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Agritourism Management Visitors Expectation and Destination Performance

Agung Suryawan Wiranatha^{1✉}, Christine Petr², I Gusti Ayu Oka Suryawardani³,
I Gusti Raka Purbanto⁴ and I Gusti Bagus Arya Yudiastina⁵

¹Faculty of Agricultural Technology, Udayana University, Indonesia

²Université de Bretagne Sud, France,

³Faculty of Agriculture, Udayana University, Indonesia

⁴Faculty of Engineering, Udayana University, Indonesia

^{1,3,5}Centre of Excellence, Udayana University Indonesia

✉Correspondence email: agung_suryawan@unud.ac.id

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Abstract

Keywords:
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Visitors Hope;
Destination
Performance;
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Strategy;
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Agritourism has become a travel trend for the travelers who enjoy visiting villages which are supported by the concept of back to nature. Understanding behavior of visitors in enjoying open space destination will be useful for the future visitation plan of traveler who prefer visiting nature, environment, and the beauty of landscape in the rural area. The research aimed: (i) to find out visitors' hope based on performance of Jatiluwih agritourism, and (ii) to formulate strategy to develop Jatiluwih Agritourism. Location of this research was Jatiluwih agritourism which was chosen because the number of visitors has been low compared to other nature-based destinations, such as Melasti and Pandawa beaches. Data was collected on January to April 2022 through distributing questionnaires to 300 visitors. Likert Scale was used to analyze the data in 1 – 5 scale. The number of indicator was nine. Visitors' satisfaction of Jatiluwih agritourism was assessed by using important and performance approach. The results show that (i) Level of destination performance of Jatiluwih Agritourism to all indicators was lower than visitors' expectation. Level of visitors' expectation for each indicator are as follow: a) level of visitors' expectation on attraction, healthy and comfortability were higher than the destination performance, and b) level of expectation of visitors on accessibility and amenity were lower than the destination' performance. Strategy to develop Jatiluwih Agritourism i.e., to improve the quality of cleanliness and health aspects as the main priority; to develop a better accessibility; to maintain the attractions; to maintain the hospitality, safety and comfortability of visitors.

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INTRODUCTION

Tourism is still a hope as a main income in Bali after the spread out of the Covid-19 virus. Efforts to utilize open space as a tourist attraction have been undertaken in order to recover Bali's economy. According to Wiranatha & Dalem (2010), the use of open space as a tourist attraction can provide benefits to the regional economy and contribute to natural conservation. Agritourism is an alternative destination in open space. It provides opportunities for farmers to increase their incomes in the form of added value from tourism activities and processed products, providing recreational value and maintaining environmental conservation (Cheteni & Umejesi, 2023; Contini et al., 2009; Din & Yunusova, 2016; Eshliki & Kaboudi, 2012; Sumadi & Wiranatha, 2023; Sznajder et al., 2009). Therefore, agritourism which are supported by the concept of back to nature activities will have its power (Aktymbayeva et al., 2017; Baipai et al., 2022; Bhatta & Ohe, 2020; Binns & Nel, 2002).

Jatiluwi rice field terrace is one of popular agritourism which is located at Tabanan Regency of Bali Province. UNESCO has put Jatiluwi in the World Heritage List since July 2012. Jatiluwi has been famous with fantastic rice field landscape. Visitors can also doing jogging in the area of beautiful paddy field, riding bicycle as well as enjoy waterfalls that is believe in purifying body and mind (I. G. A. O. Suryawardani et al., 2021). Even though the name of Jatiluwi has been known as one of the favorite nature based destinations, however the number of visitors has been low compared to other destination in Bali, such as Tanah Lot, Pandawa Beach and Melasti Beach. Based on record of The Central Bureau of Statistics (2023), the number of tourist visits these destinations during the periods of 2022 to 2023 are as follow: visit Tanah Lot was about 2,000,000-3,000,000 tourists per day, visit Pandawa Beach was about 7,000 per day, visit Melasti Beach was about 1,500 per day on weekdays, while during holidays was about 3000-4000 tourists. Meanwhile, the number of tourist visits to Jatiluwi was only 600 tourists per day (The Central Bureau of Statistics, 2023). Hence, managing of Jatiluwi Agritourism as an attractive open space destination is very important to increase the number of tourist's visitation.

