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Development of Agritourism Based on Seaweed Farming

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Abstract

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Nusa Penida Island in Bali has been known as one of popular tourist destinations in Bali. Despite of tourism, Nusa Penida Island was popular because of the seaweed production. However, the seaweed production has declined in this island due to the domination of tourism development. During the Covid-19 pandemic, some people in this island have back to seaweed farming. This research aimed to find out the potential of seaweed farming as an agritourism, and to propose development strategies for agritourism in this island. Suana Village was chosen as the location of this research because many seaweed farming practices are still existed within this village area. Data was collected by using literature review, observation, interviews, and focus group discussion. Data analysis was undertaken by using Internal-External Factor Analysis, IE Matrix, and SWOT Analysis. Research findings suggested that agritourism based on seaweed farming at Suana Village has some positive supports in terms of tourist attractions, amenities, accessibility, and ancillary services available in this village. The IE Matrix analysis suggested that the grand strategies for the seaweed agritourism development are product development and market penetration. It is also required improvement of human resources. This research results show that it is really important to build up competitiveness of development of seaweed agritourism in order to link tourism and aquaculture in Nusa Penida Island.

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INTRODUCTION

Nusa Penida is one of the most popular tourist destinations in Klungkung Regency, Bali Province. TripAdvisor awarded one of its tourist attractions as the second best beaches in Asia, namely Kelingking Beach. Nusa Penida was also awarded as the world best backpacker destination in 2020 by Hostelworld (Travel.Detik.com, 2019). Nusa Penida visited by 404.483 tourists in 2019, with the average annual growth rate of 18% within last 5 years. The growing number of tourists visiting Nusa Penida has also supported by the availability of tourism facilities. The number of restaurants available in year 2019 was 251 units, increased 59% to reach 398 units in year 2020 (BPS Klungkung, 2021). Tourism infrastructure is also getting better, including the construction of golden triangle ports which will provide a better access to both foreign and domestic tourists to visit Nusa Penida (Regional.kompas.com, 2020).

According to Klungkung Regency Regulation No. 1 / 2013 regarding land use planning (RTRW), the northern coast of Nusa Penida is designated as a seaweed farming area that includes seven villages, namely Jungut Batu, Lembongan, Toya Pakeh, Ped, Suana, Kutampi Kaler, and Batununggul. There are two types of seaweed that are cultivated in these areas, namely *euchema spinosum* and *euchema cottonii*. The seaweed harvesting in the Nusa Penida has produced 100,485 tons in 2016, which was 90% of the total seaweed production in Bali Province (BPS Klungkung, 2016). In the last five years, the seaweed production has decreased. Seaweed farming has become marginalized in this area due to the development of tourism, which has weakened people's interest in seaweed farming (Pradnyana & Nugroho, 2019). The Covid-19 pandemic that started at the end of year 2019 has paralyzed the tourism sector. Many people of Nusa Penida who previously relied upon tourism sector are now cultivating seaweed. This situation can be the right momentum to collaborate between seaweed farming and tourism, in the form of seaweed agritourism.

Palit & Rumagit (2017) stated that agritourism is an effort to utilize agricultural potential to become tourist attractions, such as natural scenery, uniqueness of production activities, and agricultural practices. Fleischer & Tsur (2000) suggested that the originality, uniqueness, and beauty of the natural scenery in the agritourism are the important asset in order to attract visitors. Moreover, agritourism is believe to be able to minimize the negative impact of tourism development on the environment through the concept of trend back to nature (Hjalager, 1996). Agritourism is very important as a way to promote natural and cultural heritages in addition to contributing to the economic development of the community (Jaafar et al., 2013), as well as being beneficial to the local ecology (Pambudi & Setyono, 2018). Furthermore, Eshun & Tichaawa (2020) stated that agritourism has potential value for reducing poverty in a village and for reducing the economic difficulties of a country. Suryawardani et al. (2021) is one of the mostly research projects on *subak*-based agritourism in Jatiluwih Bali. Other researches on agritourism in Bali are in highland (*subak abian*)-based agritourism, such as undertaken by Satriawan et al. (2012). They stated that this kind of agritourism in Bali is based on agricultural commodities, such as coffee, cocoa, oranges, salak, and strawberries, which supported by gardens and natural scenery.

