



Development of Vineyard Agritourism through Educational Tour Packages to Sustain the Local Potential



Ni Nyoman Sri Wisudawati ^a

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Correspondence Author ^a

Abstract



Keywords

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Buleleng Regency is known for its abundant natural products, one of the typical plantation products from Buleleng Regency is Alfonso Lavalle's black grapes. One of the areas producing black grapes in Buleleng regency is Banjar village. Banjar is known as one of tourism destination especially "Banjar hot spring tourist destination". Along with the development of tourism that leads to the environment, Banjar village community especially grapes farmer tries to develop agritourism as one of the options supporting the tourist attraction in the Banjar district. Wineries have started to be developed as an alternative tourist destination in the village of Banjar through the development of agritourism. The vineyard land began to decrease because the yield did not match the care taken, besides that the price of grapes dropped and easily decomposed. Groups of grape farmers began to look for alternatives to process the excess yields of perishable grapes by processing the yields into traditional processed foods for consumption or use as for Balinese ceremonies. The products from grapes processing such as *dodol* (kind of sweet food mix with sugar), *iwel* (Balinese traditional food made from sticky rice, sugar, and grapes), crackers, raisins, grape seed coffee, and grapes juice. The development of agritourism is expected to have its own characteristics through the development of educational tourism packages by adapting "wine tourism" activities. The development of agritourism especially in vineyard through educational tour packages can provide alternative breakthroughs that change without coercion by the integration of changes that do not negate each other sectors.

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^a Undiknas University, Denpasar, Indonesia

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1. Introduction

Bali is a world tourism destination known for its various tourism potentials both in terms of culture and natural resources. The operational concept of a tourist destination that has evolved to collaborate culture with its natural potential. Buleleng regency is known for its extensive agricultural and plantation products such as rice, coconut, corn, cloves, and durian. One of the plantation products that is the hallmark of the Buleleng regency is the local grapes Alfonso Lavalle which are purplish-black in color. One area in Buleleng that still cultivates grapes is Banjar village, Banjar district.

The land that is currently used to grow local grapes (Alfonse Lavalle type) has started to decrease because many grape farmers have changed professions and sold their land (land functions). In addition, the sale of grapes dropped dramatically, especially in the abundant harvest season and grapes that easily rot, so farmers often suffer losses. Related to this, several winegrowers made alternatives to target the tourism sector to improve the wine farmer's economy and overcome land conversion through the development of agro-tourism. While some grapes are processed into snacks and drinks as an effort to overcome the excess yields to reduce these losses. The concept of tourism-related to vineyards and their processed products in the form of wine has developed in several countries in Europe and Australia called wine tourism. Wine tourism is a tourist visit to the wineries, wine processing, wine festivals, and explanations related to wine testing as well as experiences related to the quality and attributes of wine origin (Getz *et al.*, 1999). Wine tourism consists of three main components, among others: visit wine lovers to buy certain wine products, visit vineyards in general to find out and understand the process of wine production or wine testing, visits to vineyards by enjoying beautiful scenery along the vineyard route with different types of plants (Olaru, 2012; Manafe *et al.*, 2018). Through the potential of the village of Banjar as a region producing local grapes typical of Buleleng and the processing skills of grapes into traditional Balinese foods and drinks, tourism activities can be developed to adapt the concept of wine tourism as outlined in an educational tourism package package related to the vineyard and its preparations in the village of Banjar in the district of Buleleng.

Tourism activities through the development of traditional food and the participation of local communities in its processing through the home industry will benefit the welfare of the community. Based on observations, this processed grape product is not widely known as a typical food of Buleleng, especially for tourists. The development of Buleleng wine estate agro-tourism through the concept of educational tourism can provide tourists insights and knowledge related to traditional food processing while directly able to maintain the existence of typical Buleleng wineries. Through educational tours can help tourists to better know and even want a direct learning process (learning experience) and participate in preserving nature (Purnawan, 2017; Wendri *et al.*, 2019).

