

Integrating Agro-Tourism and Trekking for Accelerated Yielding of Pelaga Rural Tourism Development

Ni Nyoman Sri Astuti
Tourism Department
Politeknik Negeri Bali
Denpasar, Indonesia
nyomansriastuti@pnb.ac.id

Gede Ginaya
Tourism Department
Politeknik Negeri Bali
Denpasar, Indonesia
ginaya@pnb.ac.id

Ni Ketut Bagiastuti
Tourism Department
Politeknik Negeri Bali
Denpasar, Indonesia
ketutbagiastuti@pnb.ac.id

Luh Eka Armoni
Tourism Departement
Politeknik Negeri Bali
Denpasar, Indonesia
ekaarmoni@pnb.ac.id

Abstract—The development of a tourism destination must focus on the most potential selected markets that will be beneficial. Choosing a market is not only choosing customers, but also having to choose which markets to enter or in other words the arena of competition which allows for excellence. On the other hand, to provide fixed tourism components such as attractions, access and facilities, requires a high investment cost, while the rate of return on investment is slow yielding. Therefore this research was conducted to determine the advantage value of the Pelaga Agro-tourism and the trekking route that can create, convey and communicate destination offers for the customer value as an endeavor to accelerate yielding of investment level. The data was collected through observation, in-depth interviews, and literature studies. While, analysis of the data was descriptive qualitative using a case study method and inductive paradigm to clearly explain the findings based on the formulated problems. The theories used to undertake the study are hermeneutics and phenomenology. The result of the study revealed that the tourism potential of Pelaga agro-tourism and the trekking route are able to give customer value due to its sustainable competitive advantage. As a result, the customers decide to visit Pelaga tourism village because of their satisfaction for the agro-tourism and adventure special interest and they will pass this tourism experience and recommend this destination to others as positive word of mouth. Therefore, it is suggested that the responding customer must be maintained to be loyal by satisfying the customer through improving the quality of service. The concept of customer loyalty is very important in maintaining good relationships with customers, because loyal customers are very profitable for Pelaga tourism village as a tourist destination.

Keywords—agro-tourism, trekking, accelerated yielding, tourism village

I. INTRODUCTION

Tourism can have an impact on improving the community economy in a destination. One of the economic impacts is obtained from the expenditure of visitors visiting the destination. For this reason, the destination must prepare itself to welcome these economic opportunities [1]. In the process of bringing visitors at this time it is no longer an easy thing to do by a destination. Because of the rapid

development of tourism, both at the national and world level, tourism destinations are faced with fairly intense competition [2]. Competition can cause visitors to get a lot of visits, and so that the destination can be chosen by the majority of visitors, the destination must be able to win the competition. The way to win the competition is to have the competitive advantage obtained by conducting a series of processes, both strategic, tactical and operational [3-5].

In order to be consumed by its customers, tourism destinations must provide products in the form of offers, and if the destination does not have a product, the customer cannot find something consumed at that destination [6]. Therefore, the function of the product in a destination is so important because the product is the main reason why customers must consume it. However, if the destination already has a product, but no one knows it, whatever product is produced it will be meaningless. So the destination must have a function that the product is sold or visited by visitors, and the function to bring visitors is called the marketing functions [7]. In carrying out the marketing functions, the destination must carry out a series of coordination with existing stakeholders because of the nature of multi-attribute, multi-dimensional, multi-sector destinations [8-10]. Furthermore, human capital is needed to carry out marketing and coordination functions, considering tourism is an intensive labor. Finally, to carry out all of these functions, a budget or funding is needed which is called a financial function [11-16].

Agro-tourism has been developed since the 20th century, where tourism associated with the agricultural production environment [17]. Agro-tourism is defined as all activities related to activities tourism which is also a learning for tourists in knowing closer to the production process in the agricultural sector and making the region agriculture as a place to enjoy agricultural products directly [18]. Today's agro-tourism has grown very rapidly involving in it technology in the production of the agricultural sector, up to building modern marketing to support agro-tourism growth [19]. Therefore agro-tourism is becoming increasingly important and strategic nowadays. The reason is that it can provide a number of benefits, including the creation of expansion of the fieldwork, income generation, natural

resources conservation, recreational facilities and education for tourists [20].

Based on data from the Badung District Tourism Office, until now there are five agro businesses registered in the Petang District, namely: (1) Bagus Agro Pelaga in Pelaga Village, (2) Waka Tangga in Kerta Hamlet, Petang Village, (3) BaliEco Village in Banjar Lawak, Belok / Sidan Village, (4) Petuahlang House in Banjar Evening, Desa Petang and (5) United Baversages Bali in Banjar Auman, Pelaga village. Pelaga Village is rich in natural resources and promising tourism potential. Many things can be explored there. In addition to several tourist attractions such as Puncak Mangu and the highest Tukad Bangkung Bridge in all of Asia, in surrounding area of Agro Pelaga there are also areas that can be used for trekking which of course will be very attractive for tourists who like adventure and outdoor sports activities.

