

Assessing the tourism potential of Plalangan Village for sustainable agro-edutourism development

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ABSTRACT

Purpose — *The objective of this research is to assess the tourism potential of Plalangan Village for developing it as a tourism destination, specifically focusing on sustainable agro-edutourism.*

Method — *This study utilized a qualitative approach with qualitative descriptive methods. Data collection involved the use of observation, focus group discussions (FGDs), and in-depth interviews with key figures. Additionally, literature studies conducted online and literature reviews were undertaken. Visual evidence in the form of documentation was employed to enhance the credibility of the research findings.*

Result — *The research results indicate that Plalangan Village possesses tourism potential, with various attractions such as natural sites like Plalangan Hill and the Twin Dams, cultural sites like Can Macanan Kadduk, and man-made attractions like fish farming and the cracker industry. Additionally, the village has potential areas for a people's market and open green spaces. In light of this potential, a tourism map of Plalangan Village has been created, showcasing the various attractions, as well as the suggested flow of tourist visits, one-day tour packages, and a visualization of the appealing camping grounds on Plalangan Hill. These findings strongly suggest that Plalangan Village has the potential to be developed as a tourism village, with a sustainable agro-edutourism concept.*

Novelty — *This study focused on specific regional agro-edutourism potentials and their development strategies, aiming to enhance local welfare and community prosperity through tailored approaches.*

Keywords: *agro-edutourism, development, potency, sustainable*

INTRODUCTION

After the end of the Covid-19 pandemic, tourism is experiencing a remarkable revival. The Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia has reported a 68.92% increase in foreign tourist visits in August 2023, totaling 670,509 more visits compared to August 2022 (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). The ministry's strategic plan for 2020-2024 highlights the potential for developing creative economy tourism, with a focus on rural areas. Rural tourism, also known as village tourism, can stimulate economic activity, preserve the environment, and prevent the urbanization of rural communities (Kementerian Pariwisata Dan Ekonomi Kreatif, 2020). To achieve these goals, Kemenparekraf collaborates with the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kemendes PDTT). By 2024, Kemenparekraf aims to certify 244 tourism villages as independent tourism villages. The existence of these tourism villages demonstrates the tourism sector's commitment to preserving local traditions. In the development of tourism villages, the involvement and support of the local community play a crucial role (Goodwin & Santilli, 2009).

As an agrarian country, Indonesia boasts diverse natural and biological resources, particularly in rural areas where agriculture is a vital part of the economy. The combination of agricultural



richness and cultural diversity makes these areas highly attractive for agrotourism. Modern tourists seek experiences such as enjoying fresh air, scenic green landscapes, traditional product processing, and unique agricultural products (Capina & Matra, 2023). Consequently, agrotourism has become a popular choice for leisure activities.

Agrotourism refers to the integration of agricultural and tourism activities. It involves the development of tourism on agricultural land to attract visitors (Barbieri & Mshenga, 2008). The key characteristic of agrotourism is the blend of agriculture and rural tourism. It serves as an important source of income for farmers and other stakeholders, supporting local communities (Santucci, 2017), while also aiding in the preservation of cultural heritage in rural areas (Cerutti et al., 2016). The primary objective of agrotourism is to provide tourists with a firsthand experience of agricultural processes and rural life. Additionally, Khotari & Perwej (2021) state that agrotourism aims to develop unique products for integrated tourism that contribute to sustainable development in rural areas. Agrotourism also fosters an increased interest in agriculture, resulting in a healthier and greener environment, as well as higher production of organic food. Through agrotourism, tourists can gain a deeper understanding of food origins and production, explore various plant and animal species, and immerse themselves in countryside living. The concept of agrotourism also emphasizes the importance of sustainability and environmental preservation (Nurisjah, 2001).

