.7%; the main criterion of Ancillary Services has got weight of 0.164 or 16.4%; the main criterion of Local Community Involvement has been given weight of 0.179 or 17.9%; and the main criterion of Marketing has been given weight of 0.162 or 16.2% of the total weight of all main criteria (100%).

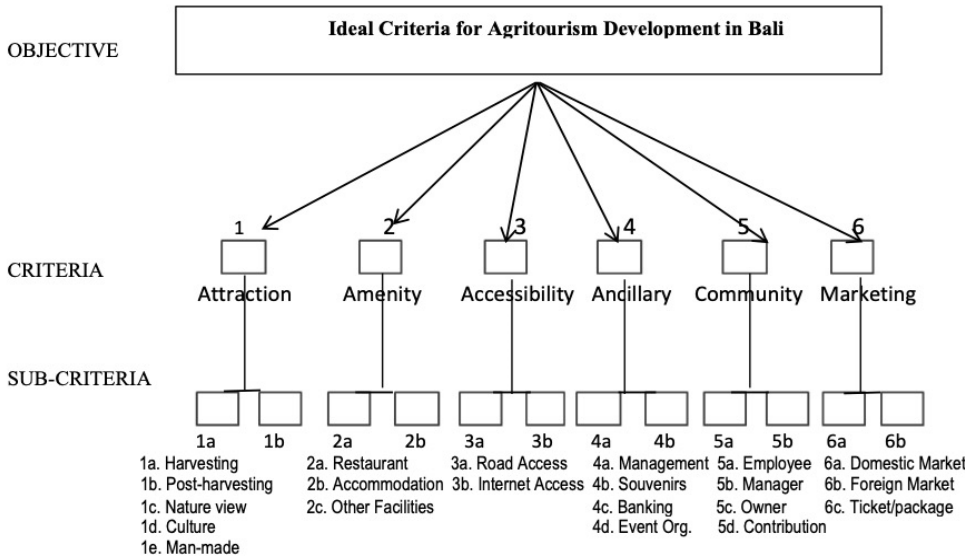

Figure 2. Hierarchical structure for the ideal criteria for agritourism development in Bali (Source: Authors)

Table 3. Results of Determination of Criteria Weight

No	Main Criteria	Weight of Criteria	Rank
1	Attractions	0.191	1
2	Amenities	0.157	5
3	Accessibility	0.147	6
4	Ancillary Services	0.164	3
5	Local Community Involvement	0.179	2
6	Marketing	0.162	4
	Total	1.000	

Source: Research Result, 2024.

In summary, based upon the weights mentioned above that the order of priority for the main criteria is as follow: (1) Attractions (19.1%); (2) Local Community Involvement (17.9%); (3) Ancillary Services (16.4%); (4) Marketing (16.2%); (5) Amenities (15.7%); and (6) Accessibility (14.7%). The total weight of all criteria is 100%. This means that in order to develop agritourism in Bali, the first priority is given to development of attractions, followed by the involvement local community, development ancillary services, and so on, as the rank of priority mentioned above.

Next, the weights of the sub-criteria for each main criterion were also determined by the key informants through the AHP analysis. The weight of sub-criteria describes the importance of the-sub criteria within each main criterion.

For example, in developing amenities in agritourism, to build restaurant with the weight of 0.381 (38.1%) is the most priority, then followed by other tourism facilities (swimming pool, *bale bengong* (gazebo), meeting rooms) with the weight of 0.365 (36.5%) as the second priority. Providing accommodation with weight of 0.254 (25.4%) becomes the last priority within the agritourism development. The detail results are shown in Table 4.

