

The Concept of Permaculture Agritourism Development in Sukajadi Village, Bogor

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ABSTRACT

The impact of COVID-19 on tourism was disrupted. Rural tourism is seen as a sector that can contribute to the recovery from the pandemic. Rural landscapes in the form of agricultural production areas become consumption areas for tourism. The concept of permaculture developed as an idea about the quality of life and protection of nature. There are many famous tourist attractions around Sukajadi Village, but they are managed by the private sector. Can the permaculture concept be developed as a community-based agro-tourism concept in Sukajadi tourism village? The purpose of this research is to develop the concept of tourism development for Sukajadi village which is community-based. This study uses qualitative methods to describe the situation and potential of a tourism village for future development. The findings from this study are the concept of developing the Sukajadi tourism village which can be used as input for other community-based tourism villages.

SARI PATI

Dampak COVID-19 terhadap pariwisata terganggu. Pariwisata pedesaan dipandang sebagai sektor yang dapat berkontribusi pada pemulihan dari pandemi. Bentang alam pedesaan berupa kawasan produksi pertanian menjadi kawasan konsumsi pariwisata. Konsep permakultur dikembangkan sebagai gagasan tentang kualitas hidup dan perlindungan alam. Ada banyak tempat wisata terkenal di sekitar Desa Sukajadi, namun dikelola oleh pihak swasta. Apakah konsep permakultur dapat dikembangkan sebagai konsep agrowisata berbasis masyarakat di desa wisata Sukajadi? Tujuan dari penelitian ini adalah untuk mengembangkan konsep pengembangan desa wisata Sukajadi yang berbasis masyarakat. Penelitian ini menggunakan metode kualitatif untuk menggambarkan situasi dan potensi desa wisata untuk pengembangan ke depan. Temuan dari penelitian ini adalah konsep pengembangan desa wisata Sukajadi yang dapat dijadikan masukan bagi desa wisata berbasis masyarakat lainnya.

INTRODUCTION

The Bogor Regency Government continues to strive to advance the tourism sector, one of which is by increasing the number of tourist villages through the Karsa Bogor Maju Program. In 2019 there were 25 tourist villages, then increased in 2020 to 35 villages, in 2021 to 40 villages, and in 2022 these became 41 tourist villages. Several tourist villages are currently in the process of development which was halted due to the Covid-19 pandemic.

(<https://bogorkab.go.id/post/detail/desa-wisata-jadi-trend-alternatif-wisata-kabupaten-bogor>).

The Bogor Regency Government depends on the tourism sector to accelerate economic recovery after being affected by the Covid-19 pandemic. In 2022 with an economic growth rate (LPE) of 3.48 percent, compared to 2020 which was minus 1.77 percent. Tourism has great potential as the backbone of economic recovery in Bogor Regency. The Bogor Regency Tourism and Culture Office also launched a tourism village competition in 2022 with a total prize of IDR 1 billion. This activity is so that the village government can be intrigued in managing and developing existing tourism potential.

(<https://www.antaraneews.com/berita/2828461/pemkab-bogor-andalkan-pariwisata-untuk-pulihkan-ekonomi>)

Sukajadi Tourism Village is one of the villages in the Tamansari District, where this sub-district is one of the Bogor Regency Tourism Strategic Areas (KSP) because it is considered to have considerable tourism potential and is not too far from the city center. Around Sukajadi Village there are several famous tourist destinations such as Nangka Waterfall, Butterfly Park, and Highland Resort, but unfortunately, all of these tourist attractions are managed by the private sector, and a small portion of the Sukajadi Village community only work as employees at tourist attractions. Most of the livelihoods of the people of Sukajadi Village are farmers, farm laborers, bamboo craftsmen, home industries, shoe repair shops, and public transport drivers. Can the permaculture concept

be developed as a community-based agro-tourism concept in Sukajadi tourism village?

Learning from the research of Wei & Siti (2021), the strategies that can be used for agritourism are; (1) diversifying agritourism activities with product innovation and expanding agribusiness to reduce loss of tourism income; (2) digital transformation such as contact tracing applications, the introduction of virtual tourism and the use of social media to promote agritourism as low-risk tourism; (3) an adaptive human resource strategy by encouraging community capacity building such as increasing skills and training of local farmers to stimulate new agritourism skills and form a workforce that is better prepared for the future.