This research is different to the mostly *subak*-based and *subak abian*-based

agritourism, in which this agritourism research was undertaken in the seaweed farming at coastal area. The above empirical study provides an overview related to agritourism, so that the development of seaweed farming as agritourism will enrich tourism attractions in Nusa Penida. Agritourism provides opportunities for farmers to improve their incomes in the form of added value from tourism activities and processed seaweed products. Suana is one of the village in Nusa Penida in which seaweed farming is still existed. There are about 96 hectares seaweed farming by the community, although tourism is also developing in this village. Suana Village can take advantage from the seaweed farming and tourism development in it's area. However, a study is needed to identify the tourism potential and to propose the seaweed agritourism development strategy in Suana Village through the integration of seaweed farming practices and tourism activities in order to improve community welfare and preserve nature in this village. Novelty of this research is the integration among tourism and aquaculture in supporting regional economic development.

The objectives of this research were: (i) to identify the tourism potential of Suana Village, including seaweed farming; and (ii) to propose the seaweed agritourism development strategy that is supported by other tourism activities at Suana Village.

RESEARCH METHODS

Research was undertaken at Suana Village Nusa Penida Bali on January to February 2021. This village was chosen because there are many seaweed farmings in this village's beach area. In order to identify the tourism potential of Suana Village including seaweed farming, the research was undertaken by on-site observation of the seaweed farming and tourist attraction available within the village area, and depth-interview by using interview guide to three seaweed farmers, the Secretary of Suana Village, the Chairperson of HPPNP Nusa Penida, and the Head of the Tourism Marketing Division of Klungkung Regency. Furthermore, in order to propose the seaweed agritourism development strategy at Suana Village, the research was undertaken by using focus groups discussion (FGD) and distributing questionnaires involving ten key informants representing tourism stakeholders (pentahelix components), namely seaweed farmers, local tourism business, the Secretary of Suana Village, the Head of the Tourism Marketing Division of Klungkung Regency, the Secretary of Hotel and Restaurants Association (PHRI) Klungkung, the Chairperson of HPPNP Nusa Penida, academician of the National Polytechnic Bali, and Kompas TV journalist. According to Martha & Kresno (2016), research data should be obtained from key informants who have insight and experience regarding the problems being observed. Focus group discussion was conducted to identify internal and external factors that influence the development of seaweed agritourism at Suana Village. The questionnaire was obtained in order to determine the weight and rating of each indicator from internal and external factors that affect the development of seaweed agritourism at Suana Village, Nusa Penida. .

Data analysis were undertaken by using qualitative analysis, namely (i) qualitative descriptive analysis in order to identify the tourism potential of Suana Village including seaweed farming, and (ii) IFAS and EFAS, IE matrix and SWOT analysis (Rumere et al., 2020; Sugandi et al., 2020) in order to propose the seaweed agritourism development strategy at Suana Village.

RESULTS AND DISCUSSION

The Potential of Agritourism at Suana Village

Attractions

The main tourist attractions of seaweed agritourism at Suana Village are in the form of seaweed farming activities, ranging from seeding, planting, and harvesting, as well as processing of seaweed to become souvenirs in the form of processed seaweed products, namely crackers and *dodol* (seaweed jelly). Seaweed cultivation at certain places has the potential to become a unique tourism attraction (Hussin et al., 2015) due to the beauty of the coastal landscape. In the case of seaweed farming at Suana Village, visitors can also enjoy the coastal landscape with the background of Mount Agung on the eastern side of Bali Island, and Mount Rinjani on Lombok Island. The results of the identification of potential tourist attractions at Suana Village are shown in Table 1.

Table 1. Tourist Attractions at Suana Village

Types	Attractions
Nature	- Seaweed cultivation (seeding, planting, and harvesting) - Beautiful panorama (landscape), sunrise, and the surrounding islands. - White sandy beaches and diving sites
Culture	- There are several temples (Batu Mas Kuning Temple, Batu Medawu Temple, and Goa Giri Putri Temple). - The ritual activities, such as <i>ngusaba / mekelem</i>
Man	- Selfie spots
Made	- Processed seaweed products as souvenirs - Culinary tourism or gastronomy typical of seaweed

Source: Primary data collection (2021)

As shown in Table 1, there are eight (8) potential agritourism attractions at Suana Village, consisting of 3 nature-based attractions, 2 culture-based attractions and 3 man-made attractions. These potential attractions are also supported by a variety of tourism activities, including village exploration, beach recreation, cycling, beach volleyball, canoeing, diving, and fishing. All agritourism attractions can be collaborated with these tourism activities to support the development of seaweed agritourism at Suana Village.