Table 3. Results of Determination of Sub-Criteria Weight for each Main Criterion

Criteria	Weight Sub-criteria	Weight Main Criteria
1. Attractions		**0.191**
1a. Pre-harvest & harvest agritourism attractions	0.246	
1b. Post-harvest agritourism attractions	0.222	
1c. View of nature (panorama)	0.185	
1d. Cultural attractions	0.168	
1e. Man-made attractions (games, outbound, etc.)	0.179	
Total weight of sub-criteria	1.000	
2. Amenities		**0.157**
2a. Restaurant	0.381	
2b. Accommodation	0.254	
2c. Other tourism facilities (swimming pool, *bale bengong* (gazebo), meeting rooms)	0.365	
Total weight of sub-criteria	1.000	
3. Accessibility		**0.147**
3a. Land transportation access	0.493	
3b. Internet access	0.507	
Total weight of sub-criteria	1.000	
4. Ancillary Services		**0.164**
4a. Professional Management	0.315	
4b. Souvenirs Sales & Gifts	0.268	
4c. Banking Facilities (ATM /Merchant)	0.211	
4d. Availability of Event Organizer (EO)	0.206	
Total weight of sub-criteria	1.000	
5. Local Community Involvement		**0.179**
5a. As Employee	0.266	
5b. As Manager	0.233	
5c. As Owner	0.243	
5d. Financial Contribution to Community Organizations	0.258	
Total weight of sub-criteria	1.000	
6. Marketing		**0.162**
6a. Domestic tourist market	0.346	
6b. Foreign tourist market	0.327	

Criteria	Weight Sub-criteria	Weight Main Criteria
6c. Ticket prices or agritourism packages	0.327	
Total weight of sub-criteria	1.000	
Total Weights		**1.000**

Source: Research Result, 2024.

4.3 Discussions

The results above indicate that the most important of the main criteria for agritourism development in Bali is attractions (1st rank). It is therefore crucial that top priority be given to efforts to create and develop agritourism attractions that visitors will enjoy. This finding is consistent with studies by Mill and Morrison (2009), Cooper et al. (2008), Phillip et al. (2010) and Flanigan et al. (2014), who found that the central aspect of tourism is the attractions, and that creating an attractive environment through two universal attributes, namely scenery and uniqueness, will help ensure visitor enjoyment of agritourism. Moreover, Fleischer & Tsur (2000) state that experiential authenticity in agritourism is the important asset of agritourism that attracts visitors in terms of originality, uniqueness, and beauty of the natural scenery. All these assets can be found in agritourism in Bali, and they contribute to its competitiveness.

The types of activities that visitors enjoy are related to the five types of agritourism suggested by Phillip et al. (2010) and Leea et al. (2023). In the case of Jatiluwih agritourism, for example, these activities are as follow (Suryawardani and Wiranatha, 2016; Suryawardani et al., 2021). First is the non-working farm type of activities, which serve only for scenery purposes (Philip et al., 2010 and Flanigan et al. 2014). In this type of activities, the visitors do not in touch with the farming activities, but only sight-seeing. For example, the beautiful scenery of terraced rice fields is a well-known sight-seeing attraction in Jatiluwih, a UNESCO World Heritage site since 2012. Trekking and cycling are already popular and must be maintained to ensure sustainability of this agritourism destination (Photo 2). Several other landscape-related activities include bird-watching, visits to waterfalls and rafting can be the attractions in the non-working farm type of activities.

Second, type of activities does not require great interaction between the visitor and the working farm site, which allow farmers to continue their agricultural activities without interference. For example, visitors may enjoy watching as onlookers when farmers are planting or harvesting the rice, or when they are holding ceremonies related to the agricultural cycle.

Third, type of activities is more directly related to farm functions, although the contact with the visitor focuses more on the agriculture products rather

than the practice of farming itself. This would include the purchase of locally grown organic rice, for example, or enjoying fresh produce and meals on site, such as red rice tea produced by the local community in Jatiluwih. To be more attractive, product development must be undertaken (Middleton et al., 2020; Mill and Morison, 2009; and Kotler et al., 2017). For example, the diversification of attractions from agriculture produces become local products by involving postharvest technology. As agriculture produces are perishable and seasonal, there is a need for better education and training on postharvest technology (Suryawardani and Wiranatha, 2016). Appropriately qualified human resources are crucially needed in the agritourism and must be supported by government, research centres and NGOs through training and development programs.

Photo 2. Tourists were cycling in Jatiluwih UNESCO World Heritage site, Bali (Photo: IND Putra, 2015)

Fourth, type of activities for visitors to enjoy the experience of agricultural operations but through staged scenarios and organised tours. In Jatiluwih, such activities include tours of the local *subak* irrigation system, demonstrations of coffee, red rice tea and local food processing.

