



RESEARCH ARTICLE

INTEGRATIVE TOURISM POLICY DEVELOPMENT BASED ON AGRO-TOURISM IN THE CITY OF
BATU MALANG EAST JAVA INDONESIA

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ABSTRACT

This research investigates the implementation of integrative tourism policy base on agro-tourism and function in strengthening of tourism stakeholder in City of Batu Malang East Java Indonesia. An integrative policy in the development of tourism is a very important variable in the development of a city. Development program of the tourism sector, based on the Medium Term Development Plan (RPJMD) 2012-2017 Batu, Batu directed as a center for international tourism based organic farming. Location of Batu located in the mountainous region, making it very feasible as agro tourist area. The results of this study, found that the development of agro-tourism visitors increased more than 300% on 2016. However, this increase was not accompanied by the maintenance of conservation land. Implementation of tourism development is still partial and less integrated among sectors. This research question is how the local government response to the integrative policies in the development of agro-tourism sector in the city. How local governments understood and implemented an integrated policy in the development of agro-tourism sector. The research focus in Batu City in East Java Indonesia. The research method used in this study is a qualitative method. The data collecting through observation, depth interview, Focus Group Discussion (FGD), and the use of secondary data. The conclusion of this study is that regulation, peasant, peasant community, content of regulation, and integrity affect the responsiveness of local government in the development of based on agro-tourism. Integrative policy can be effective with the engagement between the government sector, policy content, policy instruments, and community participation.

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INTRODUCTION

The development of agro-tourism is a very important thing, especially for areas that have agro tourism potential, such as Kota Batu East Java. The vision of the City of Batu: "The City of Batu as Sentra Organic Agriculture Based on international tourism. The area developed as an agro tourism area is Bumiaji District. Bumiaji District determination as the development of agro tourism area based on the area of Bumiaji sub-district is 12,798.42 Ha or 64% of the total Batu City area is 19,908,72 ha. In the implementation of agro-tourism development in Bumiaji District of Batu City has not been able to run optimally. The development program of tourism sector in Batu City based on Medium Term Development Plan (RPJMD) 2012-2017. Problems of tourism sector development in Batu City are: 1) Implementation of policy and tourism program is not integrated by stakeholders; 2).

The potential of a tourist attraction has not been properly managed; and 3) lack of understanding and citizen participation on agro tourism potential. Integrative policy of tourism is to develop the potential of agro-tourism. This study is analyzing the profile of stakeholders, the government and the farmers and community activities of farmers, especially farmer community of guava, oranges, and krisan flowers. Investigation of these profiles and activities, it is expected to find understanding and behavior of farmers community about agro tourism. The problem solving offered in this research is to strengthen the farming community to develop farming business that is directed to the development of tourism base on agro-tourism. The method used 1) Optimization of agro tourism object; 2) Development of conservation alignment with agro tourism; 3) Community empowerment around the forest. Community empowerment through community approach and awareness is needed so that they can use and have access control in developing tourist village. Tourism activities utilizing local resources are developed based on sustainable

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economic goals, supporting environmental conservation efforts, and improving the welfare of local communities (Fandeli, 2001). Based on government policy No. 7/2011 about spatial plans for the City of Batu planning 2010-2030, was decided that the municipalities (BWK) III as the main agropolitan area development, the development of tourism nature and environmental and agrowisata with the scope of Bumiaji to the center in the village punten service. This research investigates the implementation of integrative tourism policy base on