

Potential development of agro-tourism based on local wisdom in North Kalimantan villages, Indonesia

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Abstract. Several villages in North Kalimantan Province have the potential to be developed into agro-tourism locations. The development of agro-tourism in the village by paying attention to local wisdom will positively impact the village's economic, social and environmental aspects. This study aims to identify the potential for village development by building agro-tourism based on local wisdom in North Kalimantan. This study uses a descriptive method, which is sourced from primary data and secondary data. The results of the study indicate that several villages have the potential to be developed as agro-tourism villages based on local wisdom. The results of this study are a continuation of further research to determine the selected village as the object of agro-tourism development and the creation of an agro-tourism management model based on local wisdom in North Kalimantan, Indonesia.

Keywords: agro-tourism, local wisdom, village development, North Kalimantan.

1 Introduction

The service industry was predicted to increase significantly in the 21st century. Tourism is one service sector that has dramatically contributed to the worldwide economy in the last ten years [1]. The tourism sector contributed to the 2019 Gross Domestic Product by 4.97%, but this percentage decreased to 2.24% in 2020 due to human mobility restraint during the Covid-19 pandemic [2]. Despite this decrease, there is a belief that the tourism industry can survive and recover its competitive advantage by lowering Covid-19 pandemic cases and relaxing the government ban on people's mobility.

One contributor to the tourism sector is an agro-tourism industry which represents the activity that combines a tourism journey with an experience of farming enjoyment, education, and farming product service [3, 4]. According to farming experts, agro-tourism development was proper to be developed in rural areas [5]. This perspective inherently corresponds to the government's goal of increasing the economic value of farming works. This goal has been followed up by the issuance of the Regulation of Indonesia Republic No.110 of 2015 on Agro-Horticulture Tourism. With this regulation, agro-horticulture tourism would be the diversification alternative to farming works which can increase farmer welfare, provide jobs,

improve the aesthetic and beauty values of the environment, and strengthen the emphasis on natural resource conservation. Agro-tourism in rural areas manifests innovative ideas for rural development, which can also catalyze national economic growth [6]. The development of rural agro-tourism can benefit not only rural communities but also convince urban communities to understand and appreciate the importance of farmland and use the land as an educative instrument [7].

The current study is aimed to review the agro-tourism development potential at the villages in North Kalimantan, Indonesia. According to the 2020 data, the agriculture sector is the second biggest contributor to Gross Regional Domestic Product after the mining sector, with a contribution level reaching IDR 10,922.84 billion [8]. The government of North Kalimantan Province plans to develop tourism villages every year. In 2021, five tourism villages were established, and ten are waiting to be developed in the next year [9]. North Kalimantan Province already has 107 tourist destinations spread over cities and regencies, including Tarakan, Bulungan, Nunukan, Malinau and Tana Tidung [10].

Almost all villages in North Kalimantan Province are surrounded by custom forests and protected forests along with their beautiful natural scenery. In addition, the people of these villages are mostly local tribes, such as Dayak Tribe, Tidung Tribe, Bulungan Tribe, and other tribes, which each has a distinctive culture and maintains differences in language, custom's law, and daily livelihood. However, despite these differences, each tribe uses a more or less similar structure for collective meetings, which is named Balai Adat (Lamin Adat). The existence of Balai Adat is a manifestation of local wisdom conserved by villages in North Kalimantan Province. The current study attempts to review the potential development of these villages to become agro-tourism villages based on their local wisdom. This study is an early phase before the next study, which is a developmental study. The current study will select villages to be developed as agro-tourism villages and construct a model of agro-tourism management based on local wisdom in North Kalimantan Province, Indonesia.

2 Review of Literatures

2.1 Tourism

The tourism industry is a vital part of the employment structure in less developed countries and developed industrial countries. If the implication of tourism industry to the economy or business is considered, then tourism industry is an essential business for the nation. At least, tourism industry can involve business activities from other sectors such as transportation, accommodation, recreation, food and related services [11]. Tourism is defined as a set of activities and journeys conducted by an individual, group of individuals or family at a certain place at a certain time in order to look for composure, peace, balance, harmony and happiness [12]. Tourism is a phenomenon of the fulfillment of the needs for mental health, conditional change, building sensible judgment and growing love of natural beauty, as well as increasing personal association with various social classes.