The fifth type is those activities through which visitors can actively participate in authentic farming activities, including opportunities for visitors to get involved in the farm. In Jatiluwih, visitors can actively participate in the planting, harvesting and post-harvest processing of rice paddy. Other activities include participation in producing red rice tea, as red rice is mainly produced

in Jatiluwih (Miura and Sarjana, 2016; Suryawardani and Wiranatha, 2016; Suryawardani et al. 2021; and Sarjana et al. 2021).

Furthermore, regarding the attractions in a destination, Fleischer and Tsur (2000), and Flanigan et al. (2014) believe that visitors are interested in educational experiences, to learn about farming systems, culture, and heritage. A good example is Bali's traditional *subak* irrigation system, which can be seen in Jatiluwih. The *subak* has been managed and maintained by the farmers based on authentic local knowledge passed down from generation to generation ever since the time of their ancestors. This can be used to teach visitors about traditional farming, culture, and heritage. As regards agricultural products, however, it is difficult to create a wide variety of attractions based on these, due to their seasonality, bulkiness, low resistance to seasonal changes, and the ease with which they can be damaged. Such difficulties encourage agritourism destination to create alternative attractions to satisfy visitors. Planting a wide variety of seasonal crops can help to create interesting activities for visitors and thus sustain agritourism in all seasons. Such plants could include corn, strawberries, tomatoes, oranges, and a range of flowers.

It is also important to optimize the use of the attractions, by providing visitor's activities in the evening, to encourage them to stay longer in the agritourism destination. Hence, environmentally friendly accommodation needs to be available in the agritourism area, along with the creation of interesting attractions, such as cultural and arts activities. For example, Suryawardani and Wiranatha (2016) found that Jatiluwih has evening activities, such as arts and cultural performances, as well as yoga sessions for healing. In addition, during a specific harvest time, live traditional music is performed.

Local community involvement is the 2nd rank of the priority criteria of agritourism development in Bali. The idea of local community involvement has been debated within various studies in relation to sustainable tourism development in various countries (Binns and Nel, 2002; Eshliki and Kaboudi, 2012; Flanigan et al., 2014; Sgroi et al., 2018; Sumantra and Yuesti, 2018; Tew and Barbieri, 2012; Rogerson and Rogerson, 2014; and Fun et al., 2014). However, local communities are often blamed for their lack of involvement in any development, the excuse being their lack of experience, resources, and interest in establishing successful agritourism development (Eshliki and Kaboudi, 2012; Flanigan et al., 2014; Sgroi et al., 2018; and Fun et al., 2014). They often do not even know where to begin or how to get involved in order to participate (Eshliki and Kaboudi, 2012; Sumantra and Yuesti, 2018; and Fun et al., 2014).

According to Karampela et al. (2019), local participation does not work when it is promoted by the values of outside experts or by powerful elite interests. Instead, the outcome of an initiative needs to be represented by local

interests and circumstances, particularly amongst the local community in the village who are responsible for the development of agritourism. On the other hand, research on community participation in agritourism development at Karangsari, Blitar, East Java, undertaken by Nastiti et al. (2019) found that the community participation in agritourism development activities was low because the manager of agritourism there did not give the community the chance to be involved in agritourism activities.

Other studies have found that community participation is actually one of the keys to success in the process of developing agritourism. A study by Budiasa and Ambawarati (2014) found that involvement of the local community in the development of salak farming agritourism in Bali was very important. The local community's participation was in terms of providing many kinds of souvenirs for visitors, including salak fruit, salak crackers, etc. Moreover, research by Suryawardani and Wiranatha (2016) regarding local community participation in Jatiluwih agritourism found that the local community there have been actively participating in the development of agritourism. Such participation can be seen in their production of home-made rice tea, coffee and souvenirs offered to the visitor. They have been participated in the authentic farming activities with visitors. Local community participation is also seen in the support they provide for yoga activities for visitors who seek healing and relaxation. Nevertheless, they have been found to lack the professional entrepreneurial skills required in managing agritourism.