Managing a destination have been studied previously. Kim et al. (2019), Koc (2008), Kubickova & Campbell (2020), Lee et al. (2024), Mill & Morisson (2009) suggested that there are five elements at the destination that can result in visitor's satisfaction, i.e., attraction, facilities, infrastructure, transportation, and hospitality. Attraction is activity offered in a destination. Facilities related to how to fulfil the need of visitors at the destination. Infrastructure and transportation are needed to ensure accessibility of the destination to the visitor. Hospitality is related to how to provide excellent service to the visitor (Flanigan et al., 2015; Fun et al., 2014; Fyall et al., 2019; Karampela et al., 2019).

Moreover, McGehee (2007), Middleton & Clarke (2011), Phillip et al. (2010), Rogerson & Rogerson (2014) suggested that demand for tourism determined by purpose of trips and psychographic characteristics. Travel purpose includes leisure trips, outdoors vacation, spa and wellness, festival, rural area visitation, etc., meanwhile psychographic characteristics includes lifestyle and values. So that, understanding purpose of trip and psychographic characteristics of travelers are really important to fulfil the needs and wants of visitors in a destination. In addition, Ramappa et al. (2022), Tabrizi et al. (2010), Wilson et al. (2001) emphasized on community creativity as an important key in the success of agritourism. Oppermann (2016) added that community creativity in creating various attractions can provide pleasant experiences for tourists. Meanwhile, Hjalager (1996) suggested that attraction, accessibility, amenity, and ancillary play an important role in development of destination. Therefore, performance of a destination must meet visitor's expectation.

This research is different to the previous research undertaken in Jatiluwih Agritourism which was focussed on branding of Jatiluwih Agritourism regarding consumer loyalty in visiting Jatiluwih Agritourism that has been undertaken by Suryawardani et al. (2021). They found that Jatiluwih has its positioning in the mind of visitors, so that, Jatiluwih agritourism should be managed in a professional manner in order to increase the number of tourists visitation. Farmer's capacity are also really important in development of agritourism which consists of farmers' knowledge, attitude, and skills. A study by Patricia et al. (2020) and Widari et al. (2020) on their research regarding farmers' capability in development of agritourism found that farmers' capacity and behavior significantly influenced visitors' loyalty. Even though many studies have been undertaken previously, however, research on visitor's satisfaction regarding importance value of visitors and destination performance of Jatiluwih agritourism have not been undertaken. This research is

important to develop a strategy in managing Jatiluwih Agritourism through destination management based on visitors' expectation and destination performance to increase the number of visitation to Jatiluwih agritourism. Novelty of this research is understanding visitors' needs and wants to perform better quality of Jatiluwih agritourism in order to support community welfare and regional economic. The objectives of this research were: (i) to analyze the level of visitors' expectation and destination performance, and (ii) to formulate strategy to develop Jatiluwih Agritourism.

RESEARCH METHODS

Jatiluwih Agritourism was chosen in this research. Data was collected on January to April 2022 through distributing questionnaires to 300 visitors. Likert Scale was used to analyze the data in 1 – 5 scale, i.e., 1 = Very Unimportant and 5 = Very Important. Method of Important and Performance was undertaken to reach the goal of research. The number of indicators was nine, i.e., (1) Attraction, (2) Accessibility, (3) Amenity, (4) Ancillary, (5) Hospitality, (6) Cleanliness, (7) Health, (8) Safety and (9) Comfortability. The average desire of visitors and the performance of Jatiluwih determined satisfaction of visitors. The graph is divided into four areas, i.e., 1st area explains high importance and low performance, 2nd area explains high importance and high performance, 3rd area explains low importance and low performance and 4th area explains low importance and high performance (Figure 1).