Several Indonesian studies have found that tourism growth has a reciprocal relationship with economic growth. The increase in tourism growth (in income) can accelerate economic growth at an interval of 5-6 quartiles. Meanwhile, the growth in Gross Domestic Product can help raise economic growth of the next quartal [13]. Tourism industry becomes an important instrument for the economic growth of a nation. However, the high growth of tourism industry is also

followed by environmental problems, which then leads to the need for a sustainable framework for conventional tourism [14]. There is an expectation that tourism industry shall be innovative to become so-called sustainable tourism.

2.2 Agro-tourism

Previous studies have discovered a trend in which tourists visit a relatively quiet and natural destination where the air is still clean and fresh. Still, the caretaker can entertain them with distinctive but stunning attractions [15]. Such tourism characteristic is usually found in a rural area. Agro-tourism is an alternative tourism that can be developed in a rural area because agro-tourism has features desired by tourists who want to enjoy clean and fresh air in a relatively quiet natural location.

Agro-tourism is an activity that combines a tourism journey with an experience of farming enjoyment, education, and farming product service [3, 4]. Besides, agro-tourism can also be said as a mixture of tourism package, agriculture and education [4]. The main characteristic of agro-tourism includes enjoying farmland, watching farming works carried out by farmers, and experiencing farming activities on the field. Many countries in the world have developed agro-tourism in an effort to diversify tourism products [16].

The blend of natural beauty, rural community life and farming potentials, if that is well managed and seriously handled, can change rural environment into one attractive tourist destination. Agro-tourism that presents vegetative diversity may help improve microclimate quality, maintain the hydrology cycle, reduce landslides, and conserve the environment [17]. The development of rural agro-tourism that utilizes agriculture potentials and involves rural communities may also empower the livelihood of local people, which is in line with a program called tourism-based people empowerment.

2.3 Local wisdom

Local wisdom is local ideas that emphasize on discreetness, wisdom, and good value which are internalized and followed by community members. Also, local wisdom is always associated with local culture that marks the distinctive existence of a local community [18]. Local culture is not only about manifestation and statement of beauty through art works but also about manners, action, and mindset that underlie the art works [19]. One component that constitutes local wisdom is a genuine culture possessed by local people. Therefore, local culture is always a distinctive marker of a locality which can be indicated through custom, regional capacity, and certain buildings. Local culture plays a role as a power structure of a locality that is capable to create economic activities, which one of these activities is on agriculture sector. And, agriculture activities may consist of agri-business, agro-tourism and agro-industry.

3 Method of Research

Type of this study is a descriptive study that is intended to create description, illustration, or painting in systematic, factual and accurate ways concerning facts, characteristics and relationships across the observed phenomena [20]. The object of study is the villages in North Kalimantan Province which are located in four regencies, which respectively are Malinau Regency, Tana Tidung Regency, Nunukan Regency and Bulungan Regency.

The data source includes primary and secondary data. Primary data are collected through surveys and interviews using a questionnaire. The respondents are community members or stakeholders who have a strong involvement in local agro-tourism development. Secondary data are obtained from organizations that publish data on agriculture and tourism. These organizations are the Central Bureau of Statistics and governmental offices that take care of agriculture and tourism issues in North Kalimantan Province.

The agro-tourism potentials of the object of study are identified and analyzed with indicators such as structure and infrastructure, accessibility, village attractiveness, participation and empowerment of village people, demeanor and cordiality of village people, agriculture type, tenacity against disaster, other tourism objects, and values that constitute local wisdom [21-23].

