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RRPG 7TH INTERNATIONAL CONFERENCE AND FIELD STUDY IN MALAYSIA 2016

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“Advancing Inclusive Rural Development and Transformation in a Challenging Environment”

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Professor Dr. Ibrahim Ngah
Chairman
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7th INTERNATIONAL CONFERENCE AND FIELD STUDY IN MALAYSIA 2016

“ADVANCING INCLUSIVE RURAL DEVELOPMENT AND
TRANSFORMATION IN A CHALLENGING ENVIRONMENT”

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7th RRPB International Conference and Field Study in Malaysia 2016 (RRPB7)



Centre for Innovative Planning & Development
Universiti Teknologi Malaysia



Bait Al-Amanah (House of Trust)
Johor

Advancing Inclusive Rural Development and Transformation in a Challenging Environment

The challenges of uncertainties in economic growth, increased globalisation, political conflicts and climate change has made sustainability, and inclusivity of development to become more pressing. The new global development agenda 2030 and Sustainable Development Goals (SDGs) requires more commitment for inclusive development. However, given the need to foster economic growth and competitiveness, concentration of development in core regions seems to be a common strategy adopted by many governments in developing countries. This would further increase the development gap in the rural areas.

In the light of the challenges facing the world today this conference is a perfect opportunity for scholars and practitioners gathered to examine and discuss how inclusivity and sustainability could be the driving force in rural development. This would synergise efforts to develop a more resilient rural community, eradicate rural poverty, and achieve a balanced and equitable development in the rural areas.

RRPB7 with its prime aim of bringing together stakeholders, policy makers, prominent figures, leading academic scientists, researchers and the public to explicitly discuss and expand our understanding of issues related to rural transformation, inclusive rural development and resilient rural environment. This conference will feature leading figures in various fields of sustainable rural development, community empowerment, local economic development and communitybased disaster risk reduction as well as resilient rural community studies.

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DEVELOPMENT OF AGRO-TECHNOPARK MODELS TO SUPPORT COMMUNITY-BASED TOURISM IN THE SIBETAN VILLAGE KARANGASEM BALI

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ABSTRACT

Sibetan village, Karangasem is a center of Salacca (Salak) plant in Bali and considered the origin of salak (salacca) plant. In this area was found 14 cultivar, on the other hands the visitor in agro-tourism salak is very low at 0.008% of the total of 462 233 tourists visiting Karangasem regency. Factors that contribute to the low tourist arrivals to the salak agro-tourism were: 1). The agro-tourism object not managed properly, and lower human resources. 3) The object no yet marketed optimally, in addition to cooperation among tourism stakeholders still low. This study aims to :1) identify the biophysical aspects of agrotechnopark, (2) study the characteristic patterns of the local institutional to support agrotechnopark based on community, (3) study the perceptions and preferences of groups and visitors in the development of agrotechnopark, and (4) formulating development models of agrotechnopark to support community-based tourism. Respondents were farmers, processors, traders and related agencies as 25 people. Data collection with interviews and FGD. Data were analyzed by using scoring techniques and swot analysis. The result showed that 1) Sibetan village could potentially be developed as agrotechnopark with superior object salak garden, processed products made from plants and salacca fruits, unique culture and beautiful scenery in the hills Pemukuran. 2) Society was very interested in developing agrotechnopark to support agrotourism-based community. 3) People really needed assistance both in the field of planning, development and management and assistance in post-harvest processing. 4) Needed to restructure the biophysical, social aspects, cultural, institutional, funding from government and other sources, marketing and increased a network of cooperation.

Key word: Agrotechnopark, Community, Tourism, Salak, Sibetan

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 (Diparda 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 (Astuti, 2011), so Balinese were 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 Agroteknopark (ATP) community based in the Sibetan Village. ATP is an application pilot areas of agricultural and post-harvest technologies in an integrated from upstream (aquaculture) to downstream (post-harvest) in a large scale by applying bio- farming cyclo technology without waste. ATP development can improve the welfare of farmers and increase the

competitiveness of agricultural products (Widyastusi, 2010). The main problem in the development of Salacca ATP as the object of agrotourism 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; Labek et al., 2013; Sumantra et.al, 2014). There are no any collection gardens and objects of agrotourism 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).

This study aims to 1) identify the biophysical aspects, (2) study the characteristic patterns of local institutions to support the ATP-based society, (3) study the perceptions and preferences of groups and visitors to the region of ATP in the development of agro-tourism, and (4) formulate development model ATP to support community-based agro-tourism in the Sibetan Village.