This research uses a diversification strategy for agritourism activities managed by the village community. Why agrotourism? Agritourism is broadly defined as any agricultural operation directed directly to the general public through a retail sale and/or provision of services, involving food, flowers, trees, shrubs, and other agricultural products and selling them at production sites. Agritourism can be a priority in the activities of the Sukajadi tourism village community, agritourism activities in this village link economic, social, and environmental in a sustainable manner. This can help fulfill the goal of ensuring the sustainability of the Sukajadi village (Kamila et al. 2021). Why permaculture? By imitating the Earth's natural processes and relationships, permaculture can create sustainable and regenerative developments that could preserve and enhance the natural environment (Diquit & Palarca, 2021).

Diversification of agritourism activities in Sukajadi village is possible because it implies the following elements (Adamov et al. 2020, Kamila et al. 2021):

- The existence of rural areas that are rich in natural and anthropic resources;
- The community is interested in practicing these agritourism activities;
- There are already services offered by the

villagers: accommodation and meals;

- Existence of a material base (ie means of transport, access roads, tourism units, various recreation possibilities) and an appropriate legislative framework to carry out these activities.

Currently, around 30 tourist villages have been formed in Bogor Regency, but in reality, only a few have developed and succeeded. Many tourist villages have been formed but have not yet developed. Many of them do not understand how to develop it. There have been various kinds of training from the Regency Tourism Office, but there are still many difficulties in its implementation, including in Sukajadi Village, so academics need to help. Therefore it is necessary to make improvements by identifying sources of added value for agritourism so that tourism villages can recover.

Previous research by Diquit & Palarca (2021) conducted a series of permaculture literature studies, analyses, and conceptualizations for the permaculture-based landscape design of a sustainable and regenerative agricultural ecological garden with a closed loop system in Qorino, Philippines. This study suggests that permaculture

does not stop the development of sustainable and regenerative agricultural eco-parks, so those who wish to continue their studies can be in a different place with other related methods to improve the agricultural aspect of development. In this study, permaculture was applied to the concept of community-based agrotourism development in the tourist village of Sukajadi, Bogor, Indonesia.

METHODS

This type of research is descriptive qualitative with an exploratory case study approach. In this study, the condition of the research object, namely Kp Gadog Sisi, Sukajadi Tourism Village, Bogor, was described based on the facts that emerged at this time with an emphasis on data collection for the problem-solving process. Data collection techniques were carried out from early to mid-2023 through literature study techniques, and direct observation to Kp. Gadog Sisi, Sukajadi Tourism Village, Documentation of Sukajadi Tourism Village, as well as interviews with key informants, namely the Pokdarwis of Sukajadi Tourism Village. Primary data obtained from direct observation and interviews, while secondary data is data from the results of literature studies and documentation.

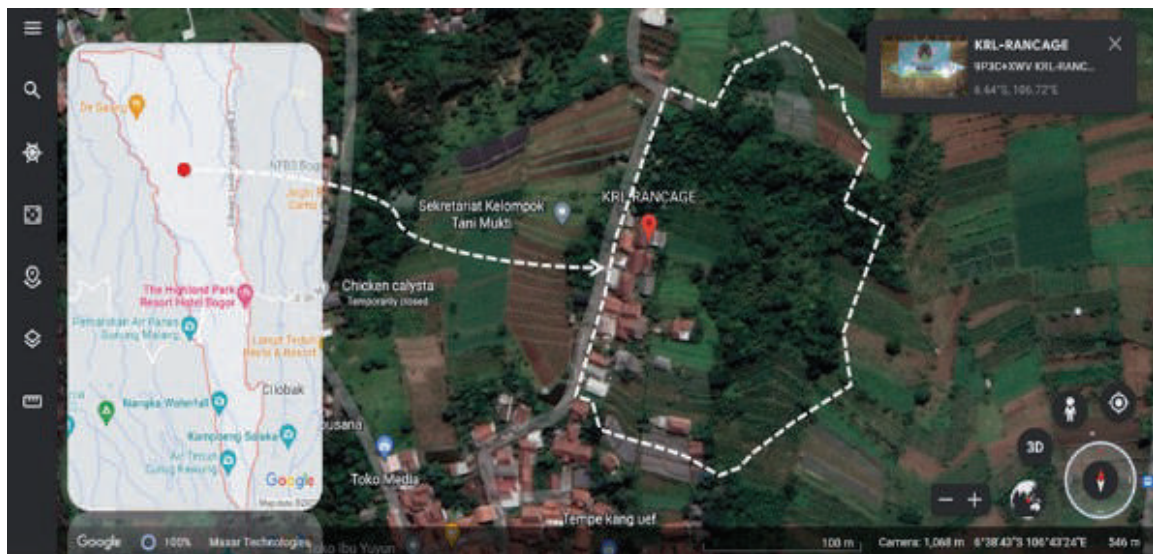


Figure 1. Study Area - Sukajadi Village - Kp. Gadog Sisi RT03/08.
Source: research analysis, 2023