Accessibility

Accessibility has an important role in supporting tourism in a destination (Handayani et al., 2019). The Nusa Penida Island can be easily access from main island of Bali through sea transportation with a travel time of 20 minutes to 60 minutes. The Ro-ro ship transportation is available only from Padangbai Port in Karangasem. Several traditional ports at Klungkung Regency, such as Tribuana Port, Banjar Bias, and Kusamba have also provided fast boats and traditional boats to Nusa Penida Island. Nusa Penida Island also can be accessed from Sanur, Serangan, and Benoa Harbor in Denpasar City. These are the main access for tourists to Nusa Penida Island. Nusa Penida Island has five ferry ports, namely Sampalan Port and Nusa Penida Port in Batununggul Village, Buyuk Port in Kutampi Kaler Village, as well Banjar Nyuh Port in Ped Village, and Toya Pakeh Port. Currently, the golden triangle ports are being built in Sanur, Sampalan and Bias Munjul. The condition of

the road infrastructure from all ports to the seaweed agritourism area at Suana Village is in good condition. The roads were constructed with a cool mix system that are feasible for the mobility of tourists both using motorbikes or cars.

Amenity

The seaweed agritourism area at Suana Village has some facilities, such as 12 units accommodations for tourists, and five restaurants or food stalls. All accommodations and restaurants are also equipped with toilets and Wi-Fi networks. In this area is also available health facilities and supported by sufficient electricity and telecommunication network. The availability of amenities or facilities plays a role in meeting the needs of tourists in enjoying the tourist destination (Abdulhaji & Yusuf, 2017). There are several facilities that are not yet available in this area, including parking area, public toilets, clean water supply, ATM centre, currency exchanger and souvenir shops.

Ancillary

Ancillary includes the roles of various organizations to facilitate and support development including marketing tourist destinations (Sugiama, 2011). The seaweed farmers at Suana Village already have an organization (seaweed farmer group) but do not yet have written rules or *awig-awig* regarding the seaweed agritourism activities. Moreover, the Suana Village also already has an organization to support tourism activities (Kelompok Sadar Wisata, *Pokdarwis*) called Loka Muda Mandiri, which is engaged in entrepreneurs and tourism. The existence of *Pokdarwis* and seaweed farmer group may be able to facilitate and to coordinate in the beginning of the development of seaweed agritourism in this village. A new formal organization to manage the seaweed agritourism at Suana Village must be formed by involving representative of seaweed farmers, *Pokdarwis*, community leaders and professional people in tourism.

Development Strategy of Seaweed Agritourism at Suana Village

Internal Factors Analysis

Internal factors consist of strengths and weaknesses. There were ten internal factors that were considered as strengths, and eight internal factors are considered as weaknesses of seaweed agritourism development at Suana Village. They are shown in Table 2. According to Table 2, the most strength factor in the development of seaweed agritourism at Suana Village was the attractiveness of seaweed farming activities with a weighted score of 0.253. The second dominant strength was the promotion and marketing program for tourism with a weighted score of 0.242, in which the promotion and marketing was undertaken by utilizing information technology (internet). The third dominant strength was the existence of tourist facilities, including twelve units of accommodations and five restaurants at Suana Village, with a weighted score of 0.239. On the other hand, there were several weaknesses, such as the lack of interest of the community on seaweed farming as the most weakness factor in the development of seaweed agritourism (0.063). The second dominant weakness was the lack of sustainability of seaweed farming (0.066) because the seaweed farming was abandoned, although not totally, during the booming of tourism development in Nusa Penida Island. Another dominant weakness

factor was the lack of seaweed farmers regeneration (0.073) due to young people considered seaweed farming was difficult with less and uncertain income in comparison to other jobs, such as working in tourism.

