

Conceptual Model of Integrated Agrotourism Marketing

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Abstract. Agrotourism becomes an increasingly popular concept of tourism. Research on agrotourism generally separately and unrelated. Most agrotourism research is conducted from the supply side and only a few from the demand side. This paper proposes agrotourism marketing by integrating the parties involved in agrotourism (tourists, government, farmers, accommodation companies, and travel companies). This study proposes to conceptualize tourist intentions with interrelated and complementary agrotourism development policies and strategies to effective agrotourism marketing. This paper is useful for the parties involved in agrotourism to increase the effectiveness of agrotourism marketing and for the development of agrotourism. From the demand side, this study uses motivation theory and extended TPB in the context of agrotourism. From the supply side using expert opinion from the government, farmers, accommodation companies, and transportation companies. This research is expected to contribute to consumer behavior research.

Keywords: agrotourism marketing, marketing strategies, tourist intentions.

1 Introduction

Agrotourism is alternative tourism that provides benefits not only to farmers but also to local communities economically, socially, and environmentally (1). Agrotourism is a popular concept throughout the world and contributes to the development of agriculture, increasing farmers' incomes, and even rural development (1,2). Agrotourism usually managed by farmers and cooperatives (3) and large-scale companies. Governments and cooperatives are the main sources of agrotourism investment in developing countries, for developed countries investment is generally mostly done by private parties (4). Agrotourism by farmers to increase income to educate the community, providing fun and promoting agricultural products (5). Agrotourism can increase investment in villages and be seen as sustainable tourism which is important for both developed and developing countries (6).

The growing popularity of agrotourism makes research on agrotourism also increasing. Research on agrotourism has separately and not integrated the demand side and the supply side. Research on agrotourism from the supply side is related to agrotourism sustainability(7,8), agrotourism development (2,9–12), the role of government (13–16), agrotourism, and entrepreneurship (17,18), agrotourism performance (17). Research from the demand side has also increased, generally related to agritourist preferences (19), agritourist motivation (5), agritourist experience, and agrotourism attractions (6,20), attraction loyalty (6,21). Most research on agrotourism focuses on the supply side (22). Although research on agritourist intentions to visit agrotourism destinations is increasing, most of the studies discuss revisit intention and loyalty. Researchers found that research is still limited to the intention of potential tourists to visit agrotourism destinations. Research on potential tourists is important to find out how much agrotourism potential is to be developed and to determine effective ways to develop appropriate marketing strategies. Research on the integration of the demand and supply side of agrotourism has been carried out (22), but the research focuses on agrotourism companies. This research will integrate the demand and supply sides. Research from the demand side will examine the intention of potential tourists to visit agrotourism destinations, the supply side is carried out by the parties involved in agrotourism, i.e. the government (central and regional) as policymakers, accommodation companies, transportation companies, and farmers as agrotourism actors. The researcher will also analyze the regulations and policies made by the government to minimize the occurrence of mistakes and overlapping policies issued by the government (23). Integrating the demand side and the supply side in agrotourism research can provide a better understanding of agritourist needs and desires (22). Based on the gap that has been mentioned, this study aims to propose a conceptual model that integrates the supply side and the demand side to improve the effectiveness of agrotourism marketing.

2 Literature review

Agrotourism

The term agrotourism is often used interchangeably with farm tourism, and rural tourism (18). There is no agreement on the definition of agrotourism, the use of the term agrotourism depends on the geographical conditions and theoretical framework (17), but in general, agrotourism is all activities carried out by farmers to attract tourists to visit and recreate on agricultural land or livestock (6,17). Farm tourism is a subset of rural tourism with the main actors

being small-scale farmers and located in rural areas (24), rural tourism has a traditional character and represents the historical, environmental, and rural economic patterns (25). Activities undertaken in agrotourism destinations are grouped based on tourist activities, contact with agricultural activities, and tourist experiences (26). Agritourist activities include participating directly or indirectly in agricultural activities, recreation, and enjoying accommodation and food on agricultural land (7). Most agrotourism is managed by inexperienced farmers and have low managerial and marketing capabilities (5). Farmers need to know the needs of agritourists to be able to offer agrotourism products that provide memorable experiences and can satisfy agritourists.