The research location is Kp. Gadog Sisi is located in Sukajadi Village, Tamansari District, Bogor Regency, West Java. Research process was adapted from Adamov et al. (2020) and Diquit & Palarca (2021) that developed agritourism to stimulate entrepreneurial opportunities for rural farmers, ensuring stability through the new jobs created and incorporating permaculture principles in the process of increasing added value. Therefore, the main objective or benefit of developing a tourist village “from and for” the Sukajadi community is to increase the community's economic vitality, as well as increase income and employment.

The method used to complete the research is described below:

1. Identification of conditions in Sukajadi Village. The identification uses a four-quadrant analysis framework that suggests four classifications of tourism development approaches: (1) contrived; (2) intentional; (3) responsive and (4) integrated/evolutionary, which will be applied to the situation in Sukajadi Village, through observation, documentation, and interviews conducted with key persons.

2. Identify sources of added value for agritourism in Sukajadi Village. This stage focuses on how Sukajadi Village can increase interest in rural tourism and has triggered the emergence of new forms in five types of agritourism operations: non-working farm agrotourism, passive contact agritourism working farm, indirect contact agritourism working farm, direct contact agritourism working farm gradually, and farming direct contact with authentic agritourism and incorporating permaculture principles as a plus to it.
3. Recovery Permaculture Agrotourism Development Concept. Characteristics of tourism objects and their attractiveness, tourism development potential, and development possibilities

RESULTS AND DISCUSSION

1. From Contrived Apparent Sustainability to Integrated Potential Sustainability

It can be said that in the short and long term, the COVID-19 pandemic has changed the structure of demand and supply for agritourism. Majority of people's livelihoods are based on agriculture, however, the potential for agritourism has not

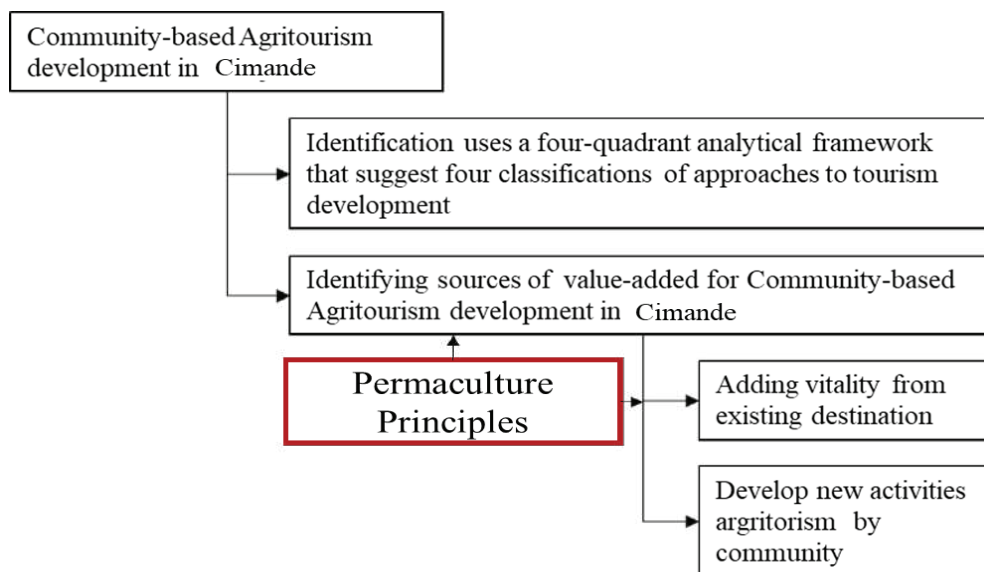


Figure 2. Research Process (Adamov et al. 2020; Diquit & Palarca, 2021)

been fully developed. It's time to recover from the COVID-19 pandemic by integrating the potential of agritourism to make it more value-added.