Table 2. Internal Factors of Seaweed Agritourism at Suana Village

No.	Internal Factors	Weight	Score	Weighted Score
A.	Strengths			
1.	Seaweed farming activities	0.063	4.0	0.253
2.	Attractive views	0.060	3.7	0.222
3.	Seaweed processed products	0.056	3.6	0.202
4.	Within tourism area	0.057	3.6	0.204
5.	Strategic location	0.057	3.5	0.201
6.	Availability of tourism facilities	0.061	3.9	0.239
7.	Community based tourism	0.053	3.4	0.179
8.	Availability of promotion and marketing	0.062	3.9	0.242
9.	Seaweed as prominent product	0.055	3.4	0.186
10.	Relatively new tourism attractions	0.059	3.8	0.223
B.	Weaknesses			
1.	Lack of human resource competencies	0.053	1.7	0.090
2.	Conflict of interests	0.047	1.7	0.080
3.	Lack of interests on seaweed farming	0.057	1.1	0.063
4.	Some coastal areas belong to private	0.046	1.6	0.077
5.	Management organization of tourism attraction	0.051	1.8	0.092
6.	Lack of sustainability of seaweed farming	0.055	1.2	0.066
7.	Lack of seaweed farmers regeneration	0.056	1.3	0.073
8.	Lack of environmental arrangement	0.050	1.8	0.090
Total Weighted Scores for Internal Factors				2.781

Source: Primary data collection (2021)

Internal factor analysis is intended to identify the strengths that can minimize the weaknesses in the development of seaweed agritourism at Suana Village. The strengths of the internal factors can be used in developing and improving or minimizing existing weaknesses. Overall, eighteen internal factors were identified in the development of seaweed agritourism at Suana Village, namely ten factors as strengths and eight factors as weaknesses. The total weighted score of the internal factors was 2.781. This condition indicated that the internal factors in the development of seaweed agritourism at Suana Village were in the average category.

External Factors Analysis

External factors consist of opportunities and threats. There were ten external factors that were considered as opportunities, and six external factors were considered as threats of seaweed agritourism development at Suana Village. They are shown in Table 3.

Table 3. External Factors of Seaweed Agritourism at Suana Village

No.	External Factors	Weight	Score	Weighted Score
A.	Opportunities			
1.	Increasing trend of nature-based tourism	0.060	3.1	0.187
2.	Outdoor activities are preferable, especially due to Covid-19 pandemic	0.062	3.2	0.198
3.	In line with the tourism tagline of Nusa Penida, "The Blue Paradise Island"	0.055	2.8	0.154
4.	Local government supports on promotion, marketing, and providing seaweed seeds	0.057	3.0	0.170
5.	Tourism business supports on providing tourism facilities	0.064	3.4	0.218
6.	Increasing trend of tourists visiting Nusa Penida Island	0.065	3.4	0.221
7.	The availability of information and communication technology	0.067	3.5	0.233
8.	Nusa Penida tour package to include seaweed agritourism	0.063	3.1	0.194
9.	No competition with similar attraction in the Nusa Penida area	0.060	3.2	0.193
10.	Cooperation with travel agents	0.059	3.4	0.200
B.	Threats			
1.	Seaweed prices are relatively volatile	0.066	2.0	0.131
2.	Seaweed is susceptible to weather and diseases	0.070	1.4	0.097
3.	Land use changes of coastal areas from seaweed farming to other purposes	0.062	3.0	0.186
4.	Public considers tourism as a leading sector and ignores the other sectors	0.063	2.2	0.140
5.	Conflict of interests in the use of coastal area	0.060	2.9	0.173
6.	Pollution and climate change	0.068	1.6	0.109
	Total Weighted Scores for External Factors			2.805

Source: Primary data collection (2021)

According to Table 3, the highest opportunity in the development of seaweed agritourism at Suana Village was the availability of information and communication technology with a weighted score of 0.233. The second highest opportunity was the increasing trend of tourists visiting Nusa Penida Island with a weighted score of 0.221. The third highest opportunity was tourism business supports on providing tourism facilities with a weighted score of 0.218. On the other hand, there were several threats, such as seaweed is susceptible to weather and diseases as the biggest threats in the development of seaweed agritourism (0.097). The second biggest threats were pollution and climate change (0.109). Another biggest threat was seaweed prices are relatively volatile (0.131). External factor analysis is intended to identify the opportunity and the threats in the development of seaweed agritourism at Suana Village, therefore it can be established strategies to maximize opportunities and to minimize threats. Overall, sixteen external factors were identified in the development of seaweed agritourism at Suana Village, namely ten factors as opportunity and six factors as threats. The total weighted score of the external factors was 2.805. This condition illustrated that the results of the analysis of external factors in the development of seaweed agritourism at Suana Village were in the medium category.