3 Research design

This research was conducted qualitatively and quantitatively by integrating the demand side and the supply side to get a comprehensive understanding to develop an effective marketing strategy.

4 Element of the research model

4.1 Demand-side

4.1.1 Tourist motivation

Motivation is based on the incentive for individuals to do something. The concept of motivation in tourism research is classified into two forces, which show that people travel because they are push and pull by several forces or factors (27). The motivation of tourists to visit a destination is determined by intrinsic factors and extrinsic factors. Intrinsic factors are originated from someone to start a tour while extrinsic factors are influenced by various information and the attractiveness of a destination. The intrinsic factor (push motivation) is related to the desires of tourists, while pull motivation is associated with the objective choice of the attribute (27).

4.1.2 Tourist intention

Tourist intentions will relate to the desire of tourists to visit the destinations (28). The intention to visit a destination based on the benefits and costs (29). The intention will determine tourist behavior, although not all intentions are manifested into action (30). Tourist intentions can generally be predicted using

the theory of planned behavior (30). TPB consists of three variables, i.e attitude toward behavior, subjective norm (SN), and perceived behavioral control (PBC). Many studies have used TPB to predict behavior, but to increase the accuracy of TPB predictions (31), the researchers generally add other variables to improve the predictive of TPB. This research expands the concept of TPB by adding environmental concern, perceived value, authentic perception, and eWOM variables to improve the predictive ability of tourists to visit agrotourism destinations. Tourist intentions are a very important demand for agrotourism sustainability because tourists will evaluate services obtained, and will determine the intention to revisit or be loyal to a destination. Loyalty to a destination can be measured by the frequency of visits to attractions, the intention of tourists to re-visit the destination, and its willingness to recommend to others (6,32,33).

4.1.3 Environmental concern

Environmental concern (EC) is an evaluation of a person's attitude or behavior towards the environment (34). The environmental concern relates to the orientation and concern of individuals towards the environment and related to its fundamental values (35). Research shows that environmental concern relates to environmental behaviors (36). Environmental concern (EC) determines a person's attitude to purchase environmentally friendly products, so it is important to add environmental concern variables as a component of the beginning of the expanded theory of planned behavior (37) because the level of concern for the environment will determine attitudes and behavior (31). Tourism has a positive impact on the region and it also causes environmental problems. Agrotourism has a positive effect on water use, biodiversity, reduced use of fertilizers and pesticides on plants that can improve the quality of products produced by farmers (38) but agrotourism also has negative effects that can cause environmental problems. This study proposes environmental concern (EC) as a variable that influences the attitude of tourists and determines the intention of tourists to visit agrotourism destinations because agrotourism is tourism that maintains the sustainability of agriculture.

4.1.4 Perceived value

Perceived value (PV) is subjective and can be assessed differently between consumers, culture, and time (39). The researchers define perceived value in different ways, but the definition that is widely used is the definition proposed by Zeithaml (40) which states that value is a consumer's assessment based on perceptions about the benefits and costs of a product, and describes values into four groups; values are low price, whatever I want in a product, the quality I get

for the price I pay and get for what I give (41). Perceived value (PV) is dynamic and can be experienced by consumers before making a purchase when buying and when using or after buying a product (39). Assessments made by consumers vary at each stage of the purchase. When purchasing tourism products, tourists focus on the attributes and prices of the products, after buying tourism products, tourists will assess the consequences and perceived results (39). Perceived value (PV) plays an important role in determining consumer intentions, the greater the perceived value the greater the consumer's purchase intention (42). In the field of tourism, perceived value has two main antecedents, i.e. perceived quality and monetary price (32). Research conducted supports perceived quality as an antecedent of perceived value because quality will positively affect perceived value (40). Quality and price have different effects on value, quality has a positive effect while price negatively affects value (39). This study uses perceived quality and perceived price as antecedents of perceived value. Previously research shows that perceived value has a direct effect (43) or indirectly on the intention to visit destinations (32,44).

