

# An Agro Tourism Potential of the Vineyards in Dencarik Village

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**Abstract.** This study aims to describe the potential and development of vineyards located in Dencarik Village as agro-tourism as Dencarik village is known to produce a huge number of the vine (black grape) in Buleleng Regency. The data was collected using observation, interviews and documentation. In this study, descriptive qualitative with SWOT analysis was used as the data analysis technique. The results show that Dencarik's vineyards have the potential related to attraction, accessibility, and amenities aspects. Meanwhile, they still lack ancillary aspects. According to SWOT analysis, there are 11 strength points and 4 additional points which can be seen as opportunities in developing Dencarik's vineyards. On the other hand, there are also 9 weaknesses and 4 threats found in the vineyard area.

**Keywords:** potential, vineyards, agro tourism.

## 1 Introduction

Bali is one of the provinces in Indonesia which is known as a world tourism destination. The attractiveness can attract tourists, both domestic and foreign. Its culture, customs, arts and natural beauty make Bali called The Last Paradise. Besides, Bali is also known as the Island of Gods or the Island of a Thousand Temples because the majority of the people are Hindus.

One of the areas in Bali that have diverse, beautiful and unique tourist attractions is Buleleng Regency. This regency is located in the northern part of Bali, with Singaraja City as its capital. Natural beauty in the form of beaches or waterfalls is the most prominent attraction of tourism destinations in Buleleng. However, upon closer inspection, Buleleng also has some agricultural sectors that can be used as a tourist attractions. This sector should be managed continuously in order to keep the natural attractions of Bali [1].

Agriculture can be made one of the potential tourist attractions in the tourism industry. The agricultural area is not only limited to land used in farming but can also be utilized and developed into a tourist attraction that is able to attract tourists to visit, such as agro-tourism. Agrotourism or known as agricultural tourism, is a series of activities to acquire agricultural products which take place on a location of a plantation or agricultural place [2]. These activities are expected to give tourism knowledge about agriculture products as well as the process of

making the products. During the process of producing the products, all tourists can enjoy the different ambiance and take it as recreation time.

Agriculture in a broad sense includes smallholder agriculture, plantations, animal husbandry and fisheries [3]. The development of agrotourism is strongly supported by the back-to-nature tourism trend. Tourists get satisfaction and new ways of refreshing themselves from educational activities and their own pleasures obtained from farming, such as planting, picking and enjoying the harvest. Tourists not only get the knowledge but also can feel the way how to do agricultural activities. So that the tourists get new insight and memories while traveling to that place [5].

One type of agriculture that can be found in Buleleng Regency is vineyards. The dominant grape variety cultivated in Bali, Buleleng regency in particular, is the Balinese grape (*Vitis vinifera* L. var. Alphonso Lavalle). Therefore, Buleleng is also known as the center of wine production in Bali, which is dominated by 3 sub-regencies, namely Gerokgak, Seririt and Banjar. One of the villages that contributes to wine production in Banjar is Dencarik Village.

From the geographical side, Dencarik Village is a fertile area with various commodities, one of which is the Balinese grape. Grape is also part of the Dencarik Village logo, which shows that this village is still cultivating grapes as one of the village's main commodities. Dencarik Village vineyards have the potential to be developed into agro-tourism. The vineyards in this village have amazing views, which can be used as photo spots for tourists. The irrigation system also uses local wisdom with *subak* system where the water comes from the mountain and flows through rivers. Based on the area of the vineyards, Dencarik Village has an area of

62.62 Ha, which is divided into 5 *subak*. By having this extensive amount of vineyard land, it also can be used as one the potential to develop agro-tourism. However, at this time, the grape farmers of Dencarik Village only manage their agricultural land, the land on which crops are sold directly to the buyer.