In addition to agrotourism, rural areas also offer the opportunity for edutourism. Edutourism, as explained by Ritchie (2003), is a type of tourism where the main goal of the trip is education, learning, and the acquisition of knowledge. Roger (cited in Abubakar et al., 2014) further defines edutourism as any tourism program where participants travel to locations individually or in groups with the main purpose of engaging in a learning experience. For example, in the world of rural and livestock, there is a demand for new types of tourism such as agricultural entertainment, cooking classes on farms, herbal medicine blending, traditional demonstrations, and more. These activities aim to provide enjoyable and educational recreation for children (Petroman et al., 2016). Edutourism has become increasingly popular worldwide and is used as a major source of income in many countries (Bhuiyana et al., 2010). It is considered an alternative form of tourism due to its products, processes, and functions. Edutourism operates on a smaller scale, with local control, and within the environmental, social, and economic carrying capacity of the destination (Weaver, 1995). It is characterized by its manageable size and specific objectives, with the aim of providing knowledge, understanding, and practical skills to tourists. Combining education and tourism activities can create memorable and educational experiences, contributing positively to public knowledge and awareness (Malihah & Setiyorini, 2014).

Those two types of tourism mentioned above can be effectively combined into a single tourism activity known as agro-edutourism. As the name suggests, agro-edutourism combines the elements of agriculture (represented by the term "agro"), education (which adds an element of knowledge or learning), and tourism activities. By merging the features of agrotourism, such as agricultural and agribusiness activities, with the educational aspect of edutourism, agro-edutourism offers visitors a holistic and comprehensive learning experience. This program can also incorporate workshops, seminars, or training sessions on sustainable and innovative agriculture. The aim of agro-edutourism is to provide visitors with a deeper understanding of natural resources, agriculture, agribusiness, and the empowerment of local communities through tourism (Fauziah et al., 2016a). According to Capina and Matra (2023), the benefits of agro-edutourism include increasing the value of agricultural products, motivating the adoption of organic farming practices, cultivating agricultural mindsets and values (such as hard work, responsibility, and discipline) among the younger generation, enhancing technical skills, improving the status of farmers, generating additional income for families, creating new employment opportunities, and preserving the natural resources of rural areas and their communities. Agro-edutourism is a program that integrates the economic needs of the community with knowledge-based environmental education, achieved through enjoyable activities tied to tourism (Fauziah et al., 2016b). Therefore, it serves as a tool for promoting the welfare of people, especially those living in rural areas, through tourism.

The Plalangan Village, located in Kalisat sub-district, Jember Regency, is a rural area with great potential to be developed as a tourism village focused on agro-edutourism. The village boasts natural attractions such as agricultural land, nurseries, fish farms (both ornamental and consumable fish), hills, and MSME's processed crackers that are unique to Jember. Moreover, Plalangan Village has the potential to become a sustainable Agrotourism Village in Jember Regency. This is crucial because sustainable tourism is a key approach in the industry, aiming to have a positive impact on the environment, local communities, and the economy, while preserving resources for future generations.

Sustainable tourism is a concept that aims to develop and maintain tourism in a way that is economically viable and does not harm the environment. If tourism is not profitable, it cannot be environmentally sustainable either, as it will simply disappear. Sustainable tourism involves collaboration between various stakeholders to achieve sustainable development goals. It plays a crucial role in balancing economic development and environmental protection, as well as empowering local communities. These principles form the foundation of a responsible tourism industry and contribute to global sustainability. A sustainable tourism development approach requires adherence to planning principles, including conservation, future orientation, emphasis on local community benefits, sustainable management of resources, suitability to the area, harmony between tourism needs, the environment, and local communities, and anticipation and monitoring of the change process to strengthen local potential and community abilities (Sunarta & Arida, 2017).

Plalangan Village, which is rich in natural resources, aims to promote sustainability tourism to protect its environment. Therefore, agro-edutourism is considered the most suitable activity to develop tourism in the village. This research is conducted to identify the tourism potential of the village as the first step in its tourism development. The initial stage involves mapping the potential and creating a development plan, which is crucial to understand the object of tourist attraction and plan the destination accordingly. A thorough understanding of the object's originality, authenticity, uniqueness, and beauty is essential to define its specific characteristics. These characteristics can be seen as the "energy" of the tourist attraction object, whether directly related to tourism or inherent to the object itself. With a clear concept formulation, the development of tourist attraction objects in Plalangan Village can be more precise. The Teaching Factory (TEFA) Edutourism of Politeknik Negeri Jember assists Plalangan Village in the development process.