4.1.5 Authentic perception

Authenticity is an issue that is often encountered in research on culture, society, and objects that have historical value (33,45), but authenticity can be expanded by including nature-based tourist attractions, nature-based tourism associated with a genuine experience unique, traditional, and authentic (45). Authenticity relates to a pure, authentic, untouched, and traditional experience (33). Authenticity plays an important role in enhancing the competitiveness of a tourist destination (46) because of the attraction generated from such authenticity. There are three approaches used for authenticity, i.e. the objective authenticity approach which states that authenticity originates from the originality of an object; constructive authenticity, which focuses on symbolic meaning through socio-public writing; and the existential authenticity or post-modern approach that emphasizes authenticity in what is felt by the subject of Authenticity (47). Tourism according to MacCannell has a continuum relating to something that will be shown to tourists and something authentic (48), in the continuum agrotourism, can be demonstrated in two ways, i.e. (a) reproduction is a tourist experience by participating in agricultural activities, and (b) organization, is tourist visits to agrotourism destinations (26). Authenticity is divided into two, i.e. the authenticity of the object, which is related to the authenticity of the event, while the authenticity of the experience is related to one's interpretation of what is experienced (49). Perceptions about authenticity are generally shaped by attitudes, interests, and opinions obtained by someone during his lifetime (47). This study uses authentic perception (AP) as a variable

that determines the intention of agritourists to visit tourist destinations because agritourists want to feel the experience of authenticity in agrotourism destinations. Authentic perception (AP) is a response to authentic objects, actions, and events (47) and is an antecedent that determines the intention of tourists (33,47,50).

4.1.6 *Electronic word of mouth (eWOM)*

Technological developments make tourists can spread information about the consumption of products through eWOM (51). eWOM is a review posted by experience consumers on the web (52). Online reviews can influence tourists' choices and decisions to visit a destination because tourism is an intangible product and has a high financial risk (53), and tourists will try to look for external information if the internal information obtained is inadequate (48). eWOM can attract more tourists than traditional channels because of the assumption that eWOM contains up-to-date, easily accessible, and reliable information (29). Negative eWOM has a greater influence than positive eWOM because negative information is more interesting, clear, trustworthy and can form an impression so that negative eWOM can influence consumer purchasing decisions more than positive eWOM (51,53). One specific form of eWOM is an online know-how forum that enables the exchange of information and reduces the asymmetry of information between producers and consumers (54). eWOM influences tourist travel decisions based on previous traveler reviews (53). eWOM allows tourists to obtain information about tourist destinations, hotels, and travel services based on online reviews from experienced tourists (55). The results showed that eWOM influenced tourists' intentions to travel (29,55).

4.2 **Supply-side**

4.2.1 *Government role*

The Government has a very large role in the development of agrotourism, especially in developing countries. The government not only plays a role in the economic field, but also sociocultural, political, and environmental (56), even the government also has an agency responsible for tourism (14), coordinating stakeholders (15), an important role in promoting and planning tourism development in developing countries (56), and has a role in determining entrepreneurship and investment (14) in agrotourism. The government also sets regulations and policies relating to agrotourism. The importance of the role of government makes government activities related to various activities, i.e. the government acts as an operator, regulator, investment stimulator, promoter, coordinator, and educator (14).

4.2.2 Private sector

The private sector plays an important role in the tourism industry. Several parties are involved in agrotourism; the government, hotel owners, travel agents, and farmers (1). Farmers and agrotourism companies play an important role in providing products and services to agritourists. Some agrotourism activities are based on business levels ranging from the simplest to those that provide complete services, e.g. providing agricultural activities with limited interaction with customers, providing various activities and services to meet customer needs by interacting directly with customers, and providing full-service facilities including shopping, restaurants and other facilities (5).