4 Result and Discussion

4.1 General description

The land width of North Kalimantan Province is $\pm 75,467.70$ km², while the width of its ocean area is 11,579 Km² (13% of the total width). Administratively, North Kalimantan Province is bordered by Malaysia, precisely with the State of Sabah and the State of Sarawak. The land border between North Kalimantan Province and Malaysia is marked by a borderline stretching for 1,038 km.



Fig. 1. Map of North Kalimantan Province.

North Kalimantan Province comprises Tarakan Municipality, Bulungan Regency, Nunukan Regency, Malinau Regency and Tana Tidung Regency. In this study, Tarakan Municipality is excluded because the Municipality does not have a village government structure. Therefore, this study will focus on villages in Bulungan Regency, Nunukan Regency, Malinau Regency and Tana Tidung Regency.

The data show that agriculture and plantation are the second biggest contributor to the Gross Regional Domestic Product of North Kalimantan Province. Agriculture commodities in North Kalimantan Province vary from rice and palawija to fruits and vegetables. Meanwhile,

plantation commodity includes oil palm, coconut, sugarcane, cacao, coffee, rubber and pepper. The potential of agricultural production, especially fruits and vegetables, is depicted in Figure 2.

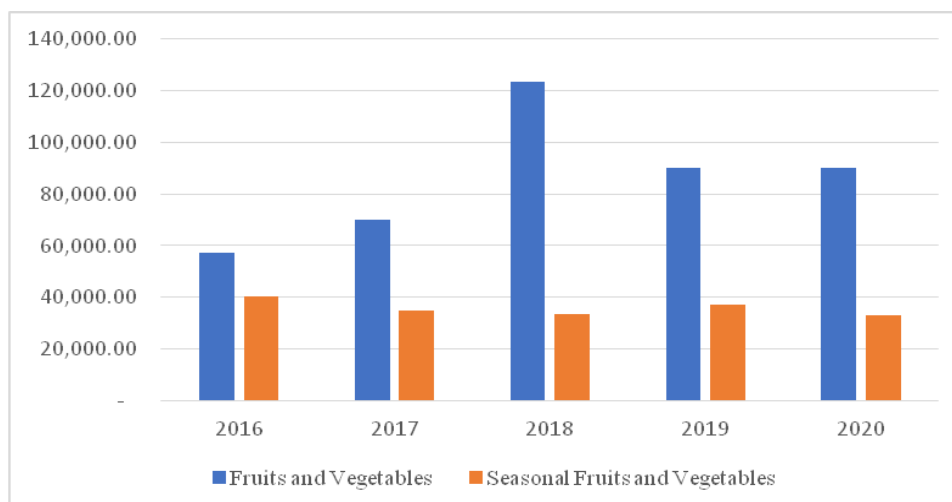


Fig.2. The production (in Ton) of fruits and vegetables for the period of 2016-2020.
Source: BPS-Kaltara [8]

As shown in Figure 2, agriculture commodity, which is fruits and vegetables, is divided into two, respectively 1) fruits and vegetables and 2) seasonal fruits and vegetables. The group of fruits and vegetables is dominated by banana, durian, jack fruit (cempedak), papaya and rambutan. Meanwhile, the group of seasonal fruits consists of melon, cantaloupe (blewah) and water melon. The group of seasonal vegetables is represented by kangkung, small chili, petai / mustard green, spinach, string bean, egg plant, big chili, cucumber, tomato, beans, leek, shallot, squash, and cabbage. Based on the data in Figure 2, these commodities have great potentials to be developed as agro-tourism products in North Kalimantan Province. The production level of fruits and vegetables has increased from 57.4 thousand tons in 2016 to 90 thousand tons in 2020. On the other hand, the production level of seasonal fruits and vegetables averagely around 35.8 thousand tons per year.

4.2 Profile of villages by agro-tourism indicators

Several villages in North Kalimantan Province have been promoted by the local government as tourism villages. The name of tourism villages from each regency (Bulungan, Malinau, Tana Tidung and Nunukan) is presented in Table 1.

Table 1. Tourism villages in North Kalimantan Province.