According to data from the Indonesian research database, Portal Garuda, several scholars have conducted research on agro-edutourism. Around 15 studies have been found on this topic, with at least three research papers specifically focusing on the potential of agro-edutourism in a particular area. One such study, written by Widyawati et al (2018), explored the potential of highland tropical wheat as an agro-edutourism attraction in Wates village, Getasan district, Semarang regency. This research highlighted the potential of the highland area for tourism and provided strategies to support agro-edutourism in Wates village. Another research paper, authored by Zulfa et al (2022), addressed the topic of "Agroedutourism Landscape Planning at UPT. Sobangan Livestock Center, Mengwi District, Badung Regency." The findings of this study included a site plan for organizing the livestock environment in a way that supports livestock activities, education, and agro-tourism facilities, while ensuring comfort for both the livestock and visitors. The final research paper, titled "The Development of an Agro-edutourism Model in Pekon Lugusari, Pagelaran District, Pringsewu Regency Based on Village Potential," was conducted by Endaryanto et al (2023). This study showcased successful efforts to implement agro-edutourism in Pekon Lugusari Village and transform it into a self-sustaining and prosperous community. Overall, these studies indicate that research on the potential of agro-edutourism in various areas aims to enhance the welfare of both the locality and its residents. Consequently, the studies provide strategies to promote and develop the potential of the area, ultimately realizing the concept of agro-edutourism.

However, none of the research studies on agro-edutourism discussed above have focused on the specifications of the Jember area. Jember is renowned for its agriculture, with numerous hills and

farming areas in the region. One such area is Plalangan village in the Kalisat district. Given its location, Plalangan village has the potential to be developed into an agro-edutourism destination. Therefore, the purpose of this research is to pave the way for the development of Plalangan Village in Jember regency as an agro-edutourism village by identifying and mapping its tourism potential. Furthermore, this study will provide strategies for implementing tourism activities, including organizing the flow of tourist visits, designing attractions, and offering tour packages, similar to other studies on agro-edutourism potential.

Therefore, the objective of this research is to assess the tourism potential of Plalangan Village and propose its development as a tourism village with a focus on agro-edutourism. This will involve identifying various types of tourist attractions and maximizing the village's development initiatives. The research will also involve mapping and designing the tourism potential, as well as organizing tourism activities that align with the village and community's needs. Consequently, it is anticipated that the tourism industry will enhance the economic and social well-being of the Plalangan Village community in the future.

METHOD

This research utilized a qualitative approach employing the qualitative descriptive method. The purpose of using the qualitative descriptive method was to conduct a more in-depth analysis of the conditions in Plalangan Village, the research area. The research involved various methods such as observations, focus group discussions (FGDs), and in-depth interviews with key figures from Plalangan Village. These key figures included Mr. Sofyan, the headman, Mr. Suhartono, the chairman of Pokdarwis, and Mr. Asis, the vice chairman of Pokdarwis. The study also incorporated literature studies from the internet and literature reviews to support the primary data. Additionally, documentation was used as visual evidence to strengthen the results of the study and showcase the implementation of the observations. Descriptive qualitative research is commonly conducted in the social sciences and humanities, and several studies on tourism have been conducted with similar themes. For example, Dzulkifli conducted research on resource-efficient and cleaner production in Pancoh Ecotourism Village, the post-pandemic market analysis, and the development of Arjuno Agro Technopark in Pasuruan (Dzulkifli et al., 2023; Dzulkifli & Harahap, 2022; Dzulkifli & Samsudin, 2023).

The research was conducted in several steps. Initially, the team used the ALUI model (originality, authenticity, uniqueness, and beauty) to identify and map the tourism potential. The potential attractions were categorized into natural, cultural, and man-made tourist attractions, and then analyzed using descriptive analysis. Descriptive analysis focused on evaluating the value of originality, authenticity, uniqueness, and beauty (Yuliani, 2018). The specific criteria are presented in Table 1. After identification, the team created potential maps using the Avenza Maps application and processed them with the QGIS application. Additionally, they brainstormed ideas for potential development, considering visitor flow and tour packages. In the final stage, the authors created a 3D design plan for two attractions that were deemed ready for implementation.