Based on the pre-study, a brief interview with one of the villagers who know about *subak* as well as acts as a grape farmer in Dencarik Village, Mr. Komang Cakra, on November 18, 2021, said that the problems that are often faced by the grape farmers are during the rainy season. In addition, there was still a lack of socialization or training provided by the government that can motivate grape farmers to know the benefits and the way how to develop good agro-tourism. Dencarik Village is one of the villages that has been included in the list of tourist attractions in Buleleng Regency. However, the vineyards still need to be more developed in order to attract visitors, domestic or international tourists, to come and enjoy the agro-tourism activities in the vineyards. According to the data, there were no tourists who came to visit Dencarik's vineyards within the number of tourists who visited Buleleng Regency from 2019 to 2021 (Buleleng Regency Tourism Office, 2021).

Although Dencarik is surrounded by other tourist attractions such as Banjar Hot Springs, Brahma Vihara Arama and Lovina Beach, which are very well known and have a large number of visitors, there was no impact seen in the mean of tourists who visit the vineyards. On the other hand, vine tourism has such huge potential and benefits that it can have a positive impact on the local people. For instance, to establish the opportunity for businesses (to sell their products) and educate the tourists about the vine. This condition can add more value to the destination's image, which can have an impact on increasing tourist flows and raising job opportunities in general [6].

Meanwhile, agro-tourism requires the identification of the potential to support its development in accordance with the potential of natural resources and the socio-cultural conditions of the community [5]. Therefore, identification of the potential of the vineyards in Dencarik is very necessary to be explored.

## 2 Method

This study was a descriptive qualitative study that took place in Dencarik Village, Banjar sub-regency, Buleleng Regency. The data collection methods used in this study were observation, interviews and documentation. There were observation sheets and interview guidelines used as the instruments of the study. Then all the data were analyzed using SWOT analysis and shown in the form of a descriptive qualitative study. SWOT analysis is a fast tool for finding possibilities related to the initial development of new innovative programs in tourism, so it can be said to be a fairly effective and efficient analytical tool [7]. The SWOT analysis was used to analyze the potential development of Dencarik's vineyards as agro-tourism.

## 3 Result and Discussion

### 3.1 General Review

Dencarik Village is a village located in Banjar sub-regency, Buleleng Regency. This village is Km from the district center and 17 Km from the city center of Singaraja with the following regional boundaries:

- a. North side : Bali Sea
- b. East : Temukus Village
- c. South side: Banjar Tegeha Village
- d. West: Banjar Village

This village has a 375 hectares area with 19 mm of precipitation and 81% humidity. Dencarik village is located at an altitude of 0-200 m above sea level with an average temperature of 250-3000C.

### 3.2 The Agro Tourism Potential of Dencarik's Vineyards

Vineyards are a horticultural commodity that is one of the main commodities of Dencarik Village. The vineyards in Dencarik Village have the same grape variety, namely *Vitis vinifera*

L. var. Alphonso Lavalle or commonly known as the Balinese local grape or black grape. According to an interview with Mr. Made Warta on May 31, 2022, as one of the grape farmers there, Dencarik's vineyards has existed since the 1980s, which started as a vineyard in the community's yard and then became a wider wine plantation/vineyards. In 2022, the vineyard has spread into 62.62 hectares with 5 *subak* systems, namely Kaliculuk, Taman, Batu Rancang, Raja Plawa and Rambut Naga.

There are four aspects that can be used to identify the potential of a tourism destination, especially agro-tourism in the vineyards of this village. Those are attractions, accessibility, amenities, and ancillary aspects [8].

**Attractions.** Dencarik village has a kind of beautiful scenery of vineyards. Tourists can capture the view by taking pictures in the area they want. In addition, Dencarik's vineyards are also

supported by the views of other commodities such as rice fields, corn, beans, vegetables and many flowers. This condition will definitely give benefit the existing attractions. Another thing that potentially attracts tourists is the farmers' daily activities in the vineyards, starting from planting, growing, and getting rid of any pests, as well as harvesting the fruits. Therefore, tourists can see and feel the atmosphere under the plants. In addition, they also can follow the process of picking the grapes directly and buying the fresh grapes that have been picked to be used as a gift from the trip.