- During the COVID-19 pandemic, Sukajadi Village was in the 'contrived' quadrant to face economic problems due to declining demand/visitors. Post-pandemic Sukajadi Village must be more systematic and proactive to integrate in developing tourism to take advantage of opportunities for diversification and improvement of the local economy. However, the 'integrated/evolutionary' approach should be more carefully planned or perhaps more subtle and evolutionary. Planning is made to a minimum or without a tremendous impact on society.
- During a pandemic, real sustainability, where the level of integration can be projected into the future with a certain/low level of confidence due to the uncertainty over the end of the pandemic. In the post-pandemic period towards the potential for sustainability, it is at this time that high-level integration of community groups that contribute and participate in sustainable tourism development strategies can occur. Agritourism can contribute to achieving

sustainable tourism development goals (Kamila et al. 2021),

Therefore, the community-based agritourism potential in Sukajadi Village needs to be integrated to make it more sustainable, so that economically the agritourism potential can create jobs, profits from selling local products, and income from accommodation and services. The social potential of agritourism can preserve local identities, empower farmers, help women achieve the desired social status, preserve local or regional lifestyles, and reconstruct cultural heritage and social values. Environmentally it can fulfill farmers' wishes to protect natural resources, biodiversity, and agricultural land. Thus, the existing agritourism potential and involving farmers in its management can provide economic, social, and environmental benefits for the community itself (Obeidat, 2022).

2. Potential Agritourism Value-added and Permaculture Development

In Sukajadi Village, there have been various combinations and forms of tourist villages with agricultural agro-tourism that are not working (Kamila et al 2021). At the research location it was directed at development that focused on

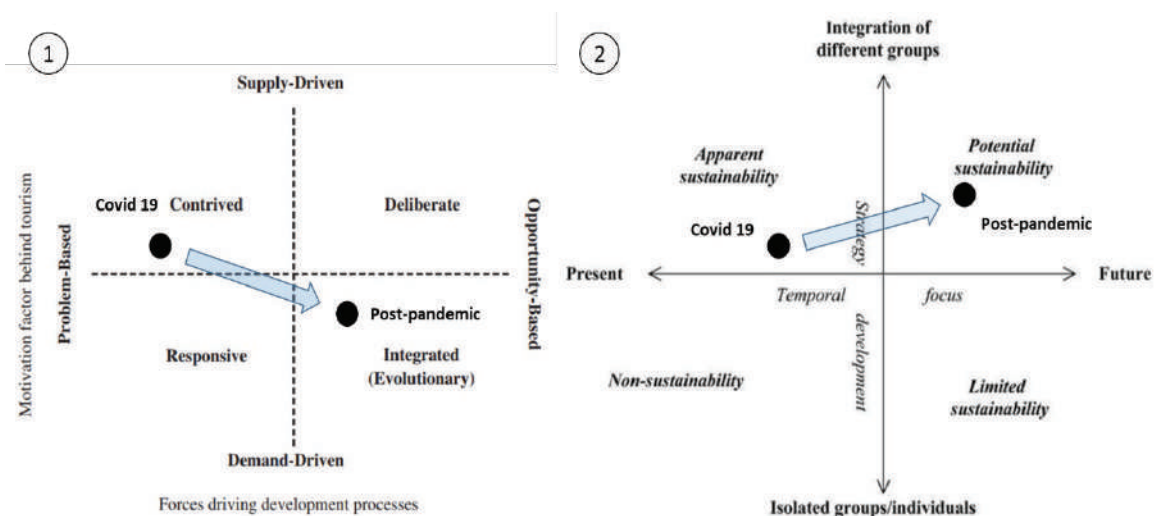


Figure 3. Tourism Development Strategy and The impact of village tourism policies of Sukajadi Village (George et al. 2009, Hall et al. 2004)

agro-tourism because based on observations and interviews with the Chairperson of the Pokdarwis it was known that the potential for tourist attraction in Sukajadi Village in the form of nature and agriculture triggered the emergence of new forms. rural tourism.

The majority of Sukajadi Village residents are of productive age, namely the age range of 26-40 years, they are very concerned about and have a commitment to advancing the village through tourism development and are active in various activities under the auspices of the Sukajadi Village Tourism Awareness Group (Pokdarwis).