It is important to strengthen, nurture and encourage the community's ability and participation in maintaining and using traditional skills. According to the principles of tourism development (UNWTO, 2012), tourism should be initiated with the help of the community, working actively with indigenous leaders to respect indigenous cultures and communities, and to preserve the indigenous cultures in the agricultural areas. Thus, education and training programs are needed to improve the community's ability to preserve their culture and heritage. These findings concur with those from studies undertaken by Sznajder et al. (2009); Miura and Sarjana (2016); Suryawardani and Wiranatha (2016); Suryawardani et al. (2021); and Sarjana et al. (2021).

Ancillary services are the 3rd rank of the priority criteria of agritourism development in Bali. Professional management plays an important role in achieving success in agritourism businesses, in implementing both internal and external strategy (Karampela et al., 2019; and Koc, 2008). Good leadership by a professional manager can make agritourism products and services attractive to visitors through creating good networking among all the players in marketing (Suryawardani and Wiranatha, 2016; Sarjana et al., 2021). In organizing big events, the role of a professional event organizer (EO) is crucial in terms of planning, organizing and evaluation to provide excellent services that will

satisfy the visitors (Mill and Morrison, 2009; Middleton et al., 2020; and Fyall et al., 2019). It seems that many agritourism destinations in Bali do not have professional management for the destination.Each individual business (such as accommodation, restaurants, and attractions) is managed separately. Selling souvenirs and gifts also is a part of ancillary services. Souvenirs and gifts as the merchandise can also be created and sold to visitors as meaningful mementoes of their visit. To have a professional management is a must in order to communicate, coordinate and collaborate internally and externally to make the agritourism destination more competitive.

Marketing is the 4th rank of the priority criteria of agritourism development in Bali. Marketing is very crucial in tourism and hospitality industry (Fyall et al., 2019). Target market for marketing agritourism in Bali is domestic market as the priority before the foreign market. Positioning is one important aspect of marketing. Research by Sarjana et al. (2021) regarding the positioning of agritourism of Subak Jatiluwih from the visitors' perspective shows that the positioning formulation for Subak Jatiluwih as agritourism is visitors feel relax and recharge their selves in a unique rice field landscape. Such positioning would play an important role in promoting agritourism in Subak Jatiluwih.

Promotion is also an important part of the marketing system (Contini et al., 2009; Kima et al., 2019; and Kubickova and Campbell, 2018). Promotion can be easily undertaken through internet and social media. However, this opportunity has not been optimally used. Jatiluwih agritourism, for example, has been weak in terms of promotion using internet and social media. Although Jatiluwih agritourism as a destination has a specific website, it is not comprehensive yet. It has been deficiencies regarding the content of the promotion. Moreover, the website belonging to the Ministry of Tourism and Creative Economy gives only very limited information about Jatiluwih agritourism. In addition, some of the respondents to a survey conducted by Suryawardani et al. (2021) among visitors to Jatiluwih said that there was also a language barrier in promoting the beautiful landscape. They pointed out that information must be written not only in English but also in other languages such as French, German, etc. This is very important because not all visitors understand English. Most of the visitors said that Jatiluwih agritourism performs much better than the advertisement in the existing channels would suggest.

Furthermore, amenities and accessibility are also considered to be important in supporting the development of agritourism. Restaurants, accommodation, and other tourism facilities (swimming pool, gazebo, meeting rooms) all need to be available in the development of a destination (Mill and Morrison, 2009; and Swarbrooke and Horner, 2009). Accessibility in terms of

internet access such as a free wifi at the agritourism area becomes more important than transportation access in this millennial era. Almost all visitors love taking pictures and then instantly uploaded to their social media, or they love making video streaming at the site. However, many agritourism destinations in Bali are lack of internet access and lack of using information technology. Strong support from the government in developing technological infrastructure is therefore also crucial (Suryawardani et al., 2021). These findings correspond with those in the studies by Sznajder et al. (2009).

5. Conclusion

There were six main criteria that have been considered to be important by the key informants or experts in agritourism development in Bali, namely: attractions with 5 sub-criteria, amenities with 3 sub-criteria, accessibility with 2 sub-criteria, ancillary services with 4 sub-criteria, local community involvement with 4 sub-criteria, and Marketing with 3 sub-criteria. The priorities of the main criteria based upon the importance of the criteria for the model of agritourism development in Bali are: attractions (1st rank), followed by local community involvement (2nd rank), ancillary services (3rd rank), marketing (4th rank), amenities (5th rank), and accessibility (6th rank). Based on the results of this study, the agritourism development model in Bali needs to be more focused on the diversification of community-based agritourism attractions supported by professional management and community participation with a clear target market, with the aim of increasing the number of visitors, both domestic and foreign.

