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## RESEARCH ARTICLE

# THE POTENCIES AND OPPORTUNITIES FOR DEVELOPMENT OF AGROTOURISM WHICH IS SEEMED FROM THE ASPECT AS CENTRAL PRODUCTIVE AREAS IN PROVINCE OF BALI

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### ABSTRACT

This study is attempted to examine the potencies and opportunities for development of agrotourism which is seemed from the aspect of central productive areas in province of Bali. Firstly, author described the history of regional development for central productive areas where is one of the national development for agriculture in broadest sense. Second, author described the central productive areas where are derived in several districts and city in province of Bali. and 10 years ago beginning in 2000-2010 each respective of excellence commodities and activity programs have been planned. And these programs were covered 5 subsector, namely : (1) subsector of food crops and horticulturs, (2) subsector of plantational crops, (3) subsector of animal husbandries, (4) subsector of fishing and (5) subsector of industrial activities with various types. And author used the method to approach; with the input, process and output, and the approach of literature as reports, and research results relating to the purpose of problems, then the mentioned, interpreted data which was obtained, from these areas and arranged in the form of paper. From research author could concluded these areas have very large potencies and opportunities for develop of agrotourism to every subsectors that spreads in each districts and city in province of Bali, and the influence on improving the welfare of the surrounding communities.

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## INTRODUCTION

The main purpose of the emerged idea of development for Central Productive Areas (KSP) as one of the national developments come from was the result of the economic crisis that hit Indonesia since 1997 to 1999. The value of various Asian currencies had been dropped dramatically against Dollar (US) at middle of 1997. As a consequence Asian countries mired in economic crisis that has never happened before. Indonesia experienced the worst impact of the crisis too, as stated by the World Bank (1998: 1), Bank stated that in modern history there was no country, moreover the size of Indonesia had experienced a dramatic fatechanges. The analysis of why very bad crisis in Indonesia is focused on the fact that high private debt were increased and controls are minimal (Sadli, 1999: 16; Cole and Slode, 1998; Sunderlin, 2003: 301). Since the beginning of economic crisis policy makers have argued that agriculture will play the key role in softening the impact of economic downturns and in spearheading economic recovery. Evidenced it was during this crisis that agricultural sector which showed the largest annual

improvement compared to other sectors, although overall it was still low since September 1998 (Sunderlin, 2003: 301). From the experience of this economic crisis which hit Indonesia, it showed that the agricultural sector had no effect and could even grow well. This can be seen from the Gross Domestic Product (GDP) of the agricultural sector which gives more than 60% of which comes from productive areas in each provinces in Indonesia, besides that the agricultural sector can absorb 70% of the workforce. However, in the implementation of national development, investments for agriculture are still lacking as consequences from which not achieved are still optimal (Master Plan and Action Plan for Mainstay Areas (KADAL) / Central Productive Areas (KSP), 2000). To increase income for each regions, regional economy need to strengthen productivity with various strategies and concrete actions. So the development of KSP is this answer. Especially which unify planning program there is needed to integrate each sectors. For example, KSP can become principle which integrates agricultural and plantational commodities incertain regions, realting with central management and marketing through the provision of infrastructure, planning various activities or facilities that support each other integrated regions. Thus an activity at a certain location will affect other

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activities in a separate place. KSP is one of the development activities for main agricultural commodities in the broad sense, especially, agriculture, plantation, livestock, fishery, and industry, and it is necessary that KSP determines in certain areas in large-scale and central economical production development. The success of KSP development is expected to become positive impact in region itself and other regions, especially around KSP. In addition, in the short term this effort is expected to be able to optimally utilize agricultural resources, infrastructure, food supply, processing industries and agribusiness systems through intensifying and increasing the quantity and quality of agricultural production development, marketing development. In the long term, it is expected to encourage regional development and accelerate the process of regional autonomy to improve the welfare of the surrounding communities and the recovery of the national economy. The program of activity planning for 10 years started from 2000 to 2010 which includes 5 sub-sectors, namely: (1) food crop and horticulture subsector, (2) plantation crop subsector, (3) livestock subsector, (4) fisheries subsector and (5) the industrial sub-sector, and with the types of activities still seem to run in place after the activities carried out for 10 years and had not shown tangible results even though KSP program continues to develop which is supported by the Regional Government in Bali, the potential and opportunities for tourism development will be very large and also will develop in line with the scope of KSP activities, that spread throughout the districts / cities, so it function for regional economic development and increase the income of each regions, and end of this program is expected to be a the financing source for sustainable development without be helped by subsidies from outside of region. The success of KSP development are followed by the development of agrotourism, and also plays the role of preventing the conversion of increasingly degraded agricultural land to tourism facilities in Bali Province.