Based on this, the researchers are very interested in researching development of agro-tourism in Petang District as it is able to improve welfare of the people [21-23]. Because of the development of agro-tourism in Sub district Petang will provide opportunities for expanding the field employment and increase in community income in the appropriate Petang Sub district with the potential of the region. Natural and unspoiled landscape of agriculture beautifully combined with Balinese Culture makes an extraordinary attraction. Tourists can enjoy the landscape of the countryside which is decorated with hills the enchanting with fresh air and in this area has been sought structuring agricultural areas, especially potential plantations made into agro-tourism areas such as coffee, orange plantations, crystal guava, there are also various kinds of vegetables and the cultivation of asparagus which is suitable developed in this area and become a superior product [24-25].

The combination of these two tourist attractions is a tourism segmentation that is specific to certain interests or goals and becomes a niche market [26-28]. Zhong and Morrison [29] stated that group segmentation of special types of tourism including adventure tourism and agro-tourism. It is further stated that adventure tourists are a type of tourism with the aim of gaining experience by exploring requires special skills, involves trips that are quite risky and involve physical activity. While agro-tourism is a type of tourism that involves activities on an agricultural basis. The agricultural base in Bali is closely related to the cultural values that underlie the practice of everyday life. The Balinese views life harmoniously among the three relationships that cause happiness. The three harmonious relationships are an ancient Balinese philosophy known as Tri Hita Karana meaning harmony with people, harmony with God, and harmony with nature [30-33].

All insights reviewed above give some perspective views on the integration of adventure tourism and agro-tourism, yet they could not accommodate the needs on improving the society welfare in the charm of rural tourism development, either concerning context, respondent, research procedures, data analysis, as well as data collecting instrument. The visible gap brought and made this research a useful investigation to undertake to find out the effectiveness of integration of adventure tourism and agro-tourism when it is created, conveyed and communicated offering for the customer value. This research was aimed at finding out the

multiplier effect of integrating the advantage value of the Pelaga Agro-tourism and the trekking route as an endeavor to accelerate yielding of returned investment level. It seeks to answer this question: how can the integration of Pelaga agro and trekking activity create, convey and communicate offering for the customer value? And what kind of services can be provided for the actual loyal customer satisfaction?

II. RESEARCH METHOD

This research is descriptive qualitative. The data used are primary and secondary data. Primary data is data that is directly obtained based on the results of the survey during the initial assessment of community service in the village of Pelaga and direct interviews with community leaders in the village, such as the head of the village, head of customary village, head of the Pelaga village tourism awareness group, farmers, and craftsmen. While secondary data is data obtained from the search results of documents and literature studies. The data is then analyzed by qualitative descriptive method based on a case study on the development of Pelaga tourism village and the inductive methodological paradigm. That is, a paradigm that departs from something specific to something common [31]. With the descriptive analysis method, the collected data is fully described so that finally a conclusion is obtained. The results of the study are presented in formal and informal methods. According to Hammond [34] informal presentation method is to present the results of analysis with descriptions or ordinary words, while the formal presentation method is formulation with signs and symbols. According to Mashun [35] symbols or signs used to present or formulate the results of analysis so that the meaning of the method, the relationship between the subjects, and the specificity of the method can be known and understood.

III. FINDINGS AND DISCUSSION

This study aims at analyzing of the qualitative data from the answer of the research question from the whole observation, in-depth interview, and literature review of implementing the integration of Pelaga agro and trekking activities. The research questions in this study were concerned about how the integration of agro and adventure tourism in Pelaga tourism village can be full factor for the potential customers and loyal factor for the actual customers in order for accelerating yielding of tourism investment in Pelaga rural tourism. Additionally, the tourism potential of agro-tourism and trekking route possessed as the rural charms of Pelaga tourism village yet it is not optimally manage to be a tourist attraction in Bali and it becomes an advantage value for empowering the rural community. All of the aforementioned issues are discussed in this part.

A. The Potential of Agro Pelaga and the Trekking Route

Set in 18 hectares in central Bali, the eco-friendly property nurture and supports the natural offerings of the land and environment whilst maintaining the lavish experience guests' break deserves. The inspiration of this property comes from the Tri Hita Karana, meaning harmony with people, harmony with God and harmony with nature-an ancient Balinese philosophy the family of Pelaga tourism village firmly holds onto. More than 17 hectares are used strictly for organic farming and manufacturing, providing a

variety of healthy and organic food, such as fruits and vegetables which are sold throughout Bali and the tourists can also enjoy during their visit.