RESEARCH METHOD

The research was conducted by a survey method with field observations, interviews, and literature. Data were analyzed by using descriptive qualitative through the understanding of RRA (rapid rural appraisal) and understanding of PRA (participatory rural appraisal), and a SWOT analysis supporting the development ATP of community-based agrotourism ATP. Recommended model of development of community-based agrotourism ATP as a community was based on the identification and analysis of potential environmental and natural resources, agricultural potential to be integrated with the analysis in terms of socio-economic, institutional and partnership in development. The focus of this research was the development model of ATP as a supporting agro-tourism with the approach of community based tourism, which includes: (a) programs to empower communities in developing agroteknopark, (b) community involvement in the planning process development of ATP in the village Sibetan, (c) means ATP and supporting infrastructure development, (d) the promotion of agro-based agroteknopark potential, and (e) encourage the growth of the partnership (partnership)

FINDINGS AND DISCUSSION

General Conditions of Territory

Sibetan Village is a village with a pattern of Life 'society of agricultural field, especially farmers of salacca. The area of salacca farming in this village were pproximately 1,125,000 hectares, located in altitude 400-600 meters above sea level, with temperatures of 20-30 degrees Celsius, as well as rainfall 1.567 mm - 2000 mm per year. Clay soil texture, organic content of C-medium, N-medium, P-very high and K-Very low, acidity pH. Based on soil map which is half detail, Type of evolving soil in the area is typic Hapludalfs, volcanic, isohipertermik (Puslitan dan Agroklimat-Bogor, 1994). Family of soil was found in Districts of Telaga, Karanganyar, Dukuh in Sibetan Village (Sumantra, 2015). Sibetan Village was located in the district Bebandem, 8 km from Amlapura City, 20 km from Candidasa and 80 km from the city of Denpasar.

Sibetan village has typical characteristics of its own, especially interms of natural potential of agriculture, better known as Salacca Plantation, with 14 operating cultivars included Salak Injin, Salak Nangka, Salak White Putih, Salak Boni, Salak Penyalin, Salak Cengkeh, Salak Gondok, Salak Nenas, Salak Bingin, Salak Cemara, Salak Kelapa, Salak Gula Pasir, Salak Muani, and Salak Embadan, accompanied with some operating processed products made from salacca, including: wine, dodol, chips, syrup and candies, which made this village different from other villages in Karangasem (Sumantra, 2015). Farmers in the Sibetan Village at planted the salacca under protecting plants. Protecting plants of salacca plant were very important because these plants were not resistant against sunlight Full (Sumantra et al, 2012.) Other benefits of the protecting plants was enabling to modify microclimate such as air temperature and soil (Sumantra et al, 2012; .. Sumantra et al., 2014), conservation of flora and fauna (Priyadarshini et al., 2011).

Results of the inventory of protecting plants in the cultivation system of salacca grown in Sibatana were amounted to 13 kinds. Dadap plants (*Erythrina variegata* L) showed the highest importance value index (IVI) ie 66.52%, then followed Banana Protecting plants (*Musa paradisiaca* L), with IVI 58.36%, durian (*Durio zibethinus* Murr), Sengong (*albisia falcate*), Coconut (*Cocos nucifera*), mangosteen (*Garcinia mangostana* L) and Gamal (*Glyricidia sepium*) with IVI 25.44%, 24.93%, 24.55%, 22.75% and 20.74% , The identification results showed the diversity of protecting plants were Still low BY Values Diversity indices Operate (H) <1.

The social aspect

Number of families of ten Banjar were 2,186 households with a population of 8,618 inhabitants which consisted of 4,305 male and 4313 female. Village Sibatana education level was still relatively low, seen from the number of people who mostly are in complete primary school level / equivalent as many as 811 people (37.95%), as many as 545 people graduated from junior high school (25.50%), and highest level of education to Bachelor (S1) as many as 305 people (14.27%). Most of the villagers Sibatana livelihood as farmers so that farming community institutions patterned ie farmer groups. Farmer groups to develop agrowista barking is a group of Dukuh Lestari, Mekar Sari groups and farmer groups in Karanganyar village, which is supervised by the Office of District Tourism, Agriculture department and the university. The group has already developed a range of activities in the field of tourism as well as processed products based on fruits.

Sibatana indigenous village has a tradition of such religious processions Ngusaba implementation dangsil, Ngusaba ceremony deha is a rare and unique ceremony, the stage of the deha and young men with oversized clothes is a potential supporter agrowista development. Fostering community about mengolola asset management of natural resources and agro bark is not maximized as well as economic institutions has not run optimally.