## **MATERIALS AND METHODS**

Author use systemic approach through an input-process-output mechanism. Input; presents the history of the development of KSP with based on the response to the national economic crisis that spread in districts and cities, trough each of the leading commodities and used data on the conversion of agricultural land in the Province of Bali. Process; present recommendations for selected superiors commodities in each regions or city as well as programs and their implementations. Output; presents the potential and opportunities of KSP as support for the development of agrotourism which serves to inhibit and prevent changes in the conversion of agricultural land. The next approach is to use literatures or the library approach in the form of reports and research results which are related to the problems in this study, then author mentioned, interpreted data and arranged in the form of papers.

## **RESULTS AND DISCUSSION**

From result of the study of data and information obtained it was showed that economic crisis appeared idea of KSP development, because this economic crisis drastically hited Indonesia against US dollars in mid-1997, and finally Indonesia suffered the worst impact from this economic crisis. Since the beginning of this economic crisis observers and policymakers have argued that the agricultural sector would play a key role to soften impact of economic conditions and recovery national economy. But was necessary to increase

regional productivity, in each regions so development of KSP became this answer. Especially in Province Bali KSP activity programs not truly new activities, but were the development of existing productive activities, so that program revitalizations were needed through the adaptation of sectoral development programs that existed in each potential areas and that have the opportunity to support for agrotourism development. The commodities for the agricultural sector in each district / city can be seen in Table 1. which are modified and presented in the matrix in below. Source: Bali Provincial Bappeda and PPLH Unud, 2000 modified Table 1. shows a variety of superior commodities that spread across all regions / cities classified into each sector. This condition shows that the province of Bali has varieties superior commodities in each sub-sector. This fact proves that these superior commodities already existed before they were developed by KSP, and each regions needed serious handling from the local government in Province of Bali through the development of the agricultural sector in broad sense, consisting of the development of the food and horticulture sub-sector, plantation subsector, livestock subsector, fisheries subsector, and postharvest industry from subsector. The master plan and action plan has been implemented for 10 years using funds, and need to be reinvigorated for the purpose of developing agrotourisms which play for purpose to inhibit and avoid the conversion of agricultural land into other uses, such as the development of tourism facilities such as hotels, villas and restaurants for increasing Regional Original Income (PAD). The development of the agrotourism sector can also support tourism activities in Bali which continue to grow as the country's foreign exchange value. To strengthen the statement above, the extence and percentage of the conversion of agricultural land are showed in Table 2 in below. The area of agricultural or risefields in Province of Bali was described at 81,482 ha. But during 1997-2008, there were conversions 6,361 ha, or annual average around 579 ha (0.66 percent). The highest conversion area of rice fields respectively occurred in Jembrana Regency, Denpasar City, and Badung Regency, respectively by a mean of 1.85, 1.64, or 1.06 percent per year. In contrast to other districts, Bangli Regency has experienced an increase in rice fields even though it is relatively small, which is 0.27 ha per year (0.01 percent).

Data on rice fields in Province of Bali in 1997-2008 was presented in Tebel 2. Although there was a decrease in the area of rice fields in the Province of Bali, in period 2006-2008, but we found increase in rice fields around 247 ha (0.30 percent), namely in Buleleng, Badung, Tabanan and Karangasem regencies. The increase in rice field area is generally due to the presence of new rice fields and the release of land management by investors to return to rice fields, setting boundaries, and conversion from plantation land. Depreciation of rice fields was also supported by the results of JICA research, 2006 which reached 1000 ha / year (Atmadja, 2000) and according to BPS, 2007 reached 560.1 ha / year (Arida, 2016) due to the influence of tourism activities. Rice fields in Bali are beginning to be driven by the desires of foreigners to establish hotels, villas, restaurants in coastal areas as the result of the existence of Bali rice fields from year to year shrinking along with the needs of tourism industry facilities which have become the choice as new source of income for the lives of Balinese people. The need of the tourism industry facilities was not only aim in coastal areas, but also became development of tourism infrastructure such as hotels, villas and restaurants.