The trekking path that must be followed is through plantations where there are many types of plants that the tourists can meet. In detail, climbing activities begin at the Agro Pelaga property for breakfast or lunch depending on the time set to start the trekking itself. Then proceed to the inn as a place of residence for tourists. Not far from the inn, there is a building that is used to store coffee beans. If the tourists go further they will find a plantation that stretches various types of plants. When they enter the plantation, they will be welcomed by a number of neatly arranged herbs, then they will see the squash growing fast. Furthermore, they will arrive in an area with a majority of neatly planted bamboo plants. Then spin a little they will find a garden full of oranges and papaya. From that place, they will have two choices, continue trekking or return to the inn. If they want to continue, there are many more interesting things that we can find. Thus the vast area of the plantation, beautiful scenery, beautiful environment and all the natural resources in it, this is a good and very interesting trekking area that can be presented as another choice of tourism in the Pelaga rural tourism.

From the combination of agro tourism and hiking, then the first activity that must be carried out by the Pelaga tourist village as a tourism destination is to choose the target market. The market here is not just customers, but includes the place market, competitors and or partners. Because of the limited nature of resources, tourism destinations must focus on selected markets that are the most potential to provide benefits. Table 1 below shows selected markets that provide benefits for agro tourism and trekking in the tourist village of Pelaga.

TABLE 1. THE SELECTED MARKET FOR PELAGA TOURISM VILLAGE

Segment Market	Advantageous Response
European	Nature and adventure lovers
Japanese	Honeymoon destination
American	Tranquility amidst tropical greenery
Australian and New Zealander	Holiday close to nature and camp in the camping ground

European tourist market, such as French, German, Swiss, and English is very fond of nature and adventure and Pelaga tourism village with its Agro Pelaga and trekking site can fulfill their excite. Additionally, other markets like Japanese, American, Australian and New Zealander can find their respective needs because the tourist destination offers a tranquility amidst tropical greenery makes it a perfect honeymoon destination for the Japanese couple to celebrate their romance. For American who want to escape from daily routine, it offers tranquility of home comfort and families of Australian and New Zealanders wanting to spend holiday close to nature and camp, it has tents at its camping ground. Therefore, the integration of Agro Pelaga and trekking activity is not only satisfying the customers, but also it is better than its competitor. Due to its superior competitiveness, Pelaga tourism village will possess good image among customers so that it can be a full factor for the potential customers and loyal factor for actual customer.

In order the selected customers are be able to respond every the destination offering, then Pelaga tourism village have to be able to create, convey and communicate an offering which is viewed precious among customers or it can be called as customer value. Figure 1 below shows a model of marketing management principals of Pelaga tourism village.

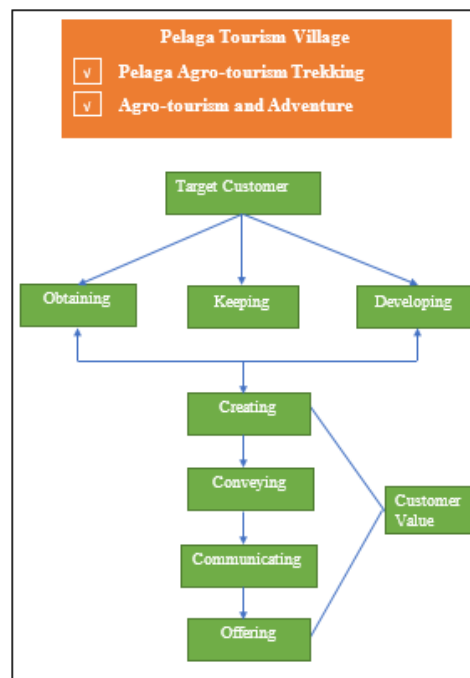


Fig. 1 The model of marketing management Pelaga tourism village.

In order the selected customers are able to response the offering of the integration of Agro Pelaga and trekking activity, then the Pelaga tourism village as a destination has to be able to create, convey and communicate the offering of the tourism potential in this case is the integration of Agro Pelaga and trekking activity as a customer value. In regards with a number of visitors from the identified selected market as it is shown in Table 1 can be said as customers who give response to the potential of Agro Pelaga and the trekking activity. The responding customers furthermore have to be kept in order to be loyal by satisfying the customers. The concept of customer loyalty is very important in maintaining good relationship with the clients, because the loyal clients very beneficial for Pelaga tourism village. Therefore, they will return to visit the destination and increase their visit quality as well as recommend the destination to others.

B. The Excellent Services provided for the actual loyal customer satisfaction

Every staff involved in handling the clients in Agro Pelaga and trekking activity is required job skills of abilities and positive personality traits, such as friendly, creative, reliable, and patient in a hospitality industry. In line with the ancient philosophy concept of Tri Hita Karana, especially harmony relationship with people which is termed as Pawongan as it is shown in Figure 2.