SWOT Analysis of ATP as a supporter Agrowisata

a. Strength (Strength)

- The potential for a strong and unique salacca agrotourism in this village is a stretch of a very spacious garden bark is 81.12%. The genetic diversity of salak Bali reached 14 types and not shared by other areas that can serve as a tourist attraction, especially for students, university students and researchers.
- On the sidelines of the bark of plants there are different types of cover crops with wide reaching 13 species.
- This is an ideal habitat for bird life conditions punglor which are now scarce due to poaching.
- Development of Salacca ATP is one of the main implementation of the Bali Provincial Regulation No. 3 of 2013 on the Protection of Local Fruits provide opportunities and a conducive business environment in the development of ATP (Prop.Bali Government, 2013).
- Farmers were already capable of yielding a household product industry based fruits such as rice wine, chips, dodol, palm bark, candied bark, bark pia and culinary products made ponds (puppies bark) as a vegetable bernuasa Sibatana regional specialties.
- It was also a plantation area of environmentally friendly, because the farmers never used chemicals.
- A beautiful panorama in the region Pemukuran at the south end of the village area Sibatana gave the beauty form paddy fields and a valley with a panoramic view of the beach in the district of Manggis.
- The area was also close to attractions Bukit Putung, tourist attraction Candi dasa, Tirta Ganga and Pura Agung Besakih.
- Sibatana traditional village has a tradition of such religious processions Ngusaba implementation dangsil held for 4 (four) months, deha Ngusaba ceremony is a ceremony that is rare and unique, is a performance of the deha and young men with oversized clothes.

b. Weakness

- Implementation regulations Bali Province No. 3 in 2013 have not been implemented optimally makeover.
- The types of salacca that there has not been managed well and there is no collection garden and feared some kind will be extinct.
- Travelers were difficult to get the fruit to be plucked directly, especially outside the harvest season (December-March), in addition to the quality of the fruit not meet the standards.
- The object of this agro not managed properly from the area made the object of the arrangement, the operational activities of the tour, and human resources.
- There are adequate lodging facilities available and the path of travel is clear.
- As a tourist attraction, ATP Sibeten village has not marketed its full potential, in addition to the cooperation among tourism stakeholders (governments, local communities, the tourism industry, and academia) have not been going well.
- People did not have experience in managing ATP as a tourist attraction.
- The funds for the settlement area was not yet available .

c. Opportunity

- A visit to Bali travel from year to year showed an increasing trend .
- Development of ATP as an agrotourism would be able to preserve and simultaneously created opportunities formation of new cultivars .
- Economic community will be increased due to the results of domestic industry which produced such as chips, dodol, wine, pia and palm bark can be marketed as souvenirs typical of the garden barking.

d. Threat

- The establishment of new agro-tourism in the area adjacent to the object of salacca agrotourism feared to disrupt the continuity .
- The effect of the development of agrotourism often rub together when it is not prepared as mature as possible , especially the culture brought foreign tourists.

ATP Development Strategy as Community-based Tourism Object

a. Planning development and marketing

Community empowerment was a process for the community's independence in order to improve their living standards by using local resources as possible. The process of putting the public as the main party or the center of the development. Training programs that were been undertaken by the Government of Karangasem regency was in the form of training and coaching to improve the ability of communities in order to utilize existing resources. In planning the ATP as a tourist attraction, people participate in field practice by providing learning the facts that occurred in an area such as a survey or study. Through these activities the community will be directly aware of the problems, so that people have an idea to make a plan in accordance with local conditions.

Indicators of achievement for community empowerment Sibetan views of capabilities: (1) The public was able to access the means of production and marketing; (2) The public was able to produce a superior product that is worth the high rate so that the program becomes a partnership ATP educational tourism education from various regions; (3) Improving the status and self-image in their cultural identity.

b. Infrastructures of Salak Agro Tourism Development Support

The ingredients were all things that could n be used as a tool to achieve goals. Tourism infrastructure were all facilities that allow it to tourism facilities coul g live and develop as well as to provide services to tourists to meet their diverse needs (Yoeti, 2008). Structuring and manufacturing facilities

included a car park, residences, offices, product showroom farmer groups, the (object) main sights, footpaths, public toilets, gardens and a collection of other facilities.

