

## THE CORRELATION OF ATTRACTION WITH REVISIT INTENTION OF AGRITOURISM PELAGA BADUNG BALI, INDONESIA

I Gusti Bagus Rai Utama<sup>1</sup>, Christimulia Purnama Trimurti<sup>2</sup>

<sup>1,2</sup>Universitas Dhyana Pura, Indonesia

Email: raiutama@undhirabali.ac.id<sup>1</sup>; christimulia@gmail.com

### ABSTRACT

The Pelaga Agro tourism area is dominantly visited by students, who are predominantly less than 20 years old, some of them are from the age group of 21 to 40 years. They are predominantly come from around the City of Denpasar and Badung Regency. They are interested in visiting Pelaga because a unique village tourist attraction, views of gardens and farmland, natural beauty, the beauty of the park, cultural friendly and environmentally friendly tourist attractions, public facilities, telecommunications, restaurants and centers the agro product market, the people who are friendly to tourist arrivals, easy to reach locations, the availability of transportation to the location, and the proximity to the city center. Dominant tourists willing to revisit Pelaga significantly influenced by the unique village tourist attraction, views of the expanse of gardens or farmland, natural beauty, the beauty of the park, and the ease of reaching the Pelaga location from their residence.

**Keywords:** agrotourism, forest conservation, uniqueness, nature, tourists.

### 1. Introduction

Pelaga Village is located in Badung Regency, Bali. This village is included in Petang sub-district located at the northern end of Badung Regency. Pelaga Village is a village in the highlands with an altitude of 1,017 m above sea level. It is located on a hilly green plateau and has a very low level of pollution. This village is also widely used as an alternative route from Denpasar to Batur which passes through the Sangeh tourist attraction. Pelaga Village offers many agro tourism attractions complete with its ecology. The topography of this village is highlands and has comfortable temperatures. In addition, Pelaga has a wide and diverse horticultural farm, ranging from vegetables, coffee, vanilla, corn. One of the tourist attractions is the famous *Bangkung* Bridge and its beautiful, comfortable atmosphere, which has the potential to be developed as an ecotourism village (Utama, 2014)

Pelaga Village has an area of 3,545,204 Ha consisting of nine hamlets or banjars, among others; Nungnung, Kiadan, Pelaga, Bukian, Tinggan, Tiyingan, Semanik, Auman and Bukit Munduk. A similar panorama can be found in the west of the village of Pelaga in the form of a green terraced mountain. The northern boundary of the village of Pelaga is the State protected forest and the Puncak Mangu temple which has panoramic views of rice fields and hills This study describes the potential market of tourists who have visited the Agrowisata Petang, Badung, and tried to analyze tourist perceptions of the attractiveness of Pelaga Agro Tourism and also analyze the variables that affect them to visit the Agro Tourism Area.

## 2. Literature Review and Hypothesis

The attraction of the area for tourist destinations will be able to attract tourists to visit it if it meets the elements of tourist attraction, namely: (1) What can be seen, (2) Tourism activities that can be done, (3) Something that can be bought, (4) How to arrive, (5) Where to stay. To support the tourist destinations need to prepare logging, such as hotels, home stay, etc. (Utama, 2015).

Positive perception will encourage tourists to visit an agro tourism area, while negative perceptions will encourage tourists not to visit an agro tourist attraction. The development of agrotourism with all its attractions should be directed to its location on local government-owned land equipped with infrastructure in accordance with the analysis of needs that have been carried out by focusing on the study of several influential aspects, as follows: (1) Agro-tourism attractiveness: if tourists do tourism in an area, tourists expect treats stretch of plantations or parks that contain elements of scarcity. (2) Nature of agro-tourism attractions, will also determine the sustainability of developed agrotourism. If the tourist attraction has been polluted or full of falsehood, tourists will surely feel very deceived and may not visit again. (3) Uniqueness of agro tourism: The uniqueness in this matter is something that is completely different from the existing tourist attraction. Uniqueness can be in the form of culture, tradition, and local technology where the tourist attraction is developed. (4) Workforce engagement with agro-tourism development is expected to involve local workers, at least minimizing the displacement of local communities due to the development of these tourism area. (5) Optimizing land use with the availability of agro-tourism is expected to be utilized optimally, if the area of this agro-tourism can function properly. The development of agrotourism had a positive impact on land management, not to be exploited arbitrarily. (6) Equity Consideration: agro-tourism development is expected to drive the economy of the community as a whole, both farmers and villages, investors, and regulators by coordinating in developing in detail the existing inputs. (7) Arrangement of regions with agro tourism is essentially an activity that integrates agricultural systems and tourism systems so as to form attractive tourist area (Fandeli, 2011), and (Serdar Karabati, 2009).