Based on this background, the basis of the development of this research is an effort to integrate the potential of plantations, integrated community culture in local Buleleng local agritourism through the development of vineyard educational tourism packages and home industries related to processing grapes into Buleleng food and beverage products.

2. Materials and Methods

This study uses a qualitative descriptive method by describing the results of research obtained from data collection techniques through in-depth interviews with the head of the Amerta Nadi grapes farmer group in the village of Banjar. In addition, a Focus Group Discussion (FGD) was held with members of the grape farmer consisting of 23 people. This interview was conducted to find out information related to educational tourism activities that can be carried out and its management as well as the challenges that will be faced in developing vineyard agritourism through educational tour packages. The participatory observation was also carried out by observing activities carried out by the community as additional references in the form of appropriate attractions in the preparation of educational tour packages. The sampling technique used was through purposive sampling in accordance with the objectives of the study. Reading references, archives, documents and related scientific journals are used to supplement information and data on the results of research. The validity of the data in this study uses triangulation of sources by comparing the results of interviews with observations made at the study site and comparing the results of interviews with related documents in accordance with the research conducted. This research is located in the village of Banjar which utilizes a local vineyard, the process of making traditional food and beverages product from grapes that can be an alternative tour in the form of an educational tour package (Geria *et al.*, 2018).

3. Results and Discussions




This study to analyze the results of observations, interviews and focus group discussions (FGD) in accordance with some literature reviews. The development of agritourism through this educational tour package can be used by travel agents as one of the alternative tourism in northern Bali, especially Buleleng regency and also introduce the local product from grapes beside "wine". The local community, especially the Banjar village wine growers, positively accepted the development of this educational tourism package through the integration of the tourism and agriculture sectors with the strengthening of local production and culture. It can improve the welfare of the community and at the same time sustain the potential of the regions related to tourism.



3.1 The concept of educational tour package in developing vineyard agritourism

Educational tourism activities not only answer and satisfy tourists' curiosity about culture and nature, but tourists can see and interact directly with the local culture and biodiversity characteristic of a tourist destination. The concept of agritourism related to vineyards has been widely practiced in the world and also by Bali. Although many agritourism develops, agritourism as a tourist destination needs to have the main characteristics that can be differentiated so it can be complete and sustainable. The concept of a vineyard used as a tourist destination in several countries mostly leads to winemaking or it is known as "wine tourism". In some country educational possibilities at the winery such as: learning how to store and age of wine, learning about the link between wine and food, learning how to taste the wine, explanations of how wine is produced, information on grape growing and grape varieties, meeting the winemaker and vineyard tours (Charters, 2000). Utilization of agricultural land and plantations that are used as tourist attractions are known by various names such as agritourism, farm tourism, farm-based tourism and vacation farm (Weaver & Fennel, 1997: in Phillip *et al.*, 2010). Besides that, tourism attractions have also developed which combines agricultural activities with in-depth knowledge related to the process of managing agricultural land to produce good harvests called agro-edutourism (Khairun Nisa *et al.*, 2014; Purnaya, 2016). Educational tourism activities have a variety of forms and ways that can be used, carried out directly in the garden and in the form of tourist observation (based on tourist interests). related to agritourism activities can be categorized into three aspects (Phillip *et al.*, 2010), namely: activities that directly use agricultural / plantation land (working farm); direct participation or interaction of tourists in agricultural /plantation activities (contact between the tourist and agriculture activity); the level of authenticity of experience gained by tourists during and after conducting activities on agricultural land / plantations (degree of authenticity).

Based on the tourism potential of the Banjar village in relation to vineyard agritourism, the community needs to increase the variety of tourist attractions and other creative activities to give the tourist special experience. Based on observations had been made, an appropriate typology is used in the agritourism of vineyards in the Banjar village through the development of educational tourism packages such as; working farm, direct contact, and authentic agritourism. So, from the activities the results obtained in the form of experience that is not forgotten by tourists. Tourists get an authentic experience in carrying out activities by being directly involved in harvesting grapes from the garden, join in process of making traditional food and beverages from grapes directly in the home industry. Activities can be done through educational emphasis by looking at or directly involved in the making process of traditional food and beverages made from grapes, an explanation of the culture of the community in the use of crops and maintenance of the vineyard through the Balinese life wisdom (Tri Hita Karana) that is applied by the Balinese people in their daily life. For more details, tourist activities in educational tour packages of vineyard agritourism in Banjar village can be carried out based on the elaboration are as follows:

