

# Evaluation of Salak Sibetan Agrotourism to Support Community-Based Tourism Using Logic Model

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## Evaluation of Salak Sabetan Agrotourism to Support Community-Based Tourism Using Logic Model

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### Abstract:

Rural development needs to be promoted for reducing inequalities in urban and rural areas through agro-tourism development program, for example. This study aims to evaluate the performance of the program by using logic models to describe the input, output, outcome, and impact into a diagram and then described using causality description. The findings address that the program has positive impacts on physical, economic and social characteristics. This study recommends a robust support from the institutions required to developing the agro-tourism such as restructure the biophysical, social aspects, cultural, institutional, funding from government and other sources, marketing and increased a network of cooperation

**Keywords:** agro-tourism, evaluation, salak, logic models

### 1. Introduction:

Tourism has become one of the industries that have a major impact on economic growth Bali. GRDP of Bali at 73,478.16 billion, the contribution of trade, hotels and restaurants amounted to 30.62% (Bali Dalam Angka, 2011). However, the economic benefit derived from tourism is often accompanied by environmental destruction, land conversion, social and cultural exploitation and criminality (Tourism Office Prop. Bali 2009; Dharma Putra, 2010). The gap between the tourism industry with agriculture in Bali is also based on the imbalance of revenue sharing agricultural use for the purposes of tourism (Astiti, 2011), so Balinese are reluctant to develop the agricultural sector.

Therefore, Bali, a small island that has natural beauty and unique customs, culture and religion often has to be faced with a difficult choice between developing tourism at the expense of agriculture and the environment, or vice versa. In response to this phenomenon, needed a wise choice is to develop synergy with agricultural tourism by creating environmental friendly tourism packages alternation, equitable as agro-tourism. Agro-tourism or agricultural tourism is defined as a sequence of travel activities utilizing the location or agricultural sector from the beginning of production to agricultural products obtained in various systems and scales with the aim of extending knowledge, understanding, experience, and recreation in agriculture (Buditi, 2013).

Agro-tourism is a catalyst for economic growth and income supplement (Das and Rainey, 2010) and a successful industry in increasing revenue (Chesky, 2009). Agro-tourism activities are diversified or

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consumption of natural resources and the local culture as well as the development of personal relationships between visitors and the local community (Lathiras et. al., 2010), but it can improve the quality of life by creating jobs, as well as the impact on aspects social and economic, as well as the multifunctional development of rural sustainable development (Wyporska and Mosiej, 2010; Sosnowski and Ciepiela, 2011).

In the province of Bali almost every district has been done agro-tourism development. One of them is agro-tourism of Sibetan village, Karangasem Regency. The main problem in the development of Salacca agro-tourism in the Sibetan Village is the number of tourist visits to agro object is very low at 0.008% of the total of 462 233 tourists visiting 12 tourist attraction scattered in Karangasem (Tourism Office Prop. Bali, 2012). The causes of travelers is difficult to get the fruit to be plucked directly, especially outside the main harvest from December to March (Sumantra et al., 2012; Sumantra et.al, 2014). There are no any collection gardens and objects of agro-tourism are not managed properly from the area made the object of the arrangement, the operational activities of the tour, human resources and marketing (Sumantra et al., 2015). In addition, the lack of coordination from the government in the implementation of the program and the support of financial policy has caused the development of agro-tourism in the region to be less successful.

This study aims at evaluating the performance of the program by using logic models to describe the input, output, outcome, and impact into a diagram and then described using causality description.

## 2. Research Methods:

This development research was designed for three years from 2015-2017: In 2015, there was an explanation of socio-economic support of the community and biophysical developmental areas (soil type, soil texture, soil structure, layers, slope, rainfall, vegetation density) in the agro tourism destinations. In this research, a technology package was applied to get the fruit in the off-season, accompanied by lectures and discussions on reform efforts of social system and artifacts of agro-tourism. This was to accelerate the competitiveness of members in the development of organic based on salacca commodities and community-based tourism. All research activities in the first year were intended to formulate agro-tourism development strategies.

In 2016, quality and quantity of commodities and processed products was going to be improved through demonstration of technology application units extending the shelf life of salacca fruit and post-harvest product processing with the pattern of assistance. Structuring and development of destination supporting infrastructure includes collection of gardens for educational media and conservation of germplasm, improvement of road infrastructure, provision of public toilet facilities, information center, structuring of human resources and other support. The results of research in year II targeted physical and metaphysical revitalization of agriculture and infrastructure for the implementation of agro-tourism.