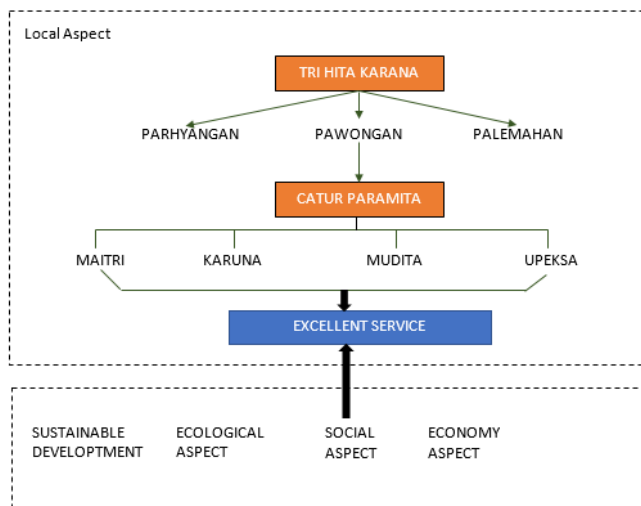
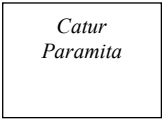
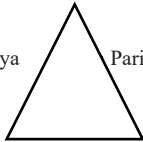



Fig. 2 pawongan concept for excellent service.

The concept of Pawongan for maintaining harmonious relationship with the guests, the staff involved for providing an excellent service to the clients can implement the values of Catur Paramita, Tri Kaya Pari Sudha and Tatwam Asi which derived from the Pawongan concept. Those values are related to the positive personality traits which aim at providing an excellent service for customers' satisfaction as it is described in Table 2.

TABLE II. POSITIVE PERSONALITY TRAITS FOR THE EXCELLENT HOSPITALITY SERVICE

Values	Meaning
	<p>Four genuine Personality traits:</p> <ol style="list-style-type: none"> 1. <i>Maitri</i>: courteous, gentle and polite 2. <i>Karuna</i>: compassionate, sharing 3. <i>Mudita</i>: friendly, cheerful, smile 4. <i>Upeksha</i>: forgiving, sincerely
	<p>Three good deeds:</p> <ol style="list-style-type: none"> 1. <i>Manacika</i>: positive thinking 2. <i>Wacika</i>: polite and courtesy language 3. <i>Kayika</i>: good attitude
	Human equality

The pawongan concept in Tri Hita Karana derives three forms of personal traits, namely rectangular with four genuine values in each angle which is known as Catur Paramita (Maitri, Karuna, Mudita, Upeksha), triangle with three good deeds in each angle known as Tri Kaya Parisudha (Manacika, Wacika, Kayika), and linear with two sides known as Tatwam Asi (reciprocal equality between you and I). These values have sprung in every person in Pelaga village that gives a positive image for the visitors who visit the tourism village. The implementation of the local values for hospitality services in Pelaga tourism village has made a

customer intimacy where the stakeholders of Pelaga tourism village are always close to the customers, customer engagement by treating the customers as friends or lovers. Consequently, the destination will always know what the customer insight is. In addition customers will feel exciting and comfortable in visiting Agro Pelaga and doing trekking activities. (more paragraph).

IV. CONCLUSION

Based on the result of the findings and discussion stated earlier, it can be concluded that the scope of destination marketing the Pelaga tourism village consists of some processes called branding, segmenting and targeting, selling and positioning. Therefore, marketing the tourist village of Pelaga begins with choosing a target market, and followed by segmenting and targeting. Whereas the activity of obtaining, maintaining, and developing customer targets is referred to as the selling process. And the last, creating, communicating destination offers is referred to as the positioning process. The existence of Agro Pelaga and the trekking path, they can be utilized by integrating the two tourism potentials as a superior tourist attraction in the Pelaga tourism village and through its marketing efforts in accordance with the scope mentioned earlier has dismissed the notion that tourism investment in Pelaga tourism village is slow yielding. Whereas, the yielding of the tourism investment return can be accelerated through creating, conveying and communicating offers for the customer value of the integration of the agro-tourism and the adventure.

Moreover, the integration of Pelaga agro and trekking activity in Pelaga rural tourism can satisfy customers who are visiting Agro Pelaga and doing trekking activities as an integration of agro-tourism and adventure tourism. Satisfying customers means that all destination offers must be in harmony with customers' expectation or even exceed the expectation. So the key factor in this case is the Pelaga tourism village as a destination visited by selected markets must always know the needs, desires and expectations of its customers. The endeavor that can be done by Pelaga tourism village stakeholders is to always be close to customers (customer intimacy) and treat customers like friends or lovers (customer engagement) so that the destination of Pelaga tourism village will always know what is in the minds of customers (customer insight).

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