**Accessibility.** Regarding accessibility, Dencarik Village is located in a strategic location. This is because the village is close to other villages that have been well-known as tourist attractions, such as Banjar Hot Springs and Brahma Arama Vihara in Banjar, as well as Lovina Beach in Buleleng. Based on the observations and interviews conducted by the researchers, it can be seen that the location of the vineyards in Dencarik Village is spread over 5 *subak*. The road and path in each *subak* become the access to the vineyards. However, the path can only be passed by two-wheeled vehicles and is quite difficult if there are two vehicles that pass each other. Meanwhile, cars and other vehicles can only reach the side of the road. Some of these roads have been paved with concrete, about 1.25 meters wide. The concrete road, which connects the place around the village, also can be used for trekking or cycling. Transportation facilities are also needed to support the mobility of tourists. Besides, many people there work as drivers who also rent their transportation services to the general public. They usually gather and wait for the customer near to Seririt-Singaraja highway. Unfortunately, there are still no signs of agrotourism or directions to go to the village.

**Amenities.** Facilities and infrastructure to support tourism activities available in Dencarik Village include lodging accommodation facilities in the form of villas. The villas are located on the outskirts of Dencarik Village, which is also not far from wineries, such as Villa Happy, Namaste, Melati Indah, Bunga Melati, Nusa Indah, and several other villas. In addition to lodging accommodation, Dencarik Village also has food and beverage accommodation facilities in the form of food stalls. The location of these food stalls is on the edge of the Seririt Singaraja highway, such as Mustri 3 Dencarik food stalls, Siobak Dencarik and other food stalls. Although Dencarik Village already has tourism facilities available, currently, there is no supporting infrastructure, such as parking lots, public toilets, information on service providers and others. Resting places in wineries are usually made by farmers just to rest in the form of small huts. So, of course, the resort is not in accordance with the standards of tourist facilities. Meanwhile, souvenir shops are also not available around the wineries of Dencarik Village. There are only stalls selling wine and other fruits to be used as souvenirs for tourists. These stalls can be found in Dencarik Village, precisely around the edge of the Seririt- Singaraja highway.

**Ancillaries.** For now, Dencarik Village does not yet have a special organization or institution to manage wine plantations into agrotourism destinations. In addition, existence of tourist information and cooperation with travel agents is also not yet available. The availability of existing stakeholders is still minimal. This is in line with interviews that researchers conducted with farmers, who said that there had never been any activity in the form of socialization or counseling related to the potential of this wine plantation to become agrotourism from the relevant agency. In addition, cooperation with related agencies is still lacking, and cooperation with private parties such as investors has also not occurred to develop the potential of this wine plantation into agrotourism. Meanwhile, the village government plans to cooperate with BUMDES for a plan to develop wine plantations into agrotourism, starting from organizational management, guidelines and others so that it can run well. However, other supports are also needed so that this can happen, such as capital, the readiness of agricultural or plantation land,

the readiness of human resources, especially farmers, and cooperation with various parties.

### **3.3 The SWOT analysis of developing Dencarik's vineyards as agro-tourism**

Dencarik Village vineyards are one of the tourist attractions that have the potential to be developed as agrotourism. Therefore, the potential of Dencarik Village wineries must be maximized its strengths and opportunities and simultaneously minimize its weaknesses and threats.

**Strengths.** Here are the strengths of Dencarik's vineyards if it is opened as agro-tourism destination.

- a. It has an area suitable for growing grapes and is well organized.
- b. The beauty of the vineyards with interesting agricultural activities, both maintenance and picking at harvest time.
- c. There is a potential for picking grapes from the tree, which is used as an agrotourism attraction, and you can buy the grapes directly.
- d. The village's vineyards have a natural beauty around them with views of various other plant commodities such as rice fields, corn plants, beans, vegetables and flowers.
- e. With the beauty of the vineyards and the surrounding scenery, it can be used as a place for instagramable photos.
- f. Dencarik Village wineries are in a strategic location close to the Seririt-Singaraja highway and not too far from other villages that have well-known tourist attractions such as Banjar Hot Springs, Brahma Arama Vihara Banjar and Lovina Beach.
- g. It has access to a farm road, most of which has been rehabilitated by concrete with a width of 1.25 meters.
- h. Availability of transportation services in the form of motorcycle taxis to go to wineries
- i. There are lodging accommodations in the form of villas located on the beach and close to wineries, such as Villa Happy, Namaste, Melati Indah, Bunga Melati, Nusa Indah, and several other villas.
- j. There are food and beverage accommodations in the form of food stalls located on the edge of the Seririt-Singaraja highway, such as Warung Makan Mustri 3, Siobak and others.
- k. There are stalls selling wine and other fruit as souvenirs.