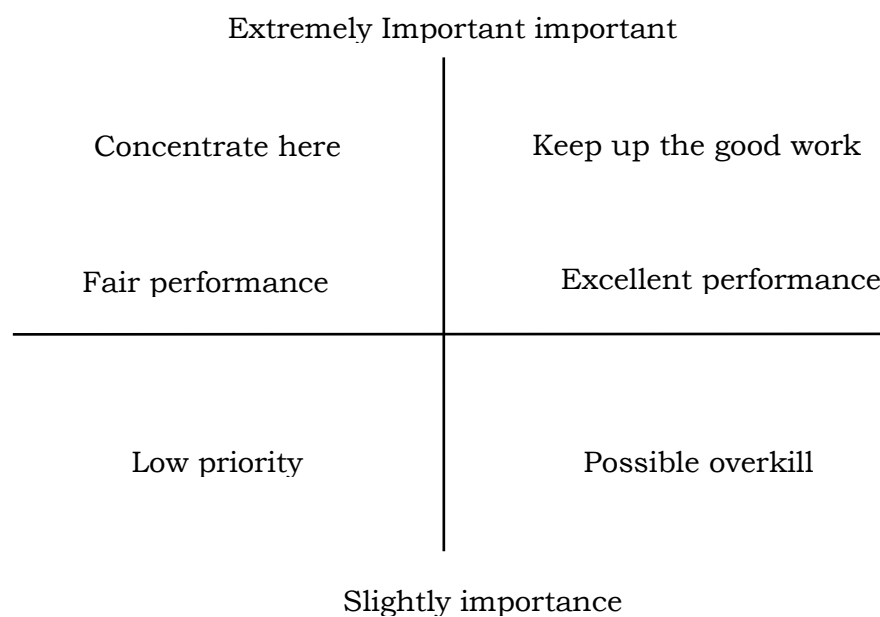


Figure 1. The four areas of visitors' expectation and destination performance

Source: Ormanovic, et al., (2017).

RESULTS AND DISCUSSION

Results of Visitors' Expectation and Destination Performance for All Indicators

Results of visitors' expectations and destination performance for all Indicators show that visitors' expectation was higher than destination performance. It can be seen from the average score of visitors expectation in visiting Jatiluwih Agritourism was 3.98 and average score of destination performance of was 3.64. Visitors' expectation was higher than destination performance in terms of attraction, healthy and comfortability, meanwhile visitors' expectation was lower than destination performance in terms of accessibility and amenity (Figure 2).

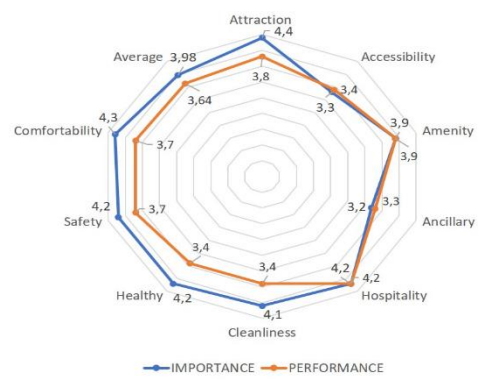


Figure 2. Results of visitors' expectation in visiting Jatiluwih Agritourism and destination performance for all indicators.

Results of Visitors' Expectation and Destination Performance for each Indicator

Results of visitors' expectation and destination performance for each indicator was distributed into four quadrants (Figure 3).

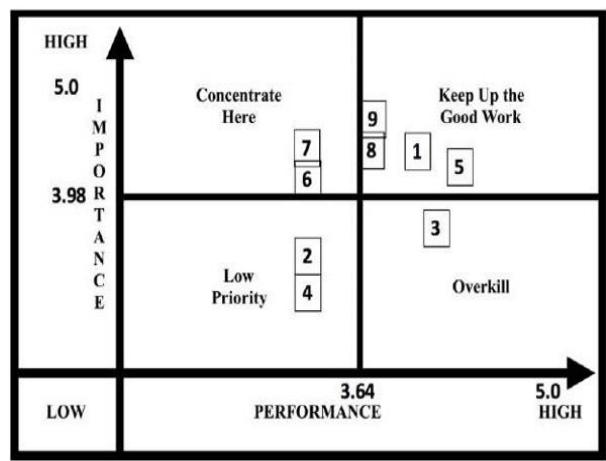


Figure 3. Results of Important and Performance Analysis of Jatiluwih Agritourism for each indicator