In the year 2017 followed by packing tour packages, socialization-advertising-marketing and website creation so that agro tourism destination salak woke up and ready for sale. At the end of the 3rd year activity, the customer satisfaction test (internal and foreign tourists) to agro tourism and impact evaluation of the model development is conducted.

The research used quantitative research method with causality description analysis technique through logic models approach. Fig. 1 is an example of logic models diagram.

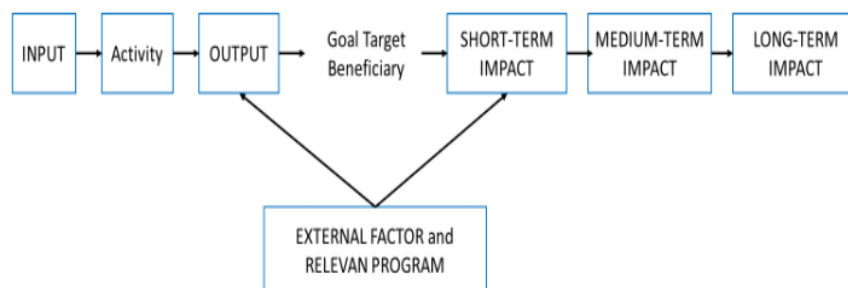


Fig. 1 Logic models (McLaughlin and Jordan, 1999)

From the development of a logic model consisting of six components, then developed indicators (Jokebet, et al: 2008) as follows:

- a. **Situations**  
Analysis of the situation, problems, and needs, investments and stakeholders of partners, priorities, mission / vision / value considerations, mandate / task / command, resources, dynamics of local personnel, collaborators, competition, and strong impact.
- b. **Inputs**  
Analysis and evaluation of what had been the capital, among others staff, volunteers, time, research results, materials, equipment, technology, partner / partner, including resources, contribution, investment, to be input into the program.
- c. **Activities**  
Activities and priorities include: what activities will be undertaken, activities: what priority workshops, meetings, deliver services, product / resource development, conduct training, provide guidance, assess, facilitate, work with the media, who is the target or participant, Agency, decision maker, user, and satisfaction obtained.
- d. **Outputs**  
Achieved results from activities, services, activities and products that a person achieves as a participant, or who are targeted.
- e. **Outcomes**  
Changes of individuals, groups, communities, organizations, and systems, including: initial outcomes, intermediate outcomes, ultimate outcomes, namely:
- f. **External Factors**  
External factors vary and are related to program activities where the program is implemented.

The use of logic models made it easier for evaluators to know what was happening during policy implementation inputs, implementation of activity programs on physical, economic, and social characteristics so as to know the results of the development that has been implemented, both short and long term. The use of logic models could also identify problems that arose during the implementation of program activities in the field. However, the use of logic models requires in-depth data and information about the activities carried out until the results are obtained.

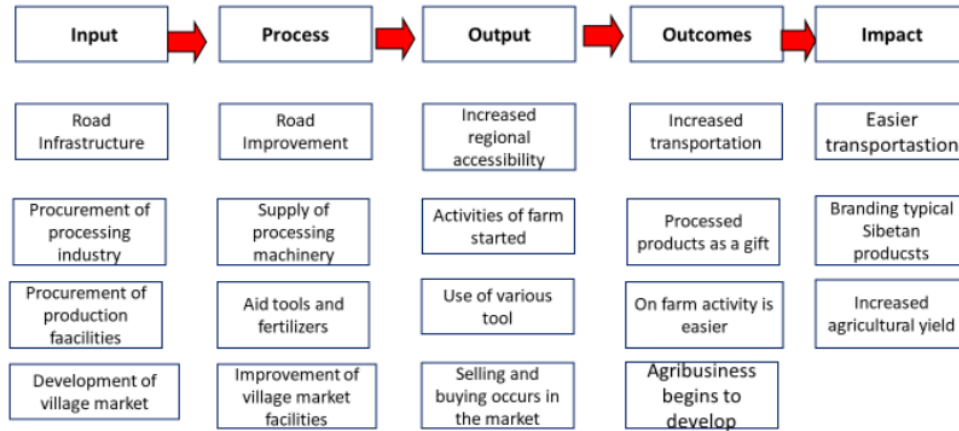
Methods of data collection used qualitative methods of interview techniques and field observation. The results of the data obtained in the form of descriptions, facts that existed in the field. Approach logic models was an approach that tells the process of program performance by using a flow diagram. The diagram presents the relationship between input, activity or the process of implementation, output, outcome, and impact.