**Weaknesses.** Meanwhile, here are the weaknesses found in the area of vineyards if it is opened as agro-tourism destination.

- a. The activity of processing grapes into food and beverage products did not go well and even stopped.
- b. The location of the vineyards is spread out so that there are wineries that are close together and some that are separate.
- c. Farming roads can only be passed by two-wheeled vehicles, while cars and other four-wheeled vehicles cannot.
- d. There are no signposts to get to the wineries of Dencarik Village.
- e. Other supporting facilities are not yet available, such as parking lots, public toilets, and information on service providers.
- f. The availability of resting places that do not meet the standards of tourist facilities, only in the form of small huts.
- g. There is no organization for managing the tourist attraction of the Dencarik Village wineries.
- h. Lack of cooperation with related agencies and the private sector. i. There is no readiness

for capital, human resources and areas that will be used to become agro-tourism.

**Opportunities.** There are also some opportunities found to support the existence of the agro-tourism of Dencarik vineyards. Here are as follows.

- a. Developing grape processing activities into food and beverage products as an additional attraction.
- b. Become one of the tourist attractions that can be used as tour packages from other tourist objects.
- c. The existence of a farming road that has been paved with concrete can be used as a trekking route for cycling and walking.
- d. There is a cooperation plan with the BUMDES to plan for agrotourism at the Dencarik Village wineries.

**Threats.** However, there are also things that can be seen as threats of developing agro-tourism in Dencarik's vineyards. Those are:

- a. The existence of similar wineries in other villages, which also has the possibility to be used as agrotourism.
- b. There are other attractions that are more interesting than visiting wineries.
- c. The condition of the vineyards that could be damaged by weather, pests or diseases, or nature is not supportive.
- d. It is possible that there will be a shift of vineyard land into other agricultural land or land plots for development.

### 3.4 Discussion

Based on the results of the research that has been described show that Dencarik Village has agricultural potential in the form of vineyards that can be developed into agro-tourism.

The attractions found in the vineyards of Dencarik are attractive with the beauty of black grape plantations and also supported by the beauty of the surrounding's natural scenery in the form of plant commodities such as rice fields, corn, beans, vegetables, flowers and many more. The tourists can capture the moment by taking pictures in the vineyards with those kinds of views.

Attractions can also be interpreted as all beauty, natural uniqueness, local culture, historical heritage and artificial attractions, which include three aspects, namely things that can be seen (what to see), things that can be done (what to do), and things that can be bought or sold. Be a keepsake (what to buy). This is also in line with the results of research entitled "Development of Starfruit Garden Agrotourism Area in Tawangharjo District, Grobogan Regency, Central Java Province," which shows that in the development of the Starfruit Garden Agrotourism is the main attraction, the main activities are agricultural activities in the form of forest areas with relatively well-maintained ecosystem levels, natural scenery, beautiful gardens, and picking star fruit directly from the tree [9].

Besides that, visitors can also carry out sports activities in the form of walks through trekking paths, mountain biking, jogging and others around the location of the Starfruit Garden Agrotourism area. In addition to the activities in the vineyards, farmers and the people of

Dencarik Village have also carried out processing activities of grapes into food and beverage products such as wine, grape jam, and grape lunches. However, for now, the processing activities are not going well and even stopped because of the obstacles faced during the production of these products. The obstacles faced by farmers and the community in managing these products are the difficulty of obtaining legality permits for alcoholic beverages, lack of capital, and not having a good market. The activity of processing grapes into food and beverage products actually has the potential to be used as an attraction to support vineyards in Dencarik Village. This is also supported by research entitled "Utilization of Natural Wealth and Agricultural Products as Regional Agrotourism Development Capital," which states that the Kalaodi Community has formed various home-based businesses to produce crops [10].