Arrangement of tourist objects that include structuring the garden barking, demonstration garden, garden collection, garden arrangement in view Puncak Pemukiman banjar Hamlet, manufacture of refined products based on fruits banjar Ponds. Agrotourism supporting institutional empowerment should be encouraged. Organizational units will act and perform tasks according to their function. Women Farmers Group will provide products of domestic industry has produced. Group in charge directly as agrotourism team do its work ranging from receiving guests, accompanying and member services to tourists.

c . Promotion of Sibetan Salacca Agrotourism

Promotions were the means used by the company in an attempt to inform, persuade and remind consumers directly or indirectly on the products and brands they sell. Many forms of promotion done by the Department of Tourism is heavily influenced by the needs of the service as well as based on a target of increasing tourism commodities to increase foreign exchange.

d. Community Support

Community of Sibetan village had not understood the concept of ATP as a community-based tourist objects. The introduction of the model ATP caused them know and agree to develop the business as it would give a wider impact for economy village and employment opportunities for local communities. Support of fruit products, processed, diversity Sibetan village Salacca panorama of natural and cultural potential possessed villagers made Sibetan Village was interested in developing it. This was realized by providing information and input more in-depth about the plans and hopes to develop agro barking. The development plan is expressed in the form of charts and maps about things that need to be worked out in the recana.

Besides, people needed support in capacity building, which was still considered to be insufficient, especially in ethics vacancy, language acquisition and management arrangements. The trainings related to tourism and tourism needs were given to the community, and the communities need to be involved in planning the development of agro-tourism in the region (Budiarti et al, 2013).

Villagers in Sibetan also required funding sources to support agrotourism, whether the source of funding later through BUMDes or form cooperatives or other sources what are benefit and ease in obtaining funding in developing a domestic industry that had been developed at this time. In addition, the community was in need of regulation that could be set and also used as a reference in the management of agro components so that all involved could be benefit and fairness.

e . Encouraging the growth of partnership (partnership)

For the creation of regional autonomy , in accordance with the legislation , especially UU No. 32 in 2004 , the Regency Government reserves the right to conduct its own policy by conducting programs in accordance with the conditions and potential in the regions , namely through agriculture -based tourism sector. The programs included were the cooperation / partnership with private institutions who were fully committed to the advancement of agriculture-based tourism sector , which is creating a partnership of Sibetan Salacca Agrotourism .

Evaluation of Community-Based Agrotourism Sustainability

Evaluation of sustainability community based salacca agrotourism in the Sibetan village of the physical, socio-economic and cultural aspects indicated that the physical aspect requiring corrective action and restructuring further. While the social aspects of economic and cultural aspects showed a good direction towards sustainability. Some facts in Bali showed, the development of tourism facilities were followed by the land conversion. These events should be anticipated through the specific regulations that could be written in awig awig (rules) of indigenous villages, thus increasing the value of land use were able to increase the income and standard of living. In line with the research results of other countries such as Malaysia that the development of agrotourism were able to raise public awareness about sustainable development, improve the system of social empowerment,

strengthen social bonds them and develop social skills in relation with the increase of people's income, diversification and intensification of economic activities, providing employment and poverty alleviation (Hamza et al., 2011). The development model of ATP as a tourist object needs to consider a variety of factors at play, including physical factors, community and socio-cultural, economic, technological, legal and policy aspects, the level of supply and demand farm tours, experience gained by tourists when visiting the tourist area of agriculture. These factors needed to be analyzed to get the appropriate development model (Budiarti et al, 2013).

Recommendation of Model of Development ATP as community-based agrotourism of Sibetan Village

- The potential diversity of plant salacca, protective plant species based processed products of fruits, natural beauty and unique culture that is owned by the Village Sibetan developed for the preparation of agro-tourism program.
- Potential gardens and natural beauty synergized with the potential for processed products in the community could be offered to visitors in the agrotourism program.
- Structuring the path between the salacca garden, improving environmental hygiene, and processing midrib pruned for the composting.
- Capacity building in both the manufacture of processed products, and services of good service to guest visitors.
- Building garden collection to prevent the extinction of certain types because nowadays the growth were scattered and unprotected.
- Improving the sustainability of agriculture through conservation of resources (land, water, vegetation, and wildlife).
- Increasing the cooperation and partnership of stakeholders for the sustainability of agriculture and improve the synergy of agriculture with tourism.

CONCLUSION

1. Sibetan Village has the potential development of ATP as a tourist attraction with a leading community-based overlay salacca garden, refined products made from plants and fruits , unique culture and beautiful scenery in the hills Pemukuran , Banjar Dukuh.
2. Community of Sibetan Village were very interested in developing ATP as a community-based agrotourism attractions.
3. Community really need assistance both in the field of planning , development and management of agro-tourism as well in post harvest processing of fruits.
4. Need to restructure the biophysical , social aspects , cultural, institutional , government funding and from other sources , marketing and improvement of cooperation networks .

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