RESULT AND DISCUSSION

Potential tourist attractions in Plalangan Village

The tourist attraction is the most crucial factor to consider when planning and developing a tourism destination. It serves as the main motivator for visitors to choose a particular area to visit (Reitsamer et al., 2016). Chi & Qu (2008) also highlight that the attractiveness of a tourist destination encompasses everything that can capture attention and be enjoyed, offered, and sold as a tourism product. According to Law Number 10 of 2009 concerning tourism, a tourist attraction refers to anything that possesses uniqueness, beauty, and value in the form of natural, cultural, and man-made products that attract tourists (Yuliani, 2018). The main factors contributing to attraction are originality, authenticity, uniqueness, and beauty. Originality involves deeply understanding the core appeal of an object or group of objects that can compel

people to visit. Authenticity pertains to comprehending the genuine history and origin of an object, whether it is truly unique and located in the current region. This aspect primarily relates to natural values. Furthermore, uniqueness involves identifying the presence or absence of duplication or similarity between objects on a certain scale. Lastly, beauty encompasses all aspects that can be experienced and enjoyed through the five senses, evoking a sense of pleasure. In the theory of authenticity, initially developed by McCannel in 1973, Zhang et al. (2018) further divided authenticity into three parts: objective authenticity, constructed authenticity, and existential authenticity. Objective authenticity is measured by the genuineness of expert-verified objects and sites, including historical relics and world cultural heritage. Constructed authenticity is assessed through an understanding of traditional culture. Lastly, existential authenticity is determined by the emotional experience of the meaning, mystique, and unique aspects of real culture (Zhang et al., 2018).

Based on direct field observations utilizing the ALUI model (which assesses originality, authenticity, uniqueness, and beauty), the authors have identified several potential attractions that can be utilized as points of interest. In this phase, the authors provide a description of the current state of these potential attractions. The potential attractions are further classified into three categories: natural attractions, cultural attractions, and man-made attractions.

Table 1. Criteria for originality, authenticity, uniqueness, and beauty

No	Variables	Criteria
1	Originality	Objects that are original but can still be found in other areas or places
2	Authenticity	Original, natural objects, cultural or historical authenticity, which are only found in that place
3	Uniqueness	Objects have characteristics that distinguish them from others
4	Beauty	Objects have clarity that can be enjoyed with the five senses and cause a sense of pleasure

Source: Processed data (2023)

One of the main natural attractions in Plalangan Village is the Plalangan Hill and the Plalangan Twin Dams. These landmarks offer breathtaking landscapes with hills, hummocks, and picturesque rice fields. Moreover, the Plalangan Hill area boasts vast fertile land, making it ideal for conserving Telang flowers. These flowers can be utilized as MSME products for the local community. Interestingly, Plalangan Village also has a fascinating historical aspect. In ancient times, the largest former lung hospital in East Java was located near Plalangan Hill. Today, local residents have transformed the hospital grounds into rice fields, where they occasionally discover medical artifacts.

Furthermore, Plalangan Village offers cultural tourism attractions, specifically the traditional folk performance known as *Can Macanan Kadduk*. This performance is presented during various events, serving both as a religious ritual and as entertainment. *Can Macanan Kadduk* is a significant part of Plalangan Village's cultural heritage, and it has been passed down through generations. It has managed to preserve the traditional values and ceremonial rituals associated with it. However, it is important to note that the performance has evolved over time and is not an exact replica of ancient times. Nowadays, the emphasis is more on safety ceremonies, such as weddings, village gatherings, and social events. The movements and attractions in this

performance also reflect the religious beliefs of the community. Additionally, the costumes worn during the *Can Macanan Kadduk* performance hold symbolic meaning, representing the community's cultural identity and mythology surrounding mythical creatures with magical powers.

Figure 1. The Plalangan Hill (left) and the Plalangan Twin Dams (right)



Source: Authors' documentation (2023)

Figure 2. *Can Macanan Kadduk* as cultural tourism attractions



Source: Authors' documentation (2023)

There are several potential tourist attractions in the form of empty land at the former Lung Hospital. These attractions include a people's market, freshwater fish farming, the MSME manually processed and machine processed cracker industry, a Green Open Space (RTH) on the empty land, and potential organic crops on village treasury land.