No.	Regency	Tourism Village
1	Bulungan	Panca Agung, Adri Mulyo, Metun Sajau, Antutan
2	Malinau	Setulang, Pulau Sapi
3	Tana Tidung	Rongkang, Kujau, Rian

Source: Secondary data area processed (2022)

From each regency, only one village is selected by the presumption that this village has a high potential to be developed as an agro-tourism village. The selection is made based on the recommendation given by the local government, which is, in this study, represented by the Local Apparatus Organization (OPD) of the Department of Tourism in each regency. The officers who work at OPD are considered to have complete knowledge and information about tourism villages in their area. Four villages are obtained from the selection, and then these villages are analyzed through agro-tourism indicators, respectively structure and infrastructure, accessibility, village attractiveness, participation and empowerment of village people, demeanor and cordiality of village people, agriculture type, tenacity against disaster, other tourism objects, and values that constitute local wisdom.

The recommendation of the Department of Tourism in each regency has produced four villages, precisely Panca Agung Village from Bulungan Regency, Setulang Village from Malinau Regency, Rongkang Village from Tana Tidung Regency, and Selisun Village from Nunukan Regency. Surveys and observations were conducted in those villages. An interview was carried out with the head of the village or the chair of the tourism task force. The result of the analysis indicated that there are two villages with the highest potential to be developed as agro-tourism villages, Panca Agung Village (Bulungan Regency) and Setulang Village (Malinau Regency). Other villages, precisely Rongkang Village (Tana Tidung Regency) and Selisun Village (Nunukan Regency), are not selected and not recommended to be developed as an agro-tourism village for some fundamental reasons.

Rongkang Village (Tana Tidung Regency) has natural tourism objects based on a river stream and campsite. However, the area where tourist object resides is owned by specific individuals. Consequently, a conflict of ownership often happens between the individual owner and the agro-tourism developer. Besides, the location of tourist objects is less supportive of agro-tourism development. The reasons behind this situation include structure and infrastructure that is not reliable yet, security that is less convincing, a difficult telecommunication network, and an electric network that does not exist yet. The agriculture type is oil palm plantation and non-irrigated fields, which are improper for agro-tourism development. Changing this characteristic into agro-tourism will need colossal cost. All these reasons fail Rongkang Village to be recommended for agro-tourism development.

Another excluded village is Selisun Village (Nunukan Regency). To be honest, this village has the potential to be developed as agro-tourism because the village has a natural tourist attraction, which is a waterfall. Unfortunately, some reasons do not support agro-tourism development in that village. To begin with, accessibility to the waterfall is poor because the owners of the land around the waterfall still hesitate to devolve their land for public ownership to be used as a tourist area. Else, the tourism sector is not the main performance indicator of Nunukan Regency. For this reason, the Department of Tourism finds it difficult to allocate a budget for developing tourism potential. Road-related structures and infrastructure are often built with funding that is only available after a very long process. The procedure involves development planning deliberation (*musrenbang*) with the affected citizens and approval from the Government of Nunukan Regency. Village people always find it difficult to participate in the process. The people are already occupied with their farming work. The long journey that the proposal must take across administrative desks has made these people dejected and feel that their time is

wasted. Lack of understanding about “community participation” in tourism management is also a strong reason why the people of Selisun Village show strong rejection when the Department of Tourism asks them to manage the tourism area.

In regard to the previous explanation, two villages are recommended to be tourism village, respectively Panca Agung and Setulang. Geographically, both villages are in a strategic location. Panca Agung Village is bordered by Tanjung Selor, which happens to be the area in the capital of North Kalimantan Province. On the other hand, Setulang Village is located in Malinau Regency, which is the regency with the widest coverage in North Kalimantan Province. The potentials of these villages based on agro-tourism indicators are elaborated in the following section.