### 3. Results and Discussion:

#### Logic Models Physical Characteristics:

Application of logic models on the activities of agro-tourism implementation programs according to physical characteristics have input activities on physical development that focuses on infrastructure development and infrastructure facilities supporting Sibatana agro-tourism activities. The improvement of road infrastructure in the agro-tourism area was achieved by the main road improvement activities. Improvement of planting system in salak has not yet functioned optimally. Fig. 2 shows the application of logic models according to physical characteristics. Procurement of processing industry was built to encourage agro-business development of agro-tourism area, especially in off-farm. The procurement of agricultural production facilities of agro-tourism areas was carried out to provide processing aid to farmers who have limited number and types of agricultural equipment. Rural market development was managed by the regional government. Currently, market conditions in Karang Anyar and Telaga have been built. The buying and selling activities and agribusiness in Pasar Karanganyar and Telaga were running well.



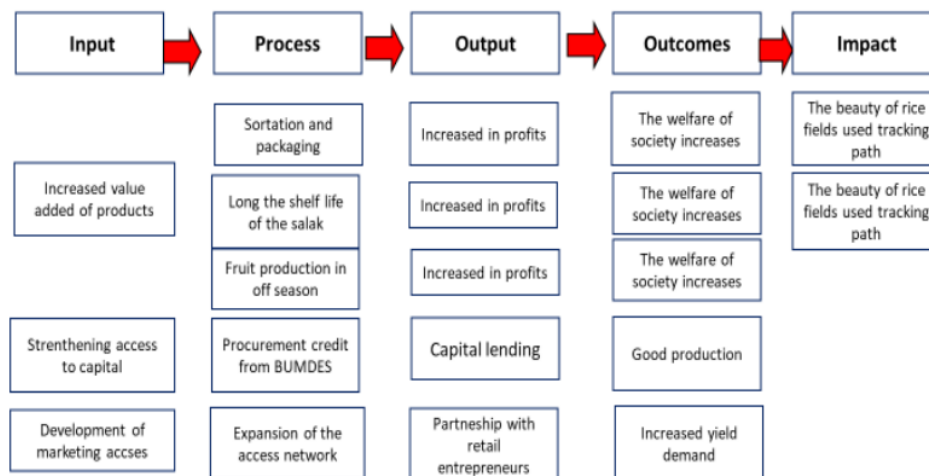


**Fig. 2. Diagram Logic Model of physical characteristics**

From the diagram in Fig. 2 it can be seen that the improvement of rural road infrastructure and the improvement of infrastructure of processing equipment have a direct impact to the community of salak agro tourism area. Other benefits that were directly felt by the community are the increasing accessibility of salak agro tourism area and the addition of public transport fleet so as to provide convenience for transportation in the Agro-tourism Area and the delivery of agricultural products. The procurement inputs of the manufacturing industry encourage off-farm activities to be pioneered and the production results become typical products by the Sibtan agro-tourism area. Improvement of rural market by improving facilities and infrastructure of village market so that trading activity and agribusiness activity in market run smoothly.

#### Logic Models Economic Characteristics:

Diagram of flow logic models economic characteristics have inputs in the form of goals or objectives of the development policy of agro tourism area in the economic development of the policy, among others by increasing the added value of products, strengthening of capital access facilities, product development out of season and development of product marketing access. Fig.3 presents diagrams of logic models for economic characteristics.