Internal-External Matrix (IE Matrix)

Internal-External matrix analysis (IE Matrix) provide insight in formulating the right strategy after obtaining the position of internal and external factors that involved in seaweed agritourism development at Suana Village. The result of IE matrix analysis on the development of seaweed agritourism at Suana Village is shown in a Cartesians diagram as in the Figure 1.

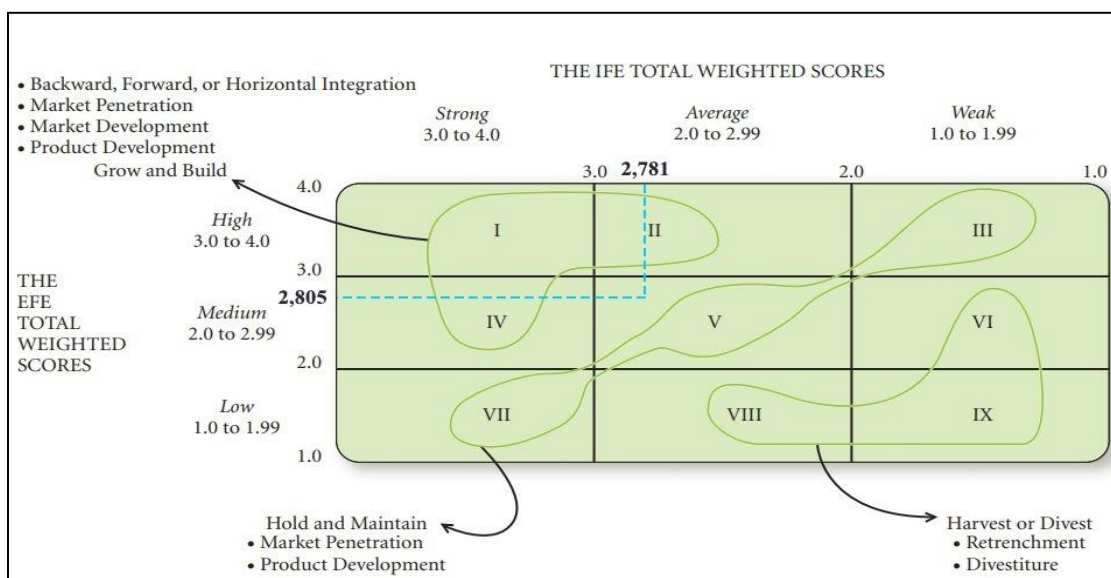


Figure 1. Analysis of Internal-External Matrix (IE Matrix)

(Source: Primary data collection, 2021)

Based upon the results of the IE Matrix Analysis, the development of seaweed agritourism at Suana Village took place in Quadrant Five (V). The quadrant five means that the seaweed agritourism has many potentials in good condition because the existing potential of seaweed agritourism has many strengths and opportunities to be developed. The grand strategy that can be implemented is hold and maintain, especially referring to the product development and market penetration (David & David, 2017). This grand strategy can be developed into and supported by several alternative strategies which are obtained from the SWOT analysis. SWOT Analysis developed alternative strategies into four groups, namely strategies of strengths and opportunities (SO), strategies of strengths and threats (ST), strategies of weaknesses and opportunities (WO), and strategies of weaknesses and threats (WT). Combination of grand strategy resulted from IE Matrix and alternative strategies based on SWOT Analysis can be composed as the development strategies for the seaweed agritourism at Suana Village.