The Figure 3 can be explained as follow:

1. First area

This area explains high importance and low performance. As can be seen from the Figure 3, cleanliness (indicator 6) and health (indicator 7) were distributed in the first area, meaning that performance of Jatiluwih agritourism was lower than visitors' expectation in terms of cleanliness and health aspects. According to Ormanovic et al. (2017), the first area was interpreted as "Concentrate Here". Hence, management of Jatiluwih agritourism should be focused on cleanliness and health to improve its performance.

2. Second area

This area explains high importance and high performance. As can be seen from the Figure 3, attraction (indicator 1), hospitality (indicator 5), safety (indicator 8) and comfortability (indicator 9) were distributed in the second area. According to Ormanovic et al. (2017), the second area was interpreted as "Keep up the Good Work". Hence, destination management of Jatiluwih agritourism must continue to do attraction, hospitality, safety and comfortability that have been done.

3. Third area

This area explains low importance and low performance. As can be seen from the Figure 3, accessibility (indicator 2) and ancillary (indicator 4) were distributed in the third area. According to Ormanovic et al. (2017), the third area was interpreted as "Low Priority", which mean that visitors' expectation was low and destination performance was also low in terms of accessibility and ancillary. The results indicated management of Jatiluwih agritourism must be maintained as effort has been undertaken previously.

4. Fourth area

This area explains low importance and high performance. As can be seen from the Figure 3, amenity (indicator 3) was distributed in this area, means that performance of Jatiluwih destination was much better than visitors' expectation in term of amenity. According to Ormanovic et al. (2017), the fourth area was interpreted as "Possible Overkill" which mean that low visitors' expectation and and high performance of Jatiluwih agritourism in terms of amenity. The results indicated that performance of jatiluwih agritourism was much better than visitors' expectation on amenity aspect. The results indicated that aspect of amenity is not a priority by visitor who visit Jatiluwih agritourism.

Summary of several indicators that must be given a priority, needs to be improved, have to be maintained are as follow: i) several indicators that need to be given the priority that must be improved are cleanliness and health, ii) several indicators that needs to be improved but in a low priority are accessibility and ancillary, iii) several indicators that have to be maintained are attraction, hospitality, safety, comfortability and amenity.

This study are inline with previous study by Suryawardani et al. (2021) in her research on managing three tourism village in Bali in i.e. Pengelipuran, Munduk, and Jasri, however her research found different distribution of indicators in each area. This study is also inline with the study by Ormanovic et al. (2017) in using Importance and Performance Analysis on their research on organizational behavior, however different indicators were used in their research which could have been greatly help managers in generate decisions. Hudson et al. (2004) also implemented this method who suggested that Importance and Performance Analysis is an easy approach in many topics. Other studies which used similar methods are Abalo et al. (2007), Kuo et al. (2012), Levenburg & Magal (2004) who also found that there is no doubt in using Importance and Performance Analysis in analyzing needs, wants and hope of customers in collaboration with products or services available in the marketplace.

Moreover, (Cheteni & Umejese, 2023; Contini et al., 2009; Din & Yunusova, 2016; Eshliki & Kaboudi, 2012; Mazanee et al., 2010; Suryawardani et al., 2014) suggested that analyzing agritourism as a destination need a holistic approach in assessing visitors' hope and the way that destination must show their competitiveness. The more destination can get the loyal visitors the more benefit of agritourism to the community will be. This will results in the goal of sustainable agritourism. As long as the destination can use local resources, local community, and managed by local people, this can reduce the use of outside resources. According to Suryawardani & Wiranatha (2016) the use of overseas resources can results in tourism leakage that can minimize benefit of tourism. They suggested that the use of local resources can reduce tourism leakage by optimizing local production and local human resources, however, improvement the capability of local human resources are crucial. Therefore, collaboration of all stakeholders to implement the appropriate development strategies is very important.