The recovery strategy is directed at the following tourism village objectives by developing and introducing the concept of "agro-tourism activities" or working farms (Kamila et al. 2021). So that tourists also come to the village, so that the village becomes developed and the community's economy can increase, it is necessary to increase agro-tourism activities that can be carried out by the village community. The plantation area which is quite large and the small industrial business center in this village is a potential that has its own charm.

With the natural potential that exists in Kp. Gadog Sisi, Sukajadi Village, then the creation of tourism added value can be carried out in all the alternatives in Table 1, thus providing an alternative to farming in the agricultural village of Kp. Gadog Sisi, Sukajadi Village. These details are used as the basis for the analytical framework to develop permaculture agrotourism activities and forms with a vision of sustainability by applying permaculture principles to development zoning.

Zoning as five concentric rings around the residential area around the site, called zones 1, 2, 3, 4, and 5, with zone 1 being closest to the residential area and zone 5 furthest in this case the center of the circle. Placement of different elements in each, depending on how frequent agricultural and non-agricultural activities (hospitality) are. For example, vegetables and herbs are planted farthest from residential areas in Zone 1, garden trees are planted some distance away in Zones 2 or 3. Hospitality zones are assigned to zones 4 or 5 for reasons of accessibility and service. The elements are connected by a circular internal path. Zoning aims to make it easier to overcome the distance from the core of the system.

Table 1. Holmgren's 12 Permaculture Principles

Permaculture Principles	Short Description	Potential Applications
Observe and interact	Before starting on the landscape design, observe what had happened previously on the site, and interact with people who had been working and living there previously. Get to know the site before starting to modify it.	1. Data collection and analysis 1. Management and maintenance of the farm
Catch and store energy	Minimize the use of imported resources. Design the landscape to maximize the capture of water, sunlight, soil, and biomass in order to become more resilient	1. Using the ponds and rainwater harvesters to store water for farm usage.
Obtain a yield	Efforts must create value. Design systems that avoid wasting energy and resources, being able to obtain a yield in a sustainable way.	1. Having enough croplands that would provide the farm and its guests with food 1. Unprocessed and processed crops and fruits can be an additional source of income

Permaculture Principles	Short Description	Potential Applications
Apply self-regulation and accept feedback	Accepting feedback is fundamental to assessing the effects of interventions and improving the design. Feedback is critical to learning the earth's limits.	1. Management and maintenance of the farm
Use renewable resources and services	Use the power of the sun, the wind, and other renewable sources to provide energy, grow food and regenerate the environment.	1. Using solar panels and building windmills as sources of electricity 2. Planting and using bamboo as primary building materials
Produce no waste	Reuse first and recycle all possible materials. The system must be designed to avoid wasting effort, thus increasing its efficiency. Re-purpose as much as possible. The generation of waste has negative impacts in several activities	1. Reusing wastes as agrochemicals for the farm
Design from pattern to detail	Observe patterns in nature, and leverage the observed patterns. Study the pattern of what sustainable living might be and then refine into the detail appropriate for each particular site	1. Designing the farm based on the patterns naturally found in nature 1. Placement of catch basin to areas where the water goes, and planting based on the terrain
Integrate rather than segregate	Developing good relationships with other people and organizations in the area. Good relationships among people support a more peaceful, equitable society.	1. Using a pond for catching water, irrigation, aquaculture, and recreational purposes. 2. Using wetlands for catching water and for recreational activities 3. Using the training hall as a learning center and as alfresco 4. Using forest lands as homes for wildlife and as recreational areas 5. Developing the farm as an agricultural, educational, and recreational site
Use small and slow solutions	Make essential needs more local. Simplify technological alternatives. Become less dependent on complex solutions and imports.	1. Management and maintenance of the farm
Use and value diversity	Biodiversity supports healthy ecosystems. Try to diversify crops and energy sources. A diversity of people is also central to an equitable society	1. Providing different purposes for the farm, including agricultural, educational, and recreational. 2. Using intercropping to control pests naturally and to provide the farm with different crops.
Use edges and value the marginal	The edges are often overlooked. However, the interface between things is where the most interesting events take place and are often the most valuable, diverse, and productive elements in the system. Pay due attention to the diversity found in the margins.	1. Planting bamboo and fruit-bearing trees along edges to serve as wood and food sources, as a buffer, and as shade 2. Planting ornamentals that can be used to beautify the farm and to serve as agrochemicals
Creatively use and respond to change	To be aware of the changing landscape and conditions, as well as of the resources available in order to be resilient in responding to these evolving changes.	1. Management and maintenance of the farm