To be able to develop an area into an agrotourism, there are five elements that must be met as follows: (1) Attractions: in the context of developing agrotourism, the attraction in question is, the expanse of agricultural land, natural beauty, the culture of the farmer and everything related to the agricultural activity. (2) Facilities needed may be the addition of public facilities, telecommunications, home stays and restaurants to market centers. (3) Infrastructure referred to in the form of irrigation systems, communication networks, health facilities, transportation terminals, electricity and energy sources, sewerage systems, roads and security systems. (4) Public transportation, Bus-Terminal, passenger security system, travel information system, labor, tariff certainty, tourist map. (5) Hospitality will be a reflection of the success of a good tourism system (Syamsu, 2001) and (Embacher, 2009).

The hypothesis: there is correlation of Agro-tourism Attraction with Revisit Intention.

## 3. Research Method

This research uses a mixed methods approach involving 230 respondents determined by purposive sampling. Respondents are tourists visiting the Pelaga Agro Tourism Area, Petang, and North Badung. Descriptive statistical analysis techniques are used to describe a set of data with numerical and meaning text (Utama, and Mahadewi, 2012). Linear regression analysis is also used to test variables that influence the intention of revisit. Qualitative analysis techniques are also used to carry out some explorations and

confirm some stakeholders' answers regarding the ethical aspects of agro-tourism planning that borders on conservation forest areas (Syamsu, 2001).

#### 4. Findings

The tourist facilities that can be used by visitors include: (1) Hiking that allows visitors to walk to explore all forms of beauty that exist in this agro region both natural scenery, and the beauty of plantations consisting of vegetables, fruit, flowers, and fish in the pond. (2) Tour visiting property using buggy. (3) Cycling that can be done outside the agro region, which is around Tihingan Village. (4) See and enjoy various kinds of birds that also live here. (5) Children playground, which is specifically provided by the agro for those who come accompanied by their children. (6) Some of the waterfalls and popular ones include Nungnung Waterfall. (7) *Tukad Bangkung* Bridge is the highest bridge in Southeast Asia (Anonim, 2019).

#### Respondents Profile

In the perspective of respondent's work (Table 1) involved in this study, it shows that students seem to be more dominant participating in the survey with a proportion of 73.5%, and a small number of them work as civil servants/military/police at 9.6 %, Private employees at 9.6%, entrepreneurs/entrepreneurs at 3.9%, and others at 3.5%. The dominance of status students as students indicates that for Agrotourism of Pelaga has a potential market of the younger generation (millennial generation).

**Table 1. Respondent Profile of Pelaga Agro Tourism**

Profile		Frequency	Percent
Respondent's Job	Others	8	3.5
	civil servants / military / police	22	9.6
	Private employees	22	9.6
	Student	169	73.5
	Entrepreneur	9	3.9
	Total	230	100.0
Aging Group	21-30 years	55	23.9
	31-40 years	25	10.9
	41-50 years	12	5.2
	Less than 20 years	127	55.2
	More than 50 years	11	4.8
	Total	230	100.0
Domicile	Others	1	.4
	Outside Bali	28	12.2
	Around Bali	201	87.4
	Total	230	100.0

In the perspective of the age group of respondents (Table 1), it shows that those who participated in this survey appeared to be more dominant by young people less than 20 years old with a proportion of 55.2%, then 23.9% of them aged between 21 and 30 years, between 31 and 40 years old at 10.9%, between 41 and 50 years old at 5.2% and a small percentage and over 50 years old at 5.2%. The dominance of respondents aged less than 20 years indicates that the development of agro-tourism in Pelaga has a potential market among young people belonging to the millennial generation and also indicates that Pelaga Agrotourism market potential is also in demand by people in Bali, who are students less than 20 years old, and also from the age group between 21 and 30 years.



From the perspective of domicile of the respondents (Table 1) show that those who participated in this survey appear to be more dominant coming from around Bali with a proportion of 87.4%, and a small portion coming from outside Bali at 12.2%, and others with 0, 4%. The dominance of respondents from Bali indicates that Pelaga also has a potential market for people in Bali.

### Attractiveness of Pelaga agrotourism

The results of a survey of 230 respondents about Pelaga Agro Tourism (Table 2) can be seen as overall of respondents interested in visiting to Pelaga attracted by (1) It has a unique village tourist attraction. (2) A view of the expanse of agricultural land, the beauty of nature, the beauty of the park that already exists in Pelaga Village. (3) A tourist attraction that is friendly to culture and environmentally friendly. (4) Available public facilities, telecommunications, restaurants and agro-product market centers. (5) The community is friendly to tourist arrivals. (6) Easily reach the location. (7) Availability of transportation to the location. (8) Distance to the Denpasar and Badung capital city.

