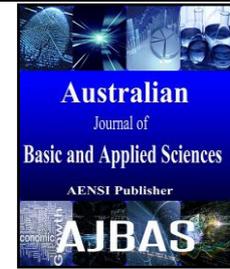




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### Development of Community-Based Agritourism on Integrated Farming System toward Sustainable Village

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#### ABSTRACT

There are some problems in agriculture, land conversion, low value of agricultural products, high price of agricultural inputs, and declining land resources. Creation of added value in rural areas is important to improve the welfare of farmers. This study aims to obtain recommendations of community-based agritourism development. The research was conducted in Cikahuripan village, Lembang subdistrict, West Bandung regency from June until October 2013. A survey was done to obtain several data: physical, biophysical, social, and the sustainability of the society using Global Ecovillage Network tool. The results showed integrated farming in the village is dairy farming, vegetable crops/plants, and grass feed. Animal waste is used for biogas and organic fertilizer. People considering agritourism is positive, want the development to increase income for rural communities. Sustainability assessment of society indicate social and spiritual aspects have good value, while ecological aspects require corrective action. The recommendations include agritourism objects, institutional community, human resources, tourism programs, parties cooperation, and facilities.

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#### INTRODUCTION

Agricultural development is facing several problems including land use change, land degradation, price fluctuation of agricultural product, and unbalanced development between rural and urban. Community-based agritourism development in rural areas will increase the welfare of society. In addition, the development of agritourism activities can conserve resources, preserve local wisdom and technology, and increase the income of farmers (Subowo, 2002). Development of agricultural areas into agritourism area in Ketep and Bayuroto village, contribute to increase in people's income (Budiarti, 2012). Agricultural development of rural tourism positively impact the agricultural sector and the community, in line with this, the required improvement of rural human resources so that greater community participation in the management (Maharani, 2010; Muzha, 2013). Development of rural tourism is also increase the capacity and activities role of agritourism communities in organizing (Andidi, 2013).

The concept of sustainability is an important factor in the management of the agricultural sector. Ecovillage is a sustainable concept, an ideal concept of ecological aspects, social, and spiritual

relationship between human and environment to sustain the life of the next generation (GEN, 2005).

This study aims to obtain information on potential agritourism, assess the level of sustainability of the community, and get a recommendation of community-based agritourism development to improve the welfare of the village so the agricultural village can be preserved and sustainable.

##### Methodology:

The study was conducted in the village Cikahuripan, District Lembang, West Bandung regency, from May until October 2013. The data were collected includes, physical, biophysical, agricultural systems, and social, which are obtained through surveys, interviews, and disk study. Community sustainability level assessed by the method of GEN, 2005. Data were analyzed by descriptive - qualitative and quantitative.

#### RESULTS AND DISCUSSIONS

##### (i) Information on Potential Agritourism:

Cikahuripan village area is about 749.25 ha, that is laid at 1000 - 2000 m above sea level, the average

temperature is 20<sup>0</sup>C, rainfall is 2300 - 3000 mm/year with 120 - 180 rainy days, and humidity is 84.6%.

Some potencies in Cikahuripan village related to the development of agri-based community are:

**(1) The beautiful scenery and comfort environment:**

Cikahuripan has several beautiful scenery, such as mountains view, vegetable plantations, flower garden, valleys, and forests. This village also comfort and pleasant for visitors.

**(2) Typical farming culture:**

Integrated farming developed in the village Cikahuripan is dairy cattle, vegetable plants, cut flowers, grass feed cattle, and rabbits. In recent years

biogas is developed as a renewable energy source. Waste of biogas installations is utilized for compost fertilizer which is used for plant cultivation.

**(3) Attractions/agritourism object:**

There are several potential agri-tourism objects on several hamlets: dairy cattle, vegetable plantations, cutting flower, processing of agricultural products, mountain view, and the view of Lembang city; at Manoko Agricultural Experiment Station: citronella plantation, collection of medicinal and aromatic plants, melaleuca and macadamia plantation, integrated farming (citronella, citronella refining, dairy cattle, biogas, compost), garden, and mountain scenery. Some agritourism objects is showed at Figure 1.



**Fig. 1:** Some agritourism objects at Cikahuripan village, (a) plantation, (b) dairy cattle, and (c) citronella at Manoko Experimental station, (d) vegetable at hamlet, (e) gerbera at green house in Manoko hamlet, (f) grass feed and fish pond at the valley

**(4) Accessibility, facilities, and infrastructure:**

Cikahuripan village is very close to the town of Lembang. The condition of several roads in the hamlet are fairly good. The road to the village of Cikahuripan can be reached via the south (Kramat hamlet), and there is a steep section of the road. Another road to the village is via the East Cikahuripan (Cibodas hamlet), also found a steep path and relatively narrow.

**(5) Supporting and participation of community:**

The people of Cikahuripan enthusiastic and support the development of agri-based communities to improve people's income, preserve agricultural culture, and introduce agriculture to the visitor/community. Some existing community institutions can be developed or support this program. Capacity building through training is very important in order to increase public participation in the community-based agritourism and the community involved in the region planning (Muzha, 2013; Nurhidayati, 2012).

**(6) Potential Tourists visit to Lembang:**

Lembang is one of tourist destination that has been famous for its natural attractions such as Tangkuban Perahu mountain, Ciater hot water, and various types of culinary specialties. The location is close to Bandung with beautiful scenery and cool air causes the number of tourists increase. This is an opportunity and challenge for rural agritourism development.

**(ii) Community Sustainability Assessment:**

The evaluation results of Community Sustainability Assessment showed that the sustainability community sustainability ecological aspects is 187, it means necessary actions for improvement, while the score of social and spiritual respectively are 267 and 277, showed a good direction towards sustainability.

The development of agritourism is very appropriate to be applied in rurals of Indonesia. This is occurred with the results of emerging research in Sri Lanka, that agritourism should be developed with

the participation of the community and government support. In the development of a model agricultural village tourism needs to consider a varieties of factors, including physical, community and socio-cultural, economic, technological, legal and policy, the level of supply and demand of agricultural tourist, tourists and experience gained during a visit to the tourist area of agriculture (Routray, 2013; Kidd, 2011).

### **(iii) Recommended Development of Agri-based Community:**

The recommendations are (1) integrating agro objects, art and culture for tourism programs; (2) promoting integrated farming, land conservation, and utilization of agricultural waste; (3) improving hygiene in the settlements and the environment, by handling of wastes agriculture product at the household level; (4) strengthening the institutional communities to manage tourism programs; (5) improving human resources through training; (6) proposing agritourism to the local government, promotion and cooperation with relevant parties; (7) gradually providing and supporting facilities.

### **Conclusion:**

Cikahuripan village has the potential for the development of agri-based society with the object of cultivation of ornamental plants, vegetables, dairy and beef cattle in the villages, and beautiful views of the farm village. People are still apply typical farm culture system and some have been utilizing farm waste to biogas and compost.

Sustainability assessment of society in the social and spiritual aspects in the Village Cikahuripan shows good value towards sustainability while ecological aspects require corrective action towards sustainability. People in Cikahuripan village are conducive to the development of agri-based community, and institutional can be synergized to manage agritourism. Recommendations of community-based agritourism development include agritourism objects, institutional community, human resources, tourism programs, parties cooperation, and facilities.

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