Figure 4. Zoning

Due to limited space for elements that are usually found in other zones, namely gardens, goats, geese, and other elements as shown in Table 1. The property of this rural location is small, so only zones 1, 2, 3, and 4 are planned. So when combined, scenarios like this can be arranged; You leave the back door of the home-stay in Zone

1, collect greens for tea or remove dead leaves in Zone 3, then put these in the compost pile or take them to the chicken coop. Collect the eggs, scrape up the excrement and uneaten food scraps, and place them in an earthworm farm (or compost heap) in Zone 4.

Table 2. Potential agritourism in Kp.Gadog Sisi (Adapted from Kamila et al 2021, Sznajder et al. 2009, Mars, Ross. 2005)

activities	Specific	
<p><i>Working farm, passive contact agritourism</i></p> <p>Zone 1</p>	<p>These activities do not require extensive interaction between visitors and the working field site, allowing farmers to continue farming activities without interruption. These services in Sukajadi Village are campsites and homestays, which can be developed into the agri-hotel category; farm stays; agri-motels; self-service beds; and specialized agri-hotel services.</p>	
<p><i>A working farm, indirect contact agritourism</i></p> <p>Zone 2</p> <p>Home stay or other human living areas, hospitality</p>	<p>These activities are more directly related to the function of the farm, although contact with visitors focuses more on agricultural products than the farming practices themselves. This activity that already exists in Sukajadi Village is a shop or restaurant, which is a separate place for tourists who eat without the farming family/shop owner/restaurant but according to the menu and schedule determined by the farmer/shop owner/restaurant which provides food not only for tourists who live on a particular farm but also for outside guests. Activities in this category that can be developed more exclusively in Sukajadi Village are home-cooked meals eaten by tourists with farming families, and picnic foods eaten in the fields.</p>	

Activities	Specific
<p><i>A working farm, direct contact, staged agritourism</i></p> <p>Zone 3, Intensive sheet-mulched food gardens, pond, greenhouse,</p>	<p>These activities refer to activities that allow visitors to experience farming operations but through predetermined scenarios and excursions. In the Sukajadi Tourism Village, activities like this have not been well integrated and coordinated. This service can be developed as a primary agritourism service in Sukajadi Village which includes observing crop and livestock production as well as observing food and beverage processing, participating in plant and animal production, educational tours, agricultural zoo safaris, direct contact with pets or nature on farms.</p>
<p><i>Working farm, direct contact, authentic permaculture agritourism</i></p> <p>Zone 4, Garden beds. Animals such as chickens or other poultry, earth worm farm.</p>	<p>These activities refer to visitors' direct participation in agricultural activities where often recreational activities are agricultural “benefits” received in the form of work in return for food and lodging. This service can be implemented in Sukajadi Village by providing agro-recreational products and services classified according to length and season of stay as follows: farm holidays offered by holiday farms; short weekends (1–3 days) or long holidays (eg during long weekends); stay at Lebaran or Christmas, or New Year</p>



3. Post-Pandemic Recovery Permaculture Agritourism Development Concept

The concept development will be carried out in the RANCAGE Environmentally Friendly Village, Kp. Gadog Sisi RT03/08, Sukajadi Village. To provide an alternative for the development of agro-tourism by the community, an illustration is given. For example, several community members who owned land worked together to establish an agro-tourism company as shown in the picture with the concept based on sustainable development below (Popescu et al. 2022): :

- Environments, development of tourism activities in a natural rural environment typical of Sukajadi village which presupposes a rural landscape with an agrarian character and contact with the environment;
- Economics, the tourism offer implies three elements: accommodation, food, and

- recreation, focusing on the uniqueness of Sukajadai village with an emphasis on traditions, crafts, customs, and gastronomy;
- Social demographics, and interconnectedness with the Sukajadi village community, which involves developing a special tourist-host relationship and participation in local community life.

Given the multidimensional nature of agritourism, land-owning farming communities need to collaborate with other land-owning farmers. Lack of awareness about the benefits of cooperation and joint ventures is one of the factors causing the failure of agritourism initiatives. Another challenge is ensuring the coordination and cooperation between local governments, local associations, and local entrepreneurs, which is necessary to maximize the benefits associated with agritourism development and ensure the production of local

products following the protection of natural and cultural values (Kubal-Czerwińska et al. 2022).