After attractions, there is a component, namely accessibility. According to the results of the study, it shows that the access to the vineyards in Dencarik Village is quite close to other villages that have well-known tourist objects such as Banjar Hot Springs, Brahma Arama Vihara Banjar and Lovina Beach. However, the location of the Dencarik Village vineyards is not in the same area because they are spread over 5 subaks, so there are some vineyards located in the same area, and some are separated. In addition, there are no directions or signs to get to the vineyards, so this can make it difficult for tourists to determine the location of the vineyards to be visited. The farm road becomes the access road to the vineyards of Dencarik Village, which can only be passed by two-wheeled vehicles and is quite difficult when pass each other. Meanwhile, cars and other vehicles can only reach the side of the highway. This farm road is not fully in good condition. Because some of these farm roads have been paved and some have not been paved.

To get to the vineyards, tourists can also use public transportation services in the form of motorbike taxis. Accessibility is one of the important parts to be provided in a tourism activity to support tourist mobility [9]. All types of public transportation or transportation services are important access in tourism. Access is also defined by transferability, namely the ease of moving from one area to another.

The other component in preparing a tourism destination is amenities. It is about the facilities provided at the destination. The results of the study stated that Dencarik Village has lodging accommodation facilities in the form of villas close to the beach and not far from vineyards, such as Villa Happy, Namaste, Melati Indah, Bunga Melati, Nusa Indah, and several other villas. In addition, there are also food and beverage accommodation facilities in the form of food stalls such as Mustri 3 Dencarik food stalls, Siobak Dencarik and other food stalls. Meanwhile, souvenir shops are not yet available around the vineyards of Dencarik Village. There are only stalls selling fresh grapes and other fruits to be used as souvenirs or gifts for tourists.

As for the supporting facilities around the vineyards of Dencarik Village, it still is not complete and also need to be developed. Even though tourism facilities are available in Dencarik Village, currently, there are no supporting facilities to support tourism activities, such as parking lots, public toilets, and an information center. For now, if there are tourists who visit the vineyards, they can only park their vehicles on the side of the road. They only can take a rest in small huts made by the farmers because there is no rest area provided, which shows that it is not in accordance with the lodging facilities.

As Copper stated in his book states that amenities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations [11]. It shows that the amenities in Dencarik



Village need to be built and developed in order to support the existence of the lodging accommodation around it. Amenities are also basic supporting facilities at a tourism destination with the aim of providing comfort to all tourists. The existence of lodging accommodations (hotels, villas or homestays), food and beverage service providers (restaurants, restaurants or food stalls), parking facilities, public toilets, a rest area, and an information center as well as shops/souvenir shops.

On the other hand, Dencarik Village does not have a special organization or institution to manage the vineyards as agro-tourism destinations. In addition, existence of Tourist Information and cooperation with travel agents are also not yet available. The availability of existing stakeholders is still minimal, such as the absence of outreach activities regarding agro tourism to farmers and local communities from related agencies, so cooperation is still lacking. Community participation has not been running optimally. In addition, cooperation with private parties such as investors or entrepreneurs has not yet occurred to develop the potential of these vineyards into agrotourism. Meanwhile, the village government, in the future, wants to cooperate with Dencarik's *BUMDES* (the economic organization of the village) to plan the development of vineyards into agro-tourism, starting from organizational management, guidelines and others so that it can run well.

However, other supports are also needed so that this can happen, such as capital, the readiness of agricultural or plantation land, the readiness of human resources, and cooperation with various parties. Therefore, it is also necessary to form a tourism management that is incorporated all parties so that Dencarik's vineyards can be opened as agro-tourism. In addition, to establish a management structure, it is also necessary to organize a tourism awareness group or *POKDARWIS* that can strengthen the community with the aim of increasing public awareness in utilizing existing potential. This is also supported by the theory explained by Copper, explaining that ancillary or additional services must be provided by the local government of a tourist destination for both tourists and tourism actors [11]. Ancillary is the other essential things that strongly support tourism, such as management agencies, Tourist Information, Travel Agents and stakeholders (local governments, investors, local communities) who play a direct role in tourism.