4.2.1 Panca Agung Village, Bulungan Regency

Panca Agung Village is a village in North Tanjung Palas District, Bulungan Regency, North Kalimantan Province, with a land width of 2500 Ha. Panca Agung Village was established through a transmigration program in 1983. According to the data, in 2021, the village had a population of 2300 individuals with 766 family heads. The people are dominated by Javanese, especially those who participate in the transmigration program. The agriculture potentials of this village are great and managed by Village Enterprises (BUMDES). For the topography, Panca Agung Village is made up of 65% hilly valleys at an average altitude of 34 meters and 35 % low land, which is functioned as farmland.

The observation was conducted on Panca Agung Village to see whether the village has the potential to be developed as an agro-tourism village based on local wisdom. The results of observation and descriptive analysis of agro-tourism indicators for Panca Agung Village are presented in Table 2.

Table 2. Descriptive analysis over agro-tourism indicator for panca agung village.

No.	Indicator	Description
1	Structure & Infrastructure	In general, structure and infrastructure are available and complete, which include air port, sea port, bus station, electric network, water network, security post, transportation, parking lot, traffic sign, trash bin, toilet, prayer house (mosque), lodging house, souvenir stalls, financial institutions (bank), community health center, and restaurant.
2	Accessibility to Tourist Object	Accessibility to tourist object is relatively good. Access is also available to water source, security post, health facility, and nearby settlement. Road access to tourist object needs to be improved to facilitate the journey of tourists to the object.
3	Village Attractiveness	Attractiveness element of this village include its hilly area, farm land, natural forest, rural coolness, extensive plantation, traditional medication, art culture, and culinary.
4	Participation and Empowerment of Village People	The dominant profession of village people is farmer and plantation worker, which make them quite understood about agro-tourism.
5	Demeanor & Cordiality of Village People	The people are quite familiar with values of mutualism, tolerance, altruism and religiosity.

No.	Indicator	Description
6	Agriculture & Plantation	The worked land of the village is extensive and managed by modern equipment. The jobs are dominated by farmer and plantation worker. Special land is allocated to be worked on as village asset, which is planned to be developed as millennial agriculture land. Agriculture product is varying from rice, fruits to vegetables whereas plantation product is dominated by oil palm.
7	Tenacity against Disaster	The people have relatively good tenacity against disaster.
8	Other Tourist Object	There are other tourist objects that have been integrated into one village area, which include natural tourism (<i>batu tumpuk</i>), kayaking tourism, public square tourism, pool fishing tourism, religious tourism, motor arena (ATV) tourism, culture tourism and culinary tourism.
9	Environmental Conservation	Village people and village officers respect the environment and show good behavior on environmental conservation.
10	Values of Local Wisdom	Art and cultural works conserved by village people are among others, kuda lumping, ludruk and wayang kulit.

Source: Primary data are processed (2022)

Based on ten agro-tourism indicators above, Panca Agung Village is considered as having high potential to be developed as agro-tourism. The government can support this agro-tourism development by repairing road access to the tourist object. Village people have strong work ethos and adore mutual work. Besides this personality, the people of Panca Agung Village is quite open to the tourism plan made by the government or the investor. Such optimism posture is strongly supportive to the success of agro-tourism development in Panca Agung Village.

4.2.2 Setulang Village, Malinau Regency

Setulang Village is exactly located in Malinau Selatan Hilir District, Malianu Regency. The geography of this village is surrounded by tropical forest of Borneo Island. Referring to the 2022 data, the population of this village is 960 individuals with 271 family heads. The width of this village is 11,300 ha.

The dominant dweller in Setulang Village is Tribe of Dayak Kenyah Oma Lung. This people still maintain language, custom law, culture and daily habits that characterize village local wisdom [24]. Daily livelihood in this village is working on farm land and plantation. The village also has custom forest/protected forest in width of 5300 ha in which the existence is strongly conserved. The results of observation and descriptive analysis over agro-tourism indicators for Setulang Village are shown in Table 3.

Table 3. Descriptive analysis over agro-tourism indicator for Setulang Village.