This study was limited to the opinions of the key informants and did not obtain input directly from visitors. This study was undertaken in general scope of agritourism development. The implementation of these criteria with a certain regency in Bali should consider the specific potential of agriculture products within the regency itself.

The further study may be undertaken to implement these criteria in all regencies in Bali with the consideration of all potencies of the agriculture products in each regency, therefore it can be developed an integrated agritourism development in Bali with various agriculture products as well as agrotourism routes in Bali. This could become a significant agritourism development in Bali in order to support sustainable agriculture and tourism in Bali.

Acknowledgement

We would like to express our appreciation and gratitude to The Centre of Excellence in Tourism, Udayana University, Bali, Indonesia, for providing the research grant to undertake this research.

Bibliography

Ahdan, M.M., and Suparman. (2015). Analisis Penentuan Komoditas Unggulan Sektor Pertanian di Kabupaten Tolitoli. *e-Journal Katalogis, 3*(10): 155-166.

Andayani, N.L.H., Wiranatha, A.S., Suryawadani, I G.A.O., and Mananda, I G.P.B.S. (2024). Developing eco-agritourism based on resource-based theory in Klungkung Regency, Bali. International *Journal of Tourism and Hotel Management, 6*(1):77-87. DOI:https://doi.org/10.22271/27069583.2024.v6.i1b.89

Attri, R., Dev, N., and Sharma, V. (2013). Interpretive Structural Modelling (ISM) approach: An Research Journal of Management Sciences Overview. *Research Journal of Management Sciences, 2*(2): 3-8, February. International Science Congress Association.

Baipai, R., Gandiwa, C.O. , and Mutanga, E. (2022). Critical success factors for sustainable agritourism development in Zimbabwe: A multi-stakeholder perspective. *African Journal of Hospitality Tourism and Leisure, 11*:617-632. DOI: https://doi.org/10.1080/23311886.2023.2201025

Bhatta, K., and Ohe, Y. (2020). A review of quantitative studies in agritourism: The implications for developing countries. *Tourism and Hospitality, 1*:23-40.

Binns, T., and Nel, E. (2002). Tourism as a local development strategy in South Africa. *The Geographical Journal, 168*(3): 235-247.

Budiasa, I.W., and Ambarawati, I G.A.A. (2014). Community Based Agro-Tourism as an Innovative Integrated Farming System Development Model Towards Sustainable Agriculture and Tourism in Bali. *Journal of ISSAAS, 20*(1): 29-40.

Checkland, P. (1999). *Systems Thinking, Systems Practice*. John Wiley & Sons, Ltd. West Sussex, England. 330p.

Cheteni, P., and Umejesi, I. (2022). Evaluating the sustainability of agritourism in the wild coast region of South Africa. *Cogent Economics & Finance,11*(1):1-12. DOI: https://doi.org/10.1080/23322039.2022.2163542

Contini, C., Scarpellini, P. and Polidori, R. (2009). Agritourism and rural development: the Low-Valdelsa case, Italy. *Tourism Review, 64*(4): 27-36. DOI: https://doi.org/10.1108/16605370911004557

Cooper, C., Fletcher, J., and Fyall, A. (2008). *Tourism Principles and Practice*. Fourth Edition. Pearson, Harlow. 704p.

Cooper, C. (2016). *Essentials of Tourism*. Second Edition. Pearson Education Limited. Oxford Book University. 360p.

Din, G.Y., and Yunusova, A.B. (2016). Using AHP for evaluation of criteria for agro-industrial projects. *International Journal of Horticulture and Agriculture, 1*(1):1-6.

Dinas Pariwisata Provinsi Bali. (2020). http://www.disparda.baliprov.go.id/

Eriyatno. (2012). *Teori Sistem. Meningkatkan Kualitas dan Efektifitas Manajemen*. Jilid 4. Penerbit Guna Widya, Surabaya. 210p.