Figure 3. Freshwater Fish Farming (top left), Cracker Industry (top right) and Former Pulmonary Hospital for People's Market (center), Organic Farming Plan Land (bottom left) and Green Open Space Plan Land (bottom right)



Source: Authors' documentation (2023)

Alongside identifying potential attractions, the authors also mapped the infrastructure facilities present in Plalangan Village. These include the village office, the office of the Tourism Awareness Group (Pokdarwis), and a multipurpose field typically utilized for drying tobacco. During the observation process, the authors collected data on the coordinates of the aforementioned potential attractions using the Avenza Maps application. Subsequently, this data was processed using the QGIS mapping application. The coordinates for each potential attraction are presented in the table below.

Table 2. Coordinate point of potential tourist attractions

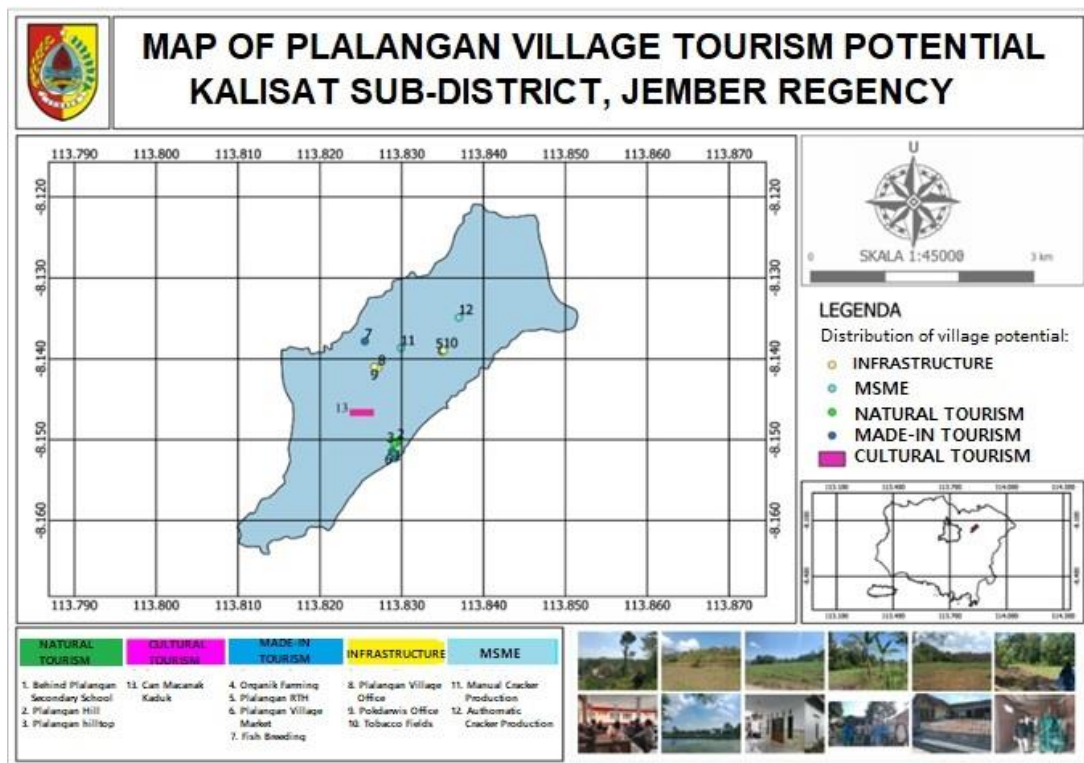
No.	Name of Potential Attraction	Longitude	Latitude
1	Plalangan Hill	113°49'46.10"E	8° 9'0.88"S
2	Twin Dams	113°50'11.40"E	8° 7'34.69"S
3	<i>Can Macanan Kadduk</i>	113°49'34.50"E	8° 8'39.77"S
4	Freshwater Fish Farming	113°49'31.99"E	8° 8'15.40"S
5	Cracker Industry	113°49'47.71"E	8° 8'19.12"
6	Former Lung Hospital	113°49'43.85"E	8° 9'5.23"S

7	Greenhouse Plan Land	113°50'5.78"E	8° 8'20.65"S
8	Organic Farming Plan Land	113°49'45.04"E	8° 9'8.33"S

Source: Processed data (2023)

The results of point data collection using Avenza Maps, which is based on GPS, are processed to create a map showcasing potential tourist attractions in Plalangan Village. Please refer to Figure 4 to see the mapping results.