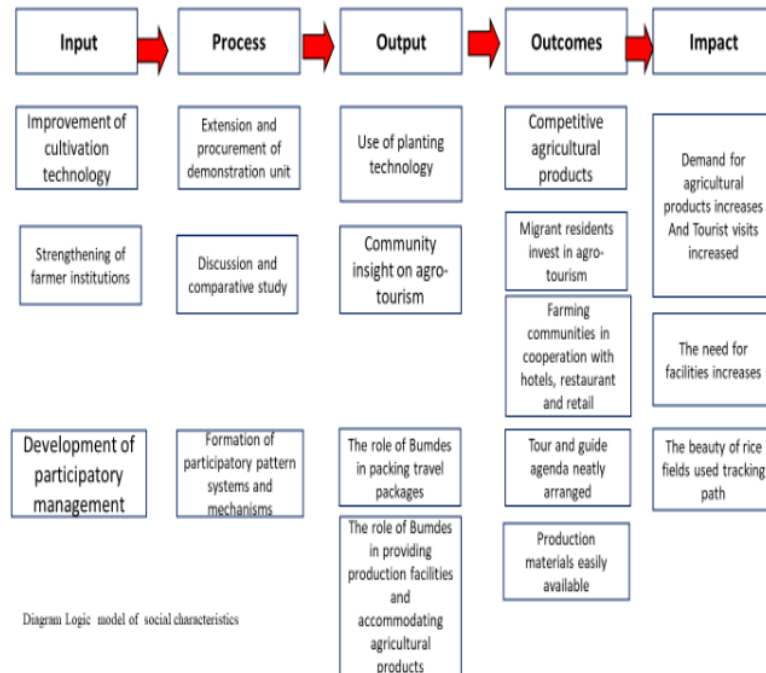


**Fig. 3. Diagram of Logic Model of Economic Characteristics**

From the diagram in Fig. 3 that the impacts that occurred on the economic development of salak agro tourism area was the presence of non-salak land to grow salak commodities resulting in decreased yield of non-salak production eg wani trees, sago trees. Input of economic activities of agro-tourism was focused on improving the welfare of farmers in agro-tourism area. Strengthening capital access facilities for farmers who lack capital to grow crops. Meanwhile, product development in off-season and extends the shelf life and packaging was increased value-added products. Farmers in salak agro-tourism area had been introduced with a model of cooperation with a retail, travel agency. To be able to sell quality agricultural products to be able to compete in the retail market at the national level.

#### Logic Models Social Characteristics:

Input of social activities in the development of agro tourism aimed at strengthening agricultural institutions. Institutional farmers of agro-tourism area includes cooperative farming or Bumdes and farmer groups. Institutional role in agriculture is one of them by helping farmers get information. Improving cultivation technology is always done to find efficient ways and maximize production output. Counseling and guidance of farmers in the agro-tourism area implemented with the help of researchers. Figure 4 shows that the institutional strengthening of farmers is filled with discussions and comparative studies among farmers about knowledge in agriculture. This makes farmers eager to keep learning, adding insight into agro-tourism. The development of participatory management of agro-tourism society by establishing system and mechanism of participative pattern of rural community.



**Fig. 4. Diagram Logic model of social characteristics**

Implementation of logic models method in evaluation of Agro-tourism of salak area had its own deficiency and advantages. Compared to the impact of application of logic models of physical, economic, and social characteristics, the application of logic models on physical and social characteristics has a positive impact on the development of agro tourism area. In the application of logic models physical characteristics that include improving the quality of infrastructure and facilities, such as road infrastructure, collection gardens, procurement of production facilities, and market development, able to provide positive impacts of ease of transportation and distribution of agricultural products.

Similarly, the application of logic models for social characteristics that technological improvements, strengthening of farmer institutions, and management systems also had a positive impact on the development of agro tourism. Meanwhile, the application of logic models for the evaluation of economic characteristics had a negative impact on agro-tourism development, such as the decrease of rice production. This was because the expansion of partnerships with retail entrepreneurs led to the emergence of opportunities for salak farmers to grow salak especially Gulapasir salak, in order to generate greater profits. If seen as a whole, the implementation of agro-tourism area of salak had a good impact for the improvement of farmer's welfare considering the output is positive. However, there was still a need to strengthen partnerships between farmers and employers, travel agencies, and network access expansion in the development of superior products based on barking. Farhanah & Prajanti (2015) also argues that the development of human and technological resources, institutional strengthening, and production inputs are needed to develop agricultural areas.

#### 4. Conclusion:

Sibetan Village had the potential development as agro-tourism based on products made from plants and salakfruits, unique culture and beautiful scenery in the hills Pemukuran , Banjar Dukuh. The result of evaluation on agro-tourism area using logic models method showed that program plan and activity of salacca agro development had positive impacts. Evaluation results for physical characteristics indicated that the physical development results had an impact on the easier of transportation and delivery of agricultural products, the increase of agricultural production, and able to give branding of processed agricultural products as a typical souvenir of salacca agro-tourism area. For social characteristics, the development of salacca agro-tourism area had an impact on increasing agricultural output because there was strengthening of farmer institution through participative management. However, for economic characteristics, agro-tourism development has an impact on the decrease non-salak field production because there are farmers who switch in commodities grown in line with the expansion of partnerships with retail entrepreneurs and travel agent. If left unchecked, this would have a negative impact and threaten the food security of the agro-tourism area, so there had been needs to be intervention from government, organizations or non-governmental organizations.

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