Eriyatno and Larasati, L. (2013). *Ilmu Sistem. Meningkatkan Integrasi dan Koordinasi Managemen*. Jilid 2. Center for System. Penerbit Guna Wijaya, Surabaya. 292p.

Eshliki, S. A., and Kaboudi, M. (2012). Community perception of tourism impacts and their participation in tourism planning: a case study of Ramsar, Iran. *Procedia-Social and Behavioral Sciences, 36*: 333-341.

Flanigan, S., Blackstock, K. and Hunter, C. (2014). Agritourism from the perspective of providers and visitors: a typology-based study. *Tourism Management, 40*: 394-405. DOI: https://doi.org/10.1016/j.tourman.2013.07.004

Fleischer, A., and Tsur, Y. (2000). Measuring the recreational value of agricultural landscape. *European Review of Agricultural Economics, 27*(3): 385–398.

Fun, F.S., Chiun, L., Songan, M, and Nair, V. (2014). The impact of local communities' involvement and relationship quality on sustainable rural tourism in a rural area, Sarawak. The moderating impact of self- efficacy. *Procedia-Social and Behavioral Sciences, 14*(2): 60-65.

Fyall, A., Legoherel, P., Frochot, I., and Wang, Y. (2019). *Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences*. Routledge. London. 110p.

Gladstone, J., and Morris, A. (2000*). Farm accommodation and agricultural heritage in Orkney*. In Brown, F. (Ed.). Tourism in peripheral areas: Case studies (pp. 91–100). Clevedon: Multilingual Matters Limited.

Henry, B. C. (2013). New Paradigm of Systems Thinking. *International Journal of Economics, Finance and Management, 2*(5): 351-355.

Karampela, S., Kavroudakis, D., and Kizos, T. (2019). Agritourism networks: empirical evidence from two case studies in Greece. *Current Issues in Tourism, 22*(12): 1460-1479. DOI: https://doi.org/10.1080/13683500.2017.1379475

Kima, S., Leeb, S.K., Leea, D., Jeongc, J., and Moon, J. (2019). The effect of agritourism experience on consumers' future food purchase patterns. *Tourism Management, 70*: 144–152. DOI: https://doi.org/10.1016/j.tourman.2018.08.003

Koc, E. (2008). The New Agritourism: Hosting Community & Tourists on Your Farm. *Annals of Tourism Research, 35*(4): pp. 1085–1086.

Kotler, P., Armstrong, G., and Opresnik, M.O. (2017). *Principles of marketing (17e)*. Harlow, England: Pearson. 205p.

Kubickova, M. and Campbell, J. M. (2018). The role of government in agro-tourism development: a top-down bottom-up approach. *Current Issues in Tourism, 11*(1): 1-18. DOI: https://doi.org/10.1080/13683500

Leea, K. A., Nhung, T., Nguyen, P.T., Hang, T., Tran, N., Nguyen, T. L., and Thuong, V. Q. K. (2023). *Determinants of agritourism development in green tea farms of the northern mountains of Vietnam: A hybrid approach based on the combination of Diffusion of Innovation (DOI) theory and PLS-SEM*. Oct (23): 1-14.

McGehee, N. G. (2007). An Agritourism Systems Model. *Journal of A Weberian Perspective, 15*(2): 111-122.

Meadows, D.H. (2009). *Thinking in Systems*. Diana Wright, D. (Editor), Sustainability Institute. Eartscan Publishing for sustainable in future. Dunstan House, London. 232p.

Middleton, V.T., Fyall, A., and Morgan, M.. (2020). *Marketing in travel and tourism*. Buttcnvtrrth-Hcitrcntatrn is an imprint. Elsevier. 216p.

Mill, R. C. and Morrison, A.M. (2009). *The Tourism System*. Kendall Hunt Publishing Company. The United States of America. 436p.

Miura, K., and Sarjana, I. M. 2016. *The world heritage nomination of Balinese cultural landscapes local struggles and expectations*, in n V. T. King (Ed.), UNESCO in Southeast Asia: World heritage sites in comparative perspective (274-290). Copenhagen: NIAS Press worldwide.

Nastiti, A.P., Hakim, L., and Soemarno. (2019). Community Participation in Agrotourism Development at Karangsari, Blitar, East Java. *Journal of Environmental Engineering & Sustainable Technology, 6*(2): 36-43.