Strategy in Managing Jatiluwih Agritourism in Bali

Based on the above results, strategy in managing Jatiluwih agritourism in Bali are as follow:

1. To improve the quality of cleanliness and health aspects of the agritourism destination as the main priority;
2. To develop a better accessibility at the agritourism destination in a lower priority;
3. To improve the agritourism destination management (ancillary) in a lower priority;
4. To maintain the attractions that were available at the agritourism destination;
5. To maintain the hospitality, safety and comfortability of visitors at the destination.

CONCLUSIONS

Based on the results of this study, conclusions can be drawn as follows. Level of destination performance of Jatiluwih Agritourism in all indicators was lower than visitors' expectation. Level of visitors' expectation for each indicator are as follow: a) level of visitors' expectation on attraction, healthy and comfortability were higher than the destination performance, meaning that Jatiluwih Agritourism gives lower performance than visitors' expectation in term of attraction, healthy and comfortability, and b) level of expectation of visitors on accessibility and amenity were lower than the destination' performance, meaning that Jatiluwih Agritourism demonstrates higher level of performance than visitors' expectation in term of accessibility and amenity, Strategy to develop Jatiluwih Agritourism i.e., to improve the quality of cleanliness and health aspects of the agritourism destination as the main priority; to develop a better accessibility at the agritourism destination in a lower priority; to improve the agritourism destination management (ancillary) in a lower priority; to maintain the attractions that were available at the agritourism destination; to maintain the hospitality, safety and comfortability of visitors at the destination.

RECOMMENDATIONS

Recommendations for developing Jatiluwih Agritourism are: (i) collaboration of all stakeholders to implement the appropriate development strategies; (ii) the local government should provide assistances to the Jatiluwih agritourism; (iii) the government should support the agritourism development by providing additional tourism facilities related to rice farming, and other public facilities for visitors; and (iv) tourism industry should support the Jatiluwih agritourism by allocating CSR

funds.

AUTHOR CONTRIBUTIONS

1	Ir. Agung Suryawan Wiranatha, MSc., PhD.	
	Institution	Associate Professor, Faculty of Agriculture Technology, Udayana University, Udayana University Campus at Bukit Jimbaran, Badung, Bali.
	Contributions	Writing the research proposal, conducting a literature review, analyzing data, interpreting the data, funding, and finalizing the manuscript up to submission to a journal.
	Homepage	https://sinta.kemdikbud.go.id/authors/profile/5982908/
2	Prof. Christine Petr	
	Institution	Professor, University of South Britany, France (Universite de Bretagne Sud)
	Contributions	Writing the research proposal, conducted a literature review, analyzed data, interpreted the data, and finalized the manuscript up to submission to journal.
	Homepage	https://www-facultesciences.univ-ubs.fr/fr/contacts-2/annuaire/p/e/t/personnel-christine-petr-fr.html
3	Prof. Dr. Ir. I Gusti Ayu Oka Suryawardani, M.Mgt., Ph.D.	
	Institution	Professor, Faculty of Agriculture Udayana University, Agribusiness Study Program, Udayana University Campus at Bukit Jimbaran, Badung, Bali.
	Contributions	Writing the research proposal, conducted a literature review, analyzed data, interpreted the data, and finalized the manuscript up to submission to journal.
	Homepage	https://sinta.kemdikbud.go.id/authors/profile/6184829
4	Ir. I Gusti Raka Purbanto, M.T.	
	Institution	Lecturer, Faculty of Engineering Udayana University, Civil Engineering Study Program, Udayana University Campus at Bukit Jimbaran, Badung, Bali.
	Contributions	Undertaking survey, collecting data, doing data entry, and writing draft of manuscript
	Homepage	https://sinta.kemdikbud.go.id/authors/profile/6644546
5	I Gusti Bagus Arya Yudiastina,, STP	
	Institution	Research team of Centre of Excellent in Tourism Udayana University
	Contributions	Undertaking survey, collecting data, doing data entry, and writing draft of manuscript.
	Homepage	https://sinta.kemdikbud.go.id/authors/profile/5982908/

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