Seaweed Agritourism Development Strategy

Development strategy of seaweed agritourism at Suana Village will be focused on product development and market penetration. Several previous research on agritourism, such as Eshun & Tichaawa (2020) and Sumantra, et al. (2017) also suggested that product development, product diversification and marketing are important aspects in agritourism development. However, it also is required some other supporting strategies such as development of tourism supporting facilities and

development of human resources involved in tourism. Hussin, et al. (2015) also suggested that seaweed farming as a community-based rural tourism needs support from all stakeholders. Furthermore, Stanovcic, et al. (2018) also said that agritourism development is required human resource development, particularly training given to the farmers in order to diversify their products.

a. Product Development

Product development can be undertaken by several strategies, as follows: (1) Development of sight-seeing tourism based on natural beauty of the landscape and sunrise; (2) Development of education tourism based on seaweed farming; (3) Development of cultural tourism based on cultural attractions existed in the village; (4) Development of processed seaweed products as a product specialties and souvenirs; (5) Development of local culinary and gastronomic tourism with the basic ingredients of seaweed; (6) Development of various tourism activities, such as village exploration by cycling, beach recreation, beach volleyball, canoeing, diving and fishing.

b. Market Development

Market development, including market penetration can be undertaken by implementing several strategies, including: (1) Collaboration with tourism industry, such as travel agents and accommodations; (2) Development of tour packages to target group of visitors, such as students (schools and university) and other community groups; (3) Undertaking promotion by utilizing information technology; (4) Development of branding of seaweed agritourism.

c. Development of Tourism Supporting Facilities

Development of tourism supporting facilities can be undertaken by several strategies, as follows: (1) Development of seaweed information center with exhibition rooms for information about seaweed cultivation and processing and products display; (2) Development of public facilities for visitors, such as toilets, showers, lockers, and changing rooms; (3) Establishment of signage, and notice or information boards; (4) Development of public parking area; (5) Development of gazebos and photo spots at several points.

d. Development of Human Resources

Development of human resources, particularly for supporting agritourism can be undertaken by implementing several strategies, including: (1) Improving knowledge and skills of seaweed farmers on seaweed processing into a variety of products and on gastronomic tourism; (2) Improving skills of local guides on foreign languages; (3) Development of organization that manages the agritourism.

CONCLUSIONS

Based on the results of this study, conclusions can be drawn as follows: (1) Seaweed farming at Suana Village in Nusa Penida Island has significant potentials to be developed as agritourism which can be seen from the 4A component, namely: (i) the existence of tourist attractions in the form of seaweed farming practices, attractive natural landscape views and some processed seaweed products as souvenirs; (ii) relatively good accessibility into the Nusa Penida Island from main Bali Island by sea transportation modes, and good land infrastructure conditions within the Nusa Penida Island; (iii) the existence of tourism amenity around the agritourism area, such as accommodation, restaurants, electricity and communication networks;

and (iv) the availability of ancillary to support agritourism, such as organization of seaweed farmers, local tourism organization (*Pokdarwis*), and local government supports to the seaweed farmers; (2) The results of internal and external factors analysis and IE Matrix showed that the grand strategy in developing seaweed agritourism at Suana Village is to hold and maintain through tourism products development and market development (particularly market penetration). The implementation of the grand strategy is undertaken through several alternative strategies based on SWOT Analysis, namely: (i) development of tourism products, including sight-seeing tourism, education tourism, cultural tourism, seaweed processing products, culinary or gastronomic tourism, and various tourism activities in the village and coastal area; and (ii) market development through market penetration in collaboration with tourism industry, offering tour packages to target group of visitors, undertaking promotion, and branding. To become a better agritourism, the agritourism should have supporting facilities, such as seaweed information centre with exhibition rooms, signage and information boards, gazebos and photo spots at several points; and government support on human resources, by improving knowledge and skills of seaweed farmers on seaweed processing, and development of organization that manages the agritourism.

RECOMMENDATIONS

The recommendations for developing seaweed agritourism at Suana Village in Nusa Penida Island are namely: (i) all stakeholders should work together to implement the appropriate development strategies; (ii) the local government should provide assistances to the seaweed farming; (iii) the government should support the seaweed agritourism development by providing additional tourism facilities related to seaweed farming, and other public facilities for visitors; and (iv) tourism industry should support the seaweed agritourism by allocating CSR funds.

AUTHOR CONTRIBUTIONS

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	Contributions	Undertaking survey, collecting data, doing data entry, and writing draft of manuscript.
	Homepage	https://pddikti.kemdikbud.go.id/data_dosen/D37E5A5C-A2AF-4B03-92C0-EFCEFCABE1B2/DBBAFC66-8D31-4AB9-A533-6EBCF290E5D8
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	Contributions	Conducted a literature review, analyzed data, interpreted the data, funded, and finalised the manuscript up to submission to journal.
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