No.	Indicator	Description
1	Structure & Infrastructure	Structure and infrastructure are already provided, such as air port, sea port, and bus station, which are available in regency area. Rural facility may include electric network, water network, security post, transportation, parking lot, traffic sign, trash bin, toilet, prayer house (church), lodging house, souvenir stalls, and community health center. Number of restaurant is quite few. Therefore, visitors must take their own meal.

No.	Indicator	Description
2.	Accessibility to Tourist Object	There is a good access to water source, health facility, communication (internet), settlement and security.
3.	Village Attractiveness	Attractiveness elements of the village includes clear river, waterfall, natural forest, and cool atmosphere. There is a big tree with stem diameter of 9.27 meters. The distinctive culture is the custom of Dayak Kenyah Oma Paru, custom hall, and traditional house architecture. The village people still use traditional sugarcane wringer called <i>kelumpi</i> .
4.	Participation and Empowerment of Village People	The people work as farmer and implement traditional agriculture system.
5.	Demeanor & Cordiality of Village People	The people show friendly gesture to every visitor.
6.	Agriculture & Plantation	The width of farm land and plantation is extensive. Agriculture system is using traditional method in order to maintain environmental conservation. Agriculture product comprises rice, fruits and vegetables. Plantation product consists of oil palm, coconut, coffee and cacao.
7.	Tenacity against Disaster	The people has relatively good tenacity against disaster.
8.	Other Tourist Object	The village has high potentials for mountain tourism, camping tourism, pool fishing tourism, hunting tourism, culture tourism, and hanging bridge tourism. Other tourist objects are integrated into one village area.
9.	Environmental Conservation	The people strongly maintain environmental conservation, especially for the natural forest in the village.
10.	Values of Local Wisdom	The distinctive culture of the village is the custom of Dayak Kenyah Oma Paru. This people maintain language, custom law, culture, and daily habits of their tribe, and attend custom hall (<i>lamin adat</i>) that is used as the custom discussion place for Setulang people. Art works are greatly influencing the daily life of the people, and the art-related jobs are dancer and musician. Besides this, the people are also skilled in carving the houses and making tattoos.

Source: Primary data are processed (2022)

Pursuant to the description in Table 3, Setulang Village is a greatly potential to be developed as an agro-tourism village. Due to its extensive planting land, the people of Setulang Village take their livelihood from being farmers and plantation workers. This occupation makes them quite familiar with the concept of agro-tourism development. There is a village forest called Tana' Ulen, which is very natural and conserved by the people. Indeed, natural beauty, extensive planting land, culture, and behavior that focus on environmental conservation are really helpful to the success of agro-tourism development based on local wisdom.

5 Conclusion

The study reviews the potential of the villages in North Kalimantan Province to ensure whether the villages can be developed as agro-tourism villages based on local wisdom. There are four tourism villages recommended for agro-tourism development, respectively Panca Agung Village (Bulungan Regency), Setulang Village (Malinau Regency), Rongkang Village (Tana Tidung Regency) and Selisun Village (Nunukan Regency). Of these four villages, two villages are considered high potential and proper to be developed as agro-tourism villages based on local wisdom. Factors supporting the success of agro-tourism development are complete structure and infrastructure, good accessibility, high attractiveness, extensive width of agriculture and plantation lands, and the open-mindedness and willingness of village people to develop agro-tourism. The targeted people must have a high work ethos and be willing to welcome the tourists who visit their village. Several villages are hardly developed because there is still a conflict of ownership over the land, and there is also hesitance among the people to allow their village to become a public asset as a tourism area. Certain local government does not prioritize the tourism sector as the main performance indicator, and this posture hampers agro-tourism development.

The further study shall use the results of the current study as guidance. The following research may select one between Panca Agung Village (Bulungan Regency) and Setulang Village (Malinau Regency) as a priority to be developed as an agro-tourism village. The selection process may use a quantitative method involving weighting analysis (scoring) and the Analytical Hierarchical Process (AHP). The study in the future needs to construct a model of agro-tourism village management based on local wisdom in North Kalimantan Province, Indonesia.

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