4.2 Government policies

Government policies are related to various things that the government will or will not do (57). Tourism policy is a guide for taking action on tourism governance, development, and promotion in tourism (58). Policies made by the government can have both positive and negative impacts on tourism (56). The Policy will be complicated if the process of making it involves many parties such as the private sector, community, and government, and the success rate of policy implementation is determined by the level of participation and collaboration of the parties (58). Effective policies can facilitate economic growth in developing countries (59). Government coordination in many countries is generally not good, so often tourism is less a priority of the government when allocating limited resources and when developing comprehensive policies. Tourism policies have a variety of functions, ranging from determining the functions of tour operators to facilitate agreement on specific strategies and objectives for a destination (60). Policies set by the government can cause conflict, because of the differences in principles in determining policies, but conflict is not always bad because conflict can increase the strength and resilience of the community (61). Research on policies related to tourism is important so that policies will be made according to the conditions faced.

4.4 Conceptual model

The conceptual model provides a framework for reviewing the research topic to be examined by reviewing the interrelationships of variables and enriching the literature review using concept maps, timeline chronologically, nomological networks, and others (62). Nomological networks are used to

describe the synthesis of research and theory development (63). This study uses a nomological network to explain the interrelationships between variables based on previous research. The proposed conceptual model can be seen in Figure 1.

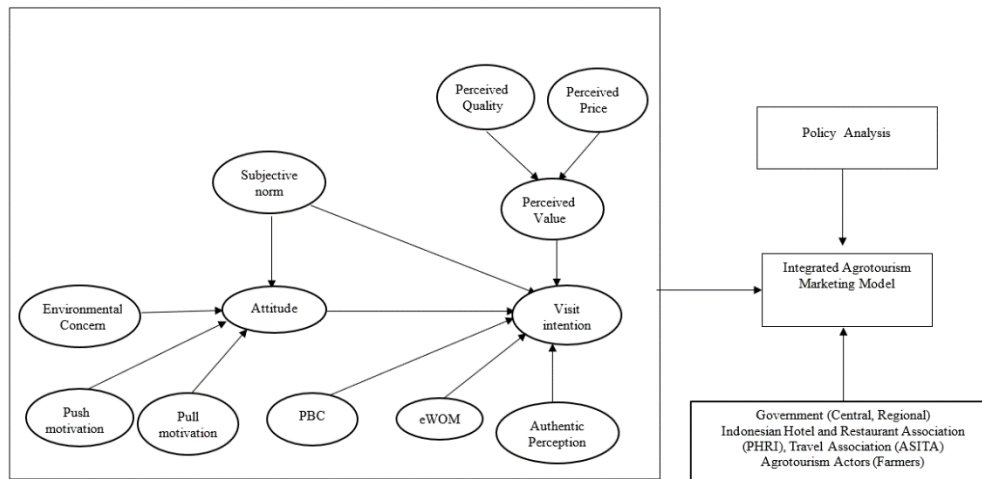


Fig. 1. Conceptual Research Model.

The conceptual model of research integrates the demand and supply side of agrotourism. On the demand side, the study developed a visit intention model using motivation theory and extended TPB. On the supply side, research is carried out using expert judgment, and policy analysis to determine effective agrotourism marketing strategies

4.5 The outcome of the integrated agrotourism marketing model

The Outcome of this research is the marketing strategies that accommodate the interests of parties involved in agrotourism, i.e. tourists, government, accommodation companies, transportation companies, and farmers as agrotourism actors. This research is expected to provide information for farmers to know the needs and motivations of agritourists and provide products and services by agritourist expectations. This research is also useful for accommodation companies and transportation companies to be more involved in marketing agrotourism by providing services and pleasant experiences for agritourists. The government is expected to make policies that can

accommodate the interests of stakeholders and supervise the implementation of policies.

5 Conclusion

Research on agrotourism has tended to increase in recent years, especially research on the demand side (agritourist), but most research on agrotourism intentions about revisit intention and agritourist loyalty. This study proposes that integrating the demand and supply side of agrotourism marketing. This research is expected to contribute to research on marketing agrotourism

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