**Table 1. Featured commodities in each district / city**

No.	Distric	Superior commodity	Subsector
1	Karangasem	<ul style="list-style-type: none"> <li>• Cashew</li> <li>• Mango</li> <li>• Salak</li> <li>• Marine fisheries</li> <li>• Woven</li> </ul>	Plantation Horticulture Plantation Fishery Industry
2	Klungkung	<ul style="list-style-type: none"> <li>• Cashew</li> <li>• Marine fisheries</li> <li>• Seaweed</li> <li>• - Bali cows</li> </ul>	Plantation Fishery Fishery Ranch
3	Bangli	<ul style="list-style-type: none"> <li>• Bali cows</li> <li>• Arabica coffee</li> <li>• Woven bamboo</li> <li>• Broiled chicken</li> </ul>	Ranch Plantation Industry Ranch
4	Gianyar	<ul style="list-style-type: none"> <li>• Bali cows</li> <li>• Giant shrimp</li> <li>• Wood statue</li> </ul>	Ranch Ranch Industry
5	Badung	<ul style="list-style-type: none"> <li>• coffee</li> <li>• Bali cows</li> <li>• Decorative fish</li> <li>• Wood statue</li> </ul>	Plantation Ranch Fishery Industry
6	Tabanan	<ul style="list-style-type: none"> <li>• Rice, vegetables, mangosteen</li> <li>• Cocoa</li> <li>• Bali cows</li> <li>• Land fisheries (gurami)</li> <li>• Coffee</li> </ul>	Food crops, horticulture, food crops Plantation Ranch Fishery Plantation
7	Buleleng	<ul style="list-style-type: none"> <li>• Mango, durian</li> <li>• Woven</li> <li>• Coffee</li> <li>• Milkfish</li> </ul>	Horticulture Industry Plantation Fishery
8	Jembrana	<ul style="list-style-type: none"> <li>• Marine fisheries (lemuru fish)</li> <li>• Broiled chicken</li> <li>• Cocoa</li> </ul>	Fishery Ranch Plantation
9	Denpasar	<ul style="list-style-type: none"> <li>• Rice</li> <li>• Shallots, bananas, chillies, papaya, soybeans</li> </ul>	Crops Horticulture

Source: Bali Provincial Bappeda and PPLH Unud, 2000 modified

**Table 2. Rice Field Area of Bali Province 1997-2008 (ha)**

No.	Year	District/city code									Prov. Bali
		01	02	03	04	05	06	07	08	09	
1.	1997	8,135	23.836	11.578	15.322	4.049	2.887	7.308	11.420	3.314	87.849
2.	1998	8,045	23.464	11.473	15.227	4.049	2.887	7.125	11.361	3.205	86.836
3.	1999	7,889	23.414	10.816	15.203	4.016	2.888	7.099	11.581	3.165	86.071
4.	2000	7,871	23.358	10.705	15.169	4.013	2.888	7.066	11.560	3.147	85.777
5.	2001	7,685	23.154	10.619	14.966	3.985	2.844	7.059	11.472	3.031	84.815
6.	2002	7,339	22.842	10.413	14.945	3.965	2.888	7.042	11.245	2.882	83.561
7.	2003	7,013	22.639	10.334	14.937	3.932	2.888	7.034	11.011	2.856	82.644
8.	2004	6,793	22.626	10.299	14.878	3.903	2.888	7.027	10.867	2.815	82.095
9.	2005	6,559	22.490	10.118	14.856	3.888	2.888	7.022	10.618	2.768	81.207
10.	2006	6,510	22.413	10.109	14.894	3.873	2.890	7.011	10.580	2.717	80.997
11.	2007	6,576	22.479	10.125	14.787	3.884	2.890	7.036	10.741	2.717	81.235
12.	2008	6,477	22.562	10.230	14.747	3.876	2.890	7.070	10.913	2.717	81.482
	Rata-rata perkemb.	(151)	(116)	(123)	(52)	(16)	0	(22)	(46)	(54)	(579)
	% perkemb.	-1.85	-0,49	-1,06	-0,34	-0,39	0,01	-0,30	-0,40	-1,64	-0,66