Figure 4. Map of tourism potential distribution in Plalangan Village



Source: Processed data (2023)

There are actually several potential tourist attractions that can be developed apart from the ones mentioned above. However, these attractions are quite far from the village hall office. Therefore, the current focus of Plalangan village is to transform the hills and land of the former lung hospital into a people's market, as stated by the headman of Plalangan, Sofyan Zulkarnain Malik.

“There are still some tourism potentials that we think can still be developed, but it is quite far away and requires energy to explore it, there is another hill with good biodiversity for ecotourism and there is also the making of Can Macanan Kadduk costumes.” (Sofyan Zulkarnain Malik – interviewed on 19th August 2023)

The statement above was also confirmed by the chairman of the POKDARWIS Selayang Pandang Plalangan Village, Suhartono.

“Plalangan is already known for its tourism by the Kalisat resident because we once held a music concert on Plalangan Hill and the enthusiasm of the residents who

came was very good, at that time we feel confident to develop other tourism potentials, so we need assistance from other people who understand tourism development.” (Suhartono – interviewed on 20th August 2023)

On another occasion, Asis as the vice chairman of POKDARWIS said,

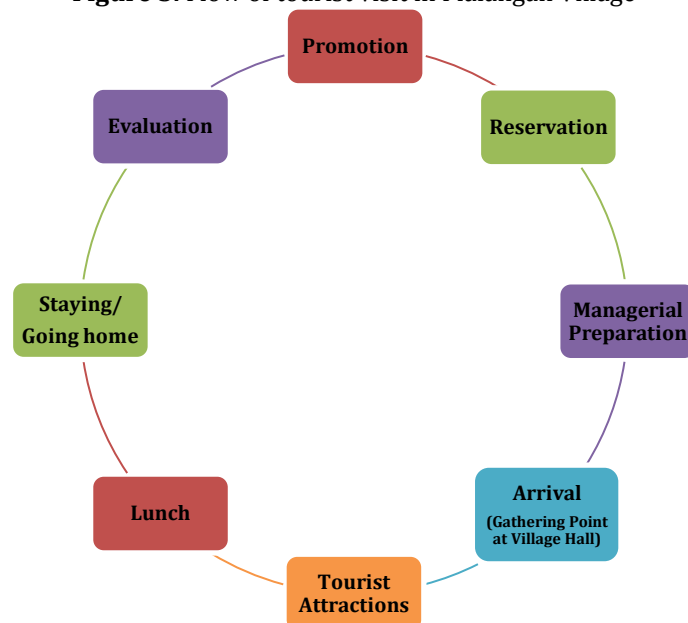
“There is actually quite a lot of tourism potential in Plalangan, it's just that we are still confused about how to manage it, where we should start and what steps need to be prepared and the next stages so that this tourism continues to be sustainable, we need help from experts.” (Asis – interviewed on 20th August 2023)

Sustainable agro-edutourism in Plalangan Village

The authors used the mapping results of the tourist attraction potential as a basis for creating a flow of tourist visits and tour packages. This flow of visits is designed to enable managers and tourists to engage in structured and effective tourist activities, thereby achieving the benefits of tourism, such as gaining experience within the planned timeframe. Additionally, it aims to maximize the utilization of all potential attractions and enhance the involvement of the community in tourism activities (Masrurun & Nastiti, 2021).

The flow of visits is an important factor in assessing sustainable tourism. It can also serve as a reference for tourists planning to visit Plalangan. Additionally, it is believed that a smooth flow of visits can enhance the overall tourist experience and increase satisfaction (Fadhil et al., 2019). The chart below illustrates the flow of tourist visits to Plalangan Village.