**Table 2. Attractiveness of Pelaga agrotourism**

Attractiveness	Mean	Std. Deviation	Respondent's Perception
X1. A unique village tourist attraction.	4.20	0.738	Agree
X2. The view of the farmland, the beauty of nature, the beauty of the park that already exists in Pelaga Village	4.19	0.855	Agree
X3. Cultural friendly and environmentally friendly tourist attraction.	4.18	0.798	Agree
X4. Available public facilities, telecommunications, restaurants and agro-product market centers	4.14	0.752	Agree
X5. The community is friendly to tourist arrivals	4.04	0.752	Agree
X6. It's easy to reach the location	4.02	0.806	Agree
X7. Availability of transportation to the location	4.00	0.836	Agree
X8. The distance is close to the city center	3.97	0.811	Agree
Valid N (listwise)	230		

## DISCUSSION

### The correlation of Agro-tourism Attraction with Revisit Intention

Further analysis with multiple linear regressions on eight variables that became the attraction of evening agro tourism, it turned out that not all had a significant effect on the respondents' interest in revisit to Pelaga Village as Agro Tourism Attractions (Table 3).

**Table 3. The correlation of Agro-tourism Attraction with Revisit Intention**

Variable of Agro-tourism Attraction	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	0.921	0.198	4.662	0.000
X1. The view of the farmland, the beauty of nature, the beauty of the park that already exists in Pelaga Village	0.085	0.057	1.492	0.137
X2. Cultural friendly and environmentally friendly tourist attraction.	0.115	0.064	1.810	0.072

Variable of Agro-tourism Attraction	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
X3. A unique village tourist attraction	0.225	0.060	3.773	0.000
X4. Available public facilities, telecommunications, restaurants and agro-product market centers	-0.013	0.062	-0.215	0.830
X5 The distance is close to the city center	0.081	0.053	1.525	0.129
X6. Availability of transportation to the location	-0.034	0.054	-0.616	0.539
X7. It's easy to reach the location	0.224	0.064	3.517	0.001
X8. The community is friendly to tourist arrivals	0.125	0.070	1.784	0.076

Dependent Variable: (Y) Revisit Intention

$$Y = 0.921 + 0.085X_1 + 0.115 X_2 + 0.225 X_3 - 0.013X_4 + 0.081X_5 - 0.034X_6 + 0.224X_7 + 0.125X_8$$

The variables that have a significant influence on the interest in revisit to Pelaga Village are (1) Pelaga Village is considered to have a unique village tourist attraction (b: 0.225; sig <0.05), and (2) the location of the Pelaga Village is easy to reach by respondents (b: 0.224; sig <0.05). The others (six) variables did not have partial effect on interest in revisit to Pelaga Village (sig > 0.05) (See Table 4.3). The results of this analysis are different from the research (Serdar Karabati, 2009), (Sutjipta, 2001), and (Graham Busby, 2000).

### Stakeholder Perception of Pelaga Agro Tourism

Development of Pelaga Agro Tourism in North Badung may be improved because (1) it is believed that it can bring in foreign exchange for the country. (2) Potential market for North Badung community for agricultural goods and services. (3) Increasing the income of the people whose activities are directly or indirectly related to tourism services. (4) Expanding job creation. (5) Become a source of local revenue. (6) Stimulating the creativity of small industries related to tourist consumption. The results of this study are in line with the research (Utama, and Junaedi, 2015), and (Graham Busby, 2000).

The development of Pelaga Agro Tourism in North Badung is also worthy of being improved because (1) it is believed that it can attract tourists to Pelaga. (2) It can maintain the natural environment and business and agro-tourism sustainability. (3) It can be a tourist attraction that has uniqueness in Bali. (4) it can involve local labor as energy in its operations. (5) Able to maintain agricultural land optimally according to its main function. (6) It can generate the economy of society as an agregate. (7) It can integrate agricultural systems and tourism systems. (8) It can be a trigger for the construction of communication networks and transportation facilities. (9) It can trigger the provision of public transportation, terminals, passenger security systems, travel information systems, and maps of more tourist attractions. The results of this study are in line with the research carried out by (Fandeli, 2011), and (Keane, 2018).

According to stakeholders: the development of Pelaga Agro-tourism which borders the Pucak Mangu as protected area can be done as long as it does not violate the aspect (1) "Parahyangan" namely obeying Tri Hita Karana which focuses on the temple sanctuary zone. (2) "Pawongan", namely a people-oriented development that promotes the improvement of the people's economy and the empowerment of local communities. (3) "Palemahan" that is the concept of ecotourism that is responsible for nature conservation

and actively contributes to the sustainability of environmental preservation by trying to reduce the negative impacts that can be caused. The results of this study are in line with the results of the study (Pujaastawa, 2005) and (Keane, 2018).