Agricultural farms in the municipality are mostly adequately equipped with infrastructure, the hosts are natives of the village, have a well-developed and diverse agricultural production, and many farms are inhabited by young and educated people, these are some of the prerequisites for starting and developing agritourism and rural tourism (Knežić et al. 2022). Utilizing the potential of agricultural tourism in a "cooperation" manner will give more individuals in the population the opportunity to become farmers and agritourism entrepreneurs (Holland et al. 2022).

The people of Sukajadi village needs to be aware of resources in their farming business. Some of the resources consist of farm and field space, land, buildings, farm attractions, farming tools, and machines. The combined land will become

abundant and utilized for agritourism activities;

1. farm transportation safari,
2. educational farm,
3. group activity pod,
4. culture pathways,
5. farm-resto, farm lodge, etc.

With the abundant land, many organizations are willing to build partnerships that have great potential to provide agricultural expansion in Sukajadi village (Figure 5).

Based on the experience that will be given to visitors, agritourism can be divided into four types, namely ecological experiences, agricultural experiences, tourism rural agriculture, and recreation.

Sukajadi village focuses on agriculture experience. Farmers must be able to provide appropriate agritourism activities for a satisfying experience (Austin et al. 2021), and it is also important to



Figure 5. Permaculture Agritourism Concept Sukajadi Village

provide trails and other spaces that allow further exploration of the place for tourists (Juan et al. 2023) include;

1. sowing flowers, native plants, and vegetables, and maintaining adequate dynamics with ecosystems are important for farms as they increase the quality of the agritourism service
2. greenhouse services must allow and bring tourists closer to local customs,
3. agritourism scenarios must have an educational plan,
4. festivals to share stories, tales, and narratives of the region, as well as to have an approach to religion, histories, and local customs,
5. purchase local goods and learning about traditional foods is essential for a good agritourism service,
6. whether these be food or handicrafts are highly valued by tourists and complement the agritourism experience since the visitor can take a souvenir or a gift with a known origin

This allows the tourist to have a life experience that enriches their stay (Figure 6).

MANAGERIAL IMPLICATION

Permaculture appears to be one of the inspiring attempts to display key features of sustainable systems, with trajectories toward desirable futures (Robson, 2022) as value-added resources for agritourism. Agritourism could be considered an alternative income strategy for farmers and should be considered in rural and tourism development policies (Bannor et al. 2022). The desire of the people of Sukajadi Village to improve their standard of living by developing agritourism needs attention from the government, especially in terms of official support for the establishment and development of tourism village activities.

It is possible for the government at the district level to assist, it is believed that the active role of the village government is the most essential,



Figure 6. Design Experience for Sukajadi Village (Austin et al. 2021, Juan et al. 2023)

especially with the existence of village funds. One of the keys to the success of a tourism village is the capacity of the management. It is time for the village government to create BUMDES and increase the capacity of tourism activist actors by conducting comparative studies in various successful tourist villages (Utomo et al. 2021).

CONCLUSION

Agritourism is not solely business in the service sector for the fulfillment of consumers for beautiful scenery and fresh air, but can also act as a medium for promoting agricultural products, becoming a medium for public education, and providing opportunities for the development of diversified agribusiness products. Through permaculture, design theory describes the natural relationships and patterns found in nature and incorporates them into landscapes that are beautiful to look at and enjoy (Diquit & Palarca, 2021). In other words, it can also become a new growth area for

agricultural areas. Thus, agritourism can become a new source of growth for the region from the agricultural tourism sector (Sriyadi, & Istiyanti, 2021) and agritourism business owners need to pay attention to sustainable destination guidelines as a reference in developing their business and realize the management of protection, utilization, and development of the area as a sustainable tourism destination. (Wiyono et al. 2021).

To increase the number of farming communities who want to start agritourism activities, training is needed, for example, the importance of income and location analysis to help farming communities to start agritourism (Togaymurodov et al. 2023) and help them learn professional agricultural knowledge (Austin et al. 2021). The limitation of this research is that the development of only product and service fields is applied to agritourism by the community, which is only illustrated and simulated at one location in Sukajadi Village. ■

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