Figure 5. Flow of tourist visit in Plalangan Village



Source: Processed data (2023)

Furthermore, the authors attempted to collaborate with residents in order to design tour packages. When creating these packages, they took into account various factors such as the village potential map, the time of visit (morning, afternoon, evening), the distance between attractions and the gathering point, road conditions, transportation options, the conditions of

the attractions (outdoor, indoor, shaded), and the terrain or topography of the attractions (uphill, sloping ground, hilly) (Mahagangga et al., 2016).

The authors have temporarily created tour packages that are specifically designed for day activities and do not include overnight stays. These one-day tour (ODT) packages have a maximum duration of 8 to 9 hours. Here is a description of a typical one-day tour package:

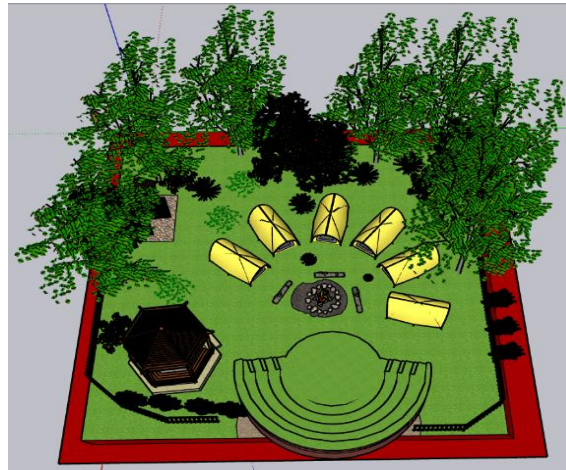
Figure 6. Design of Plalangan one-day tour package



Source: Processed data (2023)

In order to expedite the development of the agrotourism pilot village, the authors have created a draft design drawing for one of the potential attractions, specifically the camping ground area on Plalangan hill. The design process utilized the SketchUp application to accurately illustrate the arrangement of camping tents, an amphi theater for performing arts, campfire/burning place, gazebo, and toilet or changing room. The purpose of visualizing this camping ground design is to facilitate its implementation for managers and provide an overview for potential investor partners interested in contributing to the construction of Plalangan Village. The design for the camping ground area on Plalangan Hill is described as follows:

Figure 7. Design of the Plalangan Hill camping ground



Source: Processed data (2023)

CONCLUSION

This research aims to identify the tourism potential of Plalangan Village in order to develop it as a tourism destination, specifically focusing on the concept of agro-edutourism. The first step is to map out the potential natural, cultural, and man-made attractions. Through this mapping process, we have identified 5 potential attractions: the Plalangan hill, the Twin Dams, the *Can Macanan Kadduk* cultural attraction, freshwater fish farming, and the cracker industry. In addition to these attractions, there are also two empty plots of land that can be developed into

attractions: the former lung hospital, which will be transformed into the Plalangan People's Market, and another plot of land that will be converted into Green Open Space (RTH). Once the potential attractions have been identified, we proceed to arrange the flow of tourist visits. This includes promotion, reservation, managerial preparation, arrival at the Village Hall (the gathering point), visiting the tourist attractions, having lunch, and either staying or returning home. Finally, an evaluation is conducted to assess the success of the tour. We have also developed one-day tour packages with a duration of 8-9 hours. The tour starts with gathering at the Village Hall, followed by visits to the freshwater fish breeding facility and garden/field, the cracker industry, lunch, the Twin Dams, and finally the Plalangan Hill. Additionally, we have created a visualization/design for a camping ground on the Plalangan Hill to facilitate the realization of this attraction.

The results of this research provide an overview of agrotourism in Plalangan Village and demonstrate how to effectively manage tourism activities. This sets the stage for the village to become a sustainable tourism destination, as agrotourism promotes the preservation of nature and culture simultaneously. In the future, it is crucial to conduct a separate study involving residents to visualize the People's Market on the former lung hospital land. This is particularly important because the main Kalisat market is quite far from Plalangan Village. Furthermore, the visualization of Plalangan hill needs improvement as certain elements, such as the hill's entrance, the hilly terrain, the road, and the exit, are not clearly visible. Therefore, another research should focus on enhancing this visualization in the development of Plalangan Hill.

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