Description of Regency / City Code:

01: Jembrana 04: Gianyar 07: Karangasem

02: Tabanan 05: Klungkung 08: Buleleng

03: Badung 06: Bangli 09: Denpasar

Source: Sudaratmadja, 2017

And no longer limited to areas where have been determined by local regulations such as Nusa Dua, Sanur, Kuta, Ubud, Candidasa, Tulamben. But these facilities were grown rapidly to rural areas, and also eroded to water protection, areas and were reachhead to protected and conservation forest areas. The construction of villas has targeted in areas where were previously untouched by the world of tourism and has even penetrated the cliffs, riverbanks, rice fields and quiet seaside, although regional and regulations already on border boundaries, such as river banks 50 meters from the lip of the coastal border is 100 meters from the highest tide boundary (shoreline) towards the land and the edge of the cliff is twice

the height of the cliff towards the mainland. From gathered data and information, the results of identification of superior commodities have been obtained from each regions and sub-district. The leading commodity is considered prospective to development, because it has comparative and competitive advantage. Because of high productivity and the potential to continue to be increased comparative advantage is able to provide certain quantities of raw materials in the continuous manner, so that it has appealed for the development of its downstream industry which can produce process of products that have higher added values.

Table 3. KSP Activities Program Planned for 10 Years (2000-2010)

No.	KSP	Type of activity		Implementation of activities		Subdistrict activity location	Source of funds
		Main	Support	Main	Support		
a.	Crops	▪Rice	1-9	Tabanan	Badung, Gianyar	Penebel, Selemadeg, Marga, Tabanan, Kediri	APBD
		▪Vegetable	1-9	Tabanan Buleleng	Gianyar	Baturiti, Sukasada	APBD
		▪Mangosteen	1-9	Tabanan	Buleleng, Badung	Selemadeg	APBD
		▪Salak	1-9	Karangasem	Karangasem Tabanan Bangli	Selat, Bebandem, Sidemen, Rendang	APBD
		▪Manggo	1-9	Buleleng, Karangasem		Tejakula, Kubutambahan, Abang, Kubu	APBD
b.	Plantation	▪Cashew	1-9	Karangasem, Klungkung		Kubu, Abang, Nusa Penida	APBD
		▪Cocoa	1-9	Jembrana, Tabanan	Badung	Pupuan, Selemadeg, Melaya, Negara, Mendoyo, Pekutatan	APBD
		▪Rubusta coffee	1-9	Buleleng, Tabanan, Badung	Jembrana Bangli	Banyuatis, Busungbiu, Banjar, Pupuan, Penebel, Selemadeg, Petang	APBD
		▪Arabika coffee	1-9	Bangli	Bangli Jembrana	Kintamani, Tembuku	APBD
c.	Farm	▪Bali cattle	1-9	Badung, Tabanan, Gianyar, Bangli	Buleleng	Petang, Penebel, Baturiti, Payangan, Susut	APBD
		•Cow nursery	1-9	Klungkung		Nusa Penida	APBD
		•Domestic chicken breeders	1-9	Bangli, Jembrana	Klungkung Tabanan	Melaya, Kintamani	APBD
d.	Fishery	•Land fisheries	1-9	Gianyar, Buleleng, Jembrana, Tabanan, Karangasem	Jembrana	Blahbatuh, Mendoyo, Negara, Melaya, Selemadeg, Kediri, Karangasem	APBD
		•Seaweed	1-9	Klungkung		Nusa Penida	APBD
		•Decorative fish	1-9	Badung		Abiansemal	APBD
		•Mackarel tuna	1-9	Klungkung, Karangasem	Gianyar	Kubu, Abang, Karangasem, Manggis, Dawan, Nusa Penida, Gianyar	APBD
		•Lemuru fish	1-9	Jembrana	Gianyar	Negara	APBD
e.	Industry	•Woodcraft	1-9	Badung, Gianyar	Gianyar	Abiansemal, Tegalalang, Sukawati	APBD
		•Bamboo crafts	1-9	Gianyar, Bangli	Karangasem	Blahatuh, Susut, Karangasem	APBD
		•Moven crafts	1-9	Buleleng, Karangasem		Sukasada, Manggis, Bebandem	APBD
		▪Waru leaf album	1-9	Buleleng		Sukasada	APBD