Table 1
Tourist attraction to provide educational tour package in developing vineyard agritourism in Banjar village

No	Tourist activity	Educational possibilities	
1.	Vineyard tour : <ul style="list-style-type: none"> • Walk around vineyard • By bicycle 	<ul style="list-style-type: none"> • explanation about the varieties of grapes grown in the Banjar village, • explanations of how to maintain the vineyard • explanation about the culture of Balinese people by implementing the philosophy on life is called Tri Hita Karana in their daily life especially grapes farmers in Banjar village. Start from thankful to God to maintain the vineyard and the usability of grapes for offering, cooperation in the lives of grapes farmers (social life) and protect the environment by using organic fertilizer. 	
2.	Grapes harvest: <ul style="list-style-type: none"> • Picking grapes from tress directly 	<ul style="list-style-type: none"> • taste the fresh grapes after picking • how to pick the right grapes • explanation about the cycle and maintain the vineyard after produced the fruits. 	
3.	Waste management	<ul style="list-style-type: none"> • explanations about how to make the composting from grape leaves and rotten fruits • explanation about organic liquid fertilizer 	

4.	Provision of agricultural product	<ul style="list-style-type: none"> • explain about Process making traditional food and beverages from grapes • tourist can involve in the process of making traditional food and beverages (based on tourist interest by observing the processor directly involved inactivity)	
5.	Other activity <ul style="list-style-type: none"> • shops • galleries 	<ul style="list-style-type: none"> • The tourist can taste the traditional food and beverage made from grapes • The tourist can see many kinds of product from grapes and also buy it for souvenir 	

The tour activity is carried out in stages with a tour around the vineyard while explaining the vineyard system related to maintenance, types of grapes planted, the process of picking and the benefits of grapes for the community. Tourists in this activity can also pick grapes directly from the tree. Then tourists were explained about organic waste management and fertilization of grapes. Other activities that can be carried out by introducing the process of making traditional food and beverage made from local grapes that can be enjoyed directly by tourists or as souvenirs. The traditional food and beverages are made from local grapes (Alfonse Lavalle) such as: *dodol* (kind of Balinese sweet food consist of: sugar mix with grapes), grape jam, raisins, *iwel* (Balinese traditional cake made from sticky rice flour, sugar and grapes), grape juice, grape seed coffee (made from grape seeds) and grape chips (made from flour and grapes). Market segmentation in accordance of educational tour packages related to grapes and the products is targeted for mature travelers and students who conduct comparative studies as well as trips to add insight, knowledge, and experiences about the potential of local grapes in Banjar village.

3.2 Challenges and Benefits of Developing Vineyards Agritourism through Educational Tour Packages in Banjar village

Based on the results of research and some literature, the development of vineyard agritourism through tourist attractions that are informative and learning (edutourism) has several characteristics including:

- Nature-based tourism, especially wineries belonging to the vineyard growing community in the Banjar village, Buleleng regency. This will provide benefits for sustainable land conservation, pressure on land use experts who are not agriculture or plantations, maintaining the production of local black grapes (Alfonso Lavalle) which is authentic and growth in Buleleng regency.
- The existence of education sharing activities related to the maintenance of the vineyard, the processing of making traditional food and beverage product made from black grapes both in traditional and small industries by the local community, as well as knowledge about the socio-cultural life of the local community.
- Vineyard agritourism through educational tourism attractions can improve the income for local people from the economic side, sustainable development and nature conservation. In addition, tourism activities that occur can encourage community participation so that ultimately leads to community-based tourism.

So, from these characteristics above, the three key elements in the development of local vineyard agritourism through educational tour packages is the alignment of roles between local communities, tourism and local vineyards (natural side).