Patricia, T.C., Suryawardani, I G.A.O., Suamba, I.K., and Wiranatha, A.S. (2020). Farmers' capacity for Jatiluwih Agrotourism management and its effects on tourists' satisfaction and intention to revisit. *E-journal of Tourism, 7*(1): 1-15. DOI: https://doi.org/10.24922/eot.v7i1.58216

Phillip, S., Hunter, C. and Blackstock, K. (2010). A typology for defining agritourism. *Tourism Management, 31*(6): 754-758. DOI: https://doi.org/10.1016/j.tourman.2009.08.001

Pitana, I. G. and Putra, I G. S. A. (2013). Pariwisata sebagai wahana pelestari subak, dan budaya subak sebagai modal dasar dalam pariwisata. *Jurnal Kajian Bali, 3*(2): 159-180.

Ramappa, K., Kumar, B., Sivastava, R.C., and Andukuri, R.S. (2022). Opportunities & Challenges of Agritourism. *Indian Research Journal of Extension Education, 22*(3) July-September 2022: 78-84.

Reza, S., Tabrizi, Foong, Y.P., and Ebrahimi, N. (2010). *Determine the Relationships among Knowledge Management Criteria Inside Malaysian Organizations*. World Academy of Science, Engineering and Technology.

Rogerson, C.M. and Rogerson, J.M. (2014). Agritourism and local economic development in South Africa. *Bulletin of Geography. Socioeconomic Series, 26*(26): 93-106.

Saaty, T.L. (2008). Decision making with the analytic hierarchy process. *Int. J. Services Sciences, 1*(1): 83-98.

Sarjana, I. M., Pitana, I. G., Putra, I N.D., and Wiranatha, A.S. (2021). Establishing the positioning of agritourism product towards the collaborative marketing of Community Based Agritourism Subak Jatiluwih Bali. *Journal of Tourism and Hospitality Management, 9*(4): 221-237.

Satriawan, I K., Pujaastawa, I.B.G & Sarjana, I M. (2012). *Strategi Pengembangan Model Agrowisata Berkelanjutan Berbasis Pemberdayaan Masyarakat di Provinsi Bali*. Prosiding Seminar Nasional Nasional Program Studi Teknologi Pertanian bekerjasama dengan Asosiasi Profesi Teknologi Agroindustri (APTA). Halaman 365-373.

Seiler, J. H., and Kowalsky, M. (2011). Systems Thinking Evidence from Colleges of Business and their Universities. *American Journal of Business Education, 4*(3): 55-61.

Senge, P. (1990). *The Fifth Discipline: The Art and Practice of the Learning Organization.* Systems thinking in a business environment, and also the broader philosophical tools that arise from and complement systems thinking, such as mental-model flexibility and visioning. New York: Doubleday. 245p.

Sgroi, F., Donia, E. and Mineo, A.M. (2018). *Agritourism and local development: A methodology for assessing the role of public contributions in the creation of competitive advantage*. Land Use Policy. 77: 676-682.

Sherwood, D. (2002). *Seeing the Forest for the Trees: A Manager's Guide to Applying Systems Thinking*. London: Nicholas Brealey Publishing. 322p.

Sterman, J.D. (2000). *Business Dynamics: Systems Thinking and Modeling for a Complex World*. (Boston: Irwin McGraw Hill, 2000). 212p.

Sumantra, I. K. and Yuesti, A. (2018). Evaluation of Salak Sibetan Agrotourism to support community-based tourism using logic model. *International Journal of Contemporary Research and Review, 9*(01): 23-31.

Suryani, E., Azis, S. and Iskandar, T. (2018). Priority Scale Analysis using Analytical Hierarchy Process (AHP) to Determine Traditional Market Development in Tulung Agung District. *International Journal of Scientific Engineering and Science, 2*(9): 31-37.

Suryawardani, I G.A.O., Bendesa, I K.G., Antara, M. and Wiranatha, A.S. (2014). Tourism Leakage of Accommodation in Bali. *ASEAN Journal on Hospitality and Tourism, 13*(1): 3-17. DOI: https://doi.org/10.5614/ajht.2014.13.1.01

Suryawardani, I G. A. O., and Wiranatha, A. S. (2016). Strategy prioritization for sustainable tourism in Bali, Indonesia: Focusing on local agricultural products analytical hierarchy process (AHP) approach. *The International Society for Southeast Asian Agricultural Sciences (ISSAAS), 22*(1): 96-110.