In its development, it is necessary to have an analysis that can maximize its strengths and opportunities and simultaneously minimize its weaknesses and threats. The daily activities carried out by farmers are the strength of the attraction of the Dencarik Village vineyards, such as the maintenance process to the process of picking grapes at harvest time. So that when harvest time comes, there is a potential for picking grapes from its tree, which is used as one of the agro-tourism activities.

Strength (strength) is all about the plus or positive things which can be provided in the tourism destination and later can be developed so that the tourism destination can survive and be able to compete for further development. In this case, the strengths can be utilized optimally to find opportunities. Dencarik Village vineyards have the beauty of the surrounding nature with views of various other plant commodities such as rice fields, corn, beans, vegetables and flowers. The beauty of the surrounding scenery can also be used as a place for instagramable photos.

In addition, the vineyards of Dencarik Village are in a strategic location close to the Seririt-Singaraja highway and not too far from other villages that have well-known tourist attractions such as Banjar Hot Springs, Brahma Arama Vihara Banjar and Lovina Beach with access to



farming roads which most of them have been paved by concrete with a width of 1.25 meters. Around the vineyards, there are also motorbike taxis that can be used as transportation services to go to the vineyards.

As for lodging accommodations, food and beverages are also available around the vineyards of Dencarik Village. There are lodging accommodations in the form of villas located on the beach and close to vineyards. There are also food and beverage accommodations in the form of food stalls on the side of the Seririt-Singaraja highway, as well as stalls selling fresh grapes and other fruits as souvenirs.

On the other hand, weaknesses are all factors that are not beneficial or detrimental to the tourism sector[5]. In general, the weaknesses that can be identified are a lack of promotion and professional tour operators in the field, as well as limited public transportation which directly goes to the tourism destination. In addition, there were weaknesses found in that the processing of grapes into food and beverage products did not work well and even stopped. This happens because of the obstacles in licensing legality, capital and market competition faced by farmers and the people of Dencarik Village.

Another thing is the location of the Dencarik Village vineyards, which are not in the same area because they are spread in each *subak* so that there are vineyards that are close together and some are separated. There are also no signposts to get to the Dencarik Village vineyards. The access road for farming to the vineyards of Dencarik Village can only be passed by two-wheeled vehicles. Therefore, it will be difficult for tourists to come to visit. Furthermore, there are no other supporting facilities such as parking lots, public toilets, and information on service providers. The availability of resting places is also not in accordance with the standards of tourist facilities, only in the form of small huts in vineyards. The organization for managing the tourist attraction of the Dencarik Village vineyards is also not yet available, and there is a lack of cooperation with related agencies and the private sector. This is also due to the lack of readiness of capital, human resources and areas that will be used to become agro-tourism.

Meanwhile, the opportunities found in the vineyards, such as developing grape processing activities into food and beverage products carried out by farmers or the Dencarik Village community as additional attractions at Dencarik's vineyards. Dencarik's vineyards can also be tourist attractions that can be used as tour packages from other tourist attractions. In addition, the existence of a farming road that has been paved with concrete can be used as potential for trekking, cycling and walking while enjoying the surrounding scenery during the trip. In the future, there is also a plan to collaborate with BUMDES to plan for agrotourism at the vineyards.

On the other side, there are threats that can occur, which are the existence of similar vineyards in other villages or the existence of other attractions that are more interesting than visiting vineyards. The condition of the vineyards also could be damaged by weather, disease or unsupportive nature. Sometimes, there is a possibility of the conversion of wine plantation land to other agricultural land or to be used as plots of land for development.