Vineyard agritourism through the development of educational tour packages certainly has its own challenges including: gradually changing the mindset of educational tourism so that it is not seen only visiting vineyard, picking grapes directly and taking pictures, but the target is how to foster tourists' desire to know the process of making traditional food and beverages product made from local grapes. This package can introduce and give information to the tourist that local grapes not only as a main ingredient of wine but can be processed into other food and drinks especially authentic from Buleleng regency. The development of vineyard agritourism through educational tour package was adapted from wine tourism activities (wine tourism). In addition, through this tour activity, the habits of Balinese people in implementing life balance based on the philosophy of "Tri Hita Karana" through human harmony nurturing vineyards by the use of organic fertilizer, community harmony in sharing fortune by sharing the education and skills about how to process the grapes to be food and beverage product that can provide new jobs for community, community harmony as a form of gratitude to God by using the harvest of grapes for ceremonies (Balinese offerings). Through this educational tourism activity is expected to be able to provide tourists with an understanding of the local genius through the creativity of planning and attractive package. The desire to create creativity in tourism destination to give some choice not just because the tourists are bored, but also the cultural sector and destination manager are looking for new ways to interact with tourists (Richards, 2009).

Another thing that is no less important is related to the potential of human and government institutional resources that will play an active role in the development and management of these educational tourism activities. Ideally, in this tourism activity, the local community must play an active role, so that the results of this tourism activity can be felt directly by the community related to the improvement of people's lives and sustainability. In addition, the role of the government institution is very important in providing community hard skills and soft skills training given the limited experience and knowledge of the local community in this regard. Training can be given such as: managing the tourist destinations, language, guiding, hospitality and marketing. The help of equipment and machinery is no less important in supporting the local home industry to able to produce more in increasing marketing in terms of processed traditional food and beverage product made from grapes. Because without institutional or government assistance these activities cannot run optimally.

Other challenges also related to marketing and promotion carried out must be able to improve the characteristics of a tourist destination and protect cultural heritage. The target and segmentation of tourist visits are based on the positive and negative impacts that can result from this tourism activity. However, the target market leads to quality tourists accompanied by a gradual improvement in management and facilities.

4. Conclusion

Buleleng Regency, in general, has interesting natural and cultural resources as one of the developments of tourism potential, one of them is Banjar district. The development of the tourism sector through collaboration with the agricultural or plantation sector which can be utilized as one of the tourist attractions, so as to reduce the conversion of land and maintain the original livelihoods of local people. In addition, with the development of vineyard agritourism through educational tour packages, both education related to vineyard or the product made from grapes can provide its own attraction and experience for tourists. Tourism activities developed through educational tour packages by adapting some tourist activities in wine tourism can provide new experience and knowledge that grapes can be processed into traditional Balinese food (especially authentic from the Banjar region, Buleleng Regency). The main target in the development of wine agritourism through educational tour packages are mature travelers and students who conduct comparative studies as well as trips. This tourism activity also slipped some information related to the culture of the local community in the process and maintenance of the vineyard and its processing through a series of traditional ceremonies and community trust. Based on the implementation of the philosophy of life balance "Tri Hita Karana" in the daily lives of people in Banjar village especially the farmers. In addition, activities that can be carried out by tourists

include: a tour around vineyards, picking grapes directly, provision of agricultural products (food and beverages made from local grapes), managing waste and fertilizing organically.

To ensure that development vineyard agritourism through the educational tourism packages in the Banjar village is successful and on target, the role of government or related agencies is needed in their coaching, training, and supervision. Improving the skills, competencies, and creativity to process the grapes into food and beverage as commercial products and the good packaging with the standards intended for tourism to be carried out in a professional manner and sustainable.

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Biography of Author



Ni Nyoman Sri Wisudawati is one of the management lecturer at Undiknas Denpasar. She received her bachelor degree at Sekolah Tinggi Pariwisata Nusa Dua (STP Nusa Dua) majoring Hotel Administration and the master at Udayana University in Tourism. Her research interests about community-based tourism, marketing, creative tourism, agritourism, and sustainable tourism have been published in some journals.

Email: sriwisuda@undiknas.ac.id