Suryawardani, I G.A.O., Wiranatha, I K. Satriawan, I.B.G. Pujaastaawa, E.N. Kencana, and I W. Tika. (2021). The Role of Branding in Increasing Revisit to Agritourism. *SOCA, 15* (2): 235-244. DOI: https://doi.org/10.24843/SOCA.2021.v15.i02.p01

Swarbrooke, J. and Horner, S. (2009). *Consumer Behaviour in Tourism*. Second Edition. British Library Cataloguing in Publishing Data. 198p.

Sznajder, M., Przezbórska, L. and Scrimgeour, F. (2009). *Agritourism*. CAB International. 301p.

Tew, C., and Barbieri, C. (2012). The perceived benefits of agritourism: The provider's perspective. *Tourism Management, 33*(1): 215-224. DOI: https://doi.org/10.1016/j.tourman.2011.02.005

UNWTO. (2009). Tourism and Community Development - Asian Practices. [cited 2024 February 14: 9 pm]. DOI: https://doi.org/10.18111/9789284411948

UNWTO. (2012). Sustainable Development. [cited 2024 February 14: 10 pm]. Available from URL: http://sdt.unwto.org/en/ content/about-us-5.

Wiranatha, A.S., Suryawardani, I G.A.O., Bendesa, I K.G., and Antara, M. (2016). Model of Foreign Tourists' Loyalty on Marine Tourism to Visit Bali". *International Journal of Multidisciplinary Educational Research (IJMER)*, Volume 5. Issue 3(1):1-42.

Wiranatha, A.S., Antara, M., and Suryawardani, I G.A.O. (2017). Impact of Tourism Leakage on the Growth of Economic Sectors, Employment and Income Distribution in Bali, Indonesia. *International Journal of Economic Research (IJER), 14*(8): 11-27.

Wiranatha, A.S., Dalem, A.A.G.R., Ariana, N., Sarjana, I M., and Arismayanti, N.K. (2019). *Kajian Subak Sembung*. Denpasar. Dinas Pariwisata Kota Denpasar bekerjasama dengan Pusat Unggulan Pariwisata Universitas Udayana. 67p.

Authors Profile

Agung Suryawan Wiranatha is Associate Professor at Udayana University in Bali Indonesia. He is currently the Head of Centre of Excellence in Tourism, Udayana University. He has undertaken extensive tourism researches in Indonesia, particularly Bali, and given presentation for many tourism workshops and conferences, as well as published some books and journal articles. His field of interests are environmental management, sustainable development, tourism planning & policy, green tourism certification, and system approach in agro-industrial management, tourism, and environmental management. Email: agung_suryawan@unud.ac.id

I Gusti Ayu Oka Suryawardani is Full Professor of marketing and tourism economics at Udayana University in Bali Indonesia. She was the Head of Master Degree in Tourism at Udayana University in 2018-2022. She is also a researcher at the Center of Excellence in Tourism at Udayana University. Her research focuses on topics related to marketing and consumer behaviour, tourism economics and tourism system modelling. She has been actively writing several books, and many articles published in both national and international journals. Email: suryawardani@unud.ac.id

Christine PETR is Full Professor of marketing at the Université Bretagne Sud. She is permanent researcher at LEGO (Formerly: IREA), University of Bretagne Sud. Her research focuses on topics related to the digital transformation of uses and the emergence of new practices related to digital among consumers and citizens. She has been actively writing articles published in international journals. Email: christine.petr@univ-ubs.fr

Eka Nila Kencana is a teaching staff member in the Mathematics Department, actively engaged in research in the fields of Sociometrics and Tourism. Currently, he serves as the head of the Sociometrics Study Group and researcher at the Center of Excellence in Tourism at Udayana University. Since the 2010s, he has been actively researching Indonesian tourism phenomena from a quantitative perspective. He has also been actively writing books, and articles published in both national and international journals. Email: ipenk1965@unud.ac.id