## 5. Conclusion

Agro-tourism development in Pelaga Village maybe better to be improved because (1) it is highly expected by prospective tourists as an attraction that is able to present open natural beauty, cultural-friendly and environmentally friendly tourist attractions, unique tourist attraction in Bali, provide public facilities, telecommunication, restaurants, and market centers for agro products, the proximity to the city center, the availability of transportation to the location, the ease of reaching the location, and public friendliness towards the arrival of tourists.

Market aspects suggest that Pelaga Agrotourism Managers concentrate on the youth segment as a potential market. This development will be able to display and maintain the appeal of Pelaga agro-tourism, maintain natural environment involving local labor, maintain agricultural lands optimally according to its main function, generate the economy of the community as a agregate, integrate agricultural systems and tourism systems, trigger network development and communication, and transportation facilities, triggers the provision of public transportation, terminals, passenger security systems, travel information systems, and more informative tourist attraction maps.

Social and Cultural Aspects provide advice to maintain Bali tourism based on Balinese culture inspired by the philosophy of Hinduism and the philosophy of Tri Hita Karana as the main potential to use tourism as a vehicle for its actualization, which creates a dynamic reciprocal relationship between tourism and culture that makes both develop synergistically, harmoniously and sustainably to be able to provide welfare to the community, cultural and environmental sustainability. Involving local community participation in various stages of development.

## Acknowledgements

This research supported by The Ministry of Research and Higher Education of the Republic of Indonesia, through the Fundamental Research Grant for the fiscal year 2019-2020 and Dhyana Pura University, who has giving the opportunity to conduct research. We would like also to thank to our research helper who gathered data on field survey.

## References

- Anonim, 2019. *Mengagumi keindahan wisata agro pelaga*. [Online] Available at: <http://bali.panduanwisata.id/spot-wisata/mengagumi-keindahan-wisata-agro-pelaga/>
- Embacher, H., 2009. Marketing for agri-tourism in austria: strategy and realisation in a highly developed tourist destination. *Journal of Sustainable Tourism: Rural Tourism and Sustainable Rural Development*, pp. Volume 2, 1994 - Issue 1-2.
- Fandeli, 2011. *Dasar dasar manajemen kepariwisataan alam*. 1 ed. Jakarta: Liberty.
- Graham Busby, S. R., 2000. The transition from tourism on farms to farm tourism. *Tourism Management*, pp. 635-642.
- Keane, M., 2018. Rural tourism and rural development. In: *Tourism and the Environment*. Germany: Springer, pp. pp 43-55.
- KSDA, 2019. *BKSDA Bali*. [Online] Available at: <https://www.ksda-bali.go.id/> [Accessed 8 3 2019].
- Postma, A., 2002. *An Approach for integrated development of quality tourism*. In *Flanagan, S., Ruddy, J., Andrews, N.*

- (2002) *Innovation tourism planning*. 1 ed. Dublin: Dublin Institute of Technology: Sage.
- Pujaastawa, 2005. *Panduan thk awards and accreditation*. 1 ed. Denpasar: Green paradise.
- Serdar Karabati, E. D. ,. M. P. &. L. M. C., 2009. Socio-economic effects of agri-tourism on local communities in Turkey: the case of aglasun. *International Journal Hospitality and Tourism Administration*, pp. Volume 10, 2009 - Issue 2.
- Sutjipta, N., 2001. *Agrowisata. Magester manajemen Agribisnis*, Denpasar: Universitas Udayana.
- Syamsu, Y., 2001. Penerapan etika perencanaan pada kawasan wisata, studi kasus di kawasan agrowisata salak pondoh, kabupaten sleman, daerah istimewa yogyakarta. *Jurnal Ilmiah Kepariwisata*, Vol 5. No. 3 Maret 2001(LP3M STP Tri Sakti), p. LP3M STP Tri Sakti.
- Utama, and Mahadewi, 2012. *Metodologi Penelitian Pariwisata Dan Perhotelan*. 1 ed. Yogyakarta: Penerbit Andi.
- Utama, and Junaedi, 2015. *Buku Agrowisata sebagai Pariwisata Alternatif Indonesia*. 1 ed. Yogyakarta: Penerbit Buku Deepublish Yogyakarta CV. BUDI UTAMA.
- Utama, 2014. *Agrotourism as an alternative form of tourism in bali indonesia*. Germany: Scholars' Press (October 22, 2014).
- Utama, 2015. *Pengantar industri pariwisata*. 1 ed. Yogyakarta: Deepublish Yogyakarta.
- Utama, 2018. *Statistik Penelitian Bisnis Dan Pariwisata, Dilengkapi Studi Kasus Penelitian*. 1 ed. Yogyakarta: Penerbit Andi.