Source: Bali Provincial Bappeda & PPLH Unud, 2000 modified  
Information: Regional Income and Expenditure Budget (APBD)

Because competitive advantage is estimated that the commodities have very large prospectively potential development and able to compete in the global market. The processed industry has the potential to be developed to increase the economic value and competitiveness of these products. The stages of KSP development program are based on the development of sectors which related to existing and ongoing development programs in each regions with superior commodities, so it will be developed in each regions. The agricultural development programs have been and have carried out in Province of Bali these were include:

- Regional transportation infrastructure development program, namely improvement of maintenance, and construction of network roads and bridges of, and sea transportation infrastructure (docks and ports).
- Programmes for upgrading, maintaining and building agricultural irrigation channels.

Activities programs were planned for 10 years starting from 2000-2010 including development of 5 sub-sectors (a-e) of:

- Food crop and horticulture subsector
- Plantation crop subsector
- Livestock sub-sector
- Fisheries subsector
- Industrial subsector

In addition to the above the reasons for efficiency, comparative and competitive advantages, KSP can generate greater rotation in each regions, it also develops ongoing development

programs carried out by only agencies which related to the agricultural sectors. So the KSP development program is not an activity that is really just starting, but also is the adaptation of sectoral development programs that exist in each regions. The types of supporting activities (1-9) carried out on the five subsectors mentioned above can be broadly specified as follows:

- Extensification and intensification
- Formation and formation of groups
- Procurement of good quality seeds
- Procurement of production facilities
- Provision of working capital
- Extension and training in cultivation techniques
- Assessment of post-harvest technology
- Development of market information networks
- Development of partnerships

The KSP program planned for 10 years starting from 2000-2010 which was modified includes: 5 subsectors (a-e) with types of supporting activities (1-9) are presented in Table 3 above. In relevant with potential superior commodities in each prefectures and counties, if they are evaluated that they have comparative prospects through high productivity and have continually potentially improve raw materials, they can carry out to improve production of raw materials in the developments of downstream for industries, and finally can be improved their additional value. This additional value can be attributed to the implementation of KSP development program which based on relation with each sectors the existing and

ongoing development programs, especially, development of regional transportation, improvement of maintenance development of road networks, and sea transportation infrastructure such as docks and ports. And rice field, also need to be improve, maintain and develop for agricultural irrigation channels. Whereas the competitive advantage for superior commodities in each regency / city has the prospect to develop their enormous potential, and will be compete in the global market, so will increase economic value and production competitiveness. This competitive and comparative advantage not only has the potential to develop productive economic value and will be able to compete in the global market and production competitiveness, but KSP also has the potential and opportunity to develop tourist attractive objects for agrotourism. With the existence of the Tourism Attraction Agro Development Program, KSP will run sustainably and environmentally in terms of the functions of KSP, and Tourist Destination Object Agro especially will prevent the conversion of agricultural land in the broad sense of tourism activities in Bali which are increasingly eroding agricultural land and spreading in every district / city in the Province of Bali. If various parties for example Government of Province of Bali Bappeda Bali, and another stakeholder which have interest in tourism industries, NGO, and another communities support the spirit of agrotourism, it is necessary to develop Tourist Destination Object Agro. It can be concluded that KSP has the potential and opportunity to develop agrotourism that can prevent rapid conversion of agricultural land due to tourism industry activities in the Province of Bali.

## Conclusions and Suggestion

### Conclusion

- KSP program support the potential and opportunities to develop agrotourism in by available supporting facilities and infrastructure, and the potential to prevent the conversion of agricultural land.

### Suggestion

- To avoid rapid conversion of agricultural land in the broadest sense in the Province of Bali, the support of all parties, especially the Regional Government, Bali

Provincial Bappeda, private sector and other stakeholders such as tourism entrepreneurs, NGOs and communities must establish regulations for conversion of agricultural land

- The Tourist Destination Object Agro development needs to explore and develop for increase additional value, especially to increase the Regional Original Income of the Province of Bali.
- The inventory of superior commodities that exist in each regions and countries needs to be done as the basis for the development of KSP and the development of Tourist Destination Object Agro.

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