## 4 Conclusion and Suggestion

### 4.1 Conclusion

Based on the exposure of the results of the research above regarding the potential of Dencarik Village vineyards as agrotourism, the following conclusions can be drawn:

1. Dencarik Village's vineyards have the potential to become agro-tourism. It can be seen from the attraction in the form of the beauty of vineyards and agricultural activities that can be done, such as maintaining and picking grapes and being able to buy fresh fruit directly from the tree. The accessibility is found in the form of a location close to other tourist attractions, concrete farming roads, and the availability of rental transportation in the form of motorbike taxis to go to the vineyards. In addition, from the amenities component, there is the availability of lodging accommodations such as villas, food and beverage accommodations such as food stalls and stalls selling wine and other fruit around the Dencarik Village vineyards. However, ancillary cannot be seen because institutional organizations, tourist information and travel agent cooperation are not yet available, and the availability of existing stakeholders is still minimal, be it local communities, government collaboration or private parties.
2. Dencarik Village vineyards have the potential to be developed as agrotourism, with strengths in the form of the existence of attractive attractions, locations close to surrounding tourist attractions, most of the farming roads already have concrete rebates, available transportation services in the form of motorcycle taxis, available villa accommodation, food stalls as well as a souvenir stall selling grapes. Meanwhile, weaknesses found in the processing of grapes into food and beverage products did not go well and even stopped. The location of the vineyards was spread out in every *subak*, the signposts to get to the vineyards in Dencarik Village were also not available, and access roads to farming businesses could only be passed. By wheeled vehicles, there are no other supporting facilities, such as parking lots, public toilets, and information on service providers. The organization for managing the tourist attraction of the Dencarik Village vineyards is also not yet available, and there is a lack of cooperation with related agencies and the private sector, as well as the lack of readiness of capital, human resources and areas that will be used for agro-tourism. Furthermore, there are opportunities to be developed, such as grape processing activities into food and beverage products as an additional attraction at Dencarik Village vineyards, making Dencarik Village vineyards one of the tourist attractions that can be used as tour packages from other tourist attractions, farm roads that have been cleared concrete can be used as a potential for trekking, cycling and walking, and in the future, there is a plan to collaborate with the government with BUMDES to plan for agrotourism in the vineyards of Dencarik Village. However, there are still some threats identified, such as the existence of similar vineyards in other villages, which are also likely to be used as wine agro-tourism, the existence of other tourist attractions that are more interesting than visiting vineyards, the condition of the vineyards that may be damaged by weather, pests and diseases or unfavorable nature, as well as the possibility of the conversion of wine plantation land to other agricultural land or to be used as plots of land for development.

### 4.2 Suggestion

Here are some suggestions that can be used to support the development of agro-tourism in

Dencarik's vineyards.

1. To farmers and the community of Dencarik Village, it is hoped that they can maintain the sustainability of the winery so that it remains one of the flagships of Dencarik Village. It is necessary to add interesting attractions besides agricultural activities, such as cycling or jogging on the farm road and educational activities for processing products from grapes. There is a need for the development of food and beverage product processing that is not problematic in legality licensing and the intended target market, such as grape juice or dry food products from grapes that can last longer and are in demand by the wider community. It is also necessary to have more community participation in the development of the potential of Dencarik Village vineyards to become an agrotourism that attracts tourist visits.
2. It is hoped that the Dencarik Village government can give attention and support to the development of the potential of Dencarik Village vineyards to become an optimal agrotourism. So that the 4 (four) main components of a tourist attraction can be fully fulfilled, such as helping to add tourist attractions, providing parking lots, toilets, information service providers, good resting places and signposts. In addition, tourist accessibility also needs to be considered in order to provide convenience, security and comfort for tourists when visiting Dencarik Village vineyards.
3. The Village Government is also expected to form institutions or organizations such as POKDARWIS that can manage the tourist attraction of the Dencarik Village vineyards. In addition, the village government can cooperate with various parties, be it village-owned enterprises or other private parties, to be able to develop the potential of Dencarik Village vineyards into agrotourism.
4. For the Regency Government, especially the Buleleng Regency Tourism Office, to take part in increasing the potential of vineyards in terms of budget for tourism development and development, maintenance, marketing and coaching in the form of socialization or training for farmers and the community of Dencarik Village. 5. For further researchers, it is recommended to conduct further research to develop or determine the right strategy for the potential of Dencarik Village vineyards to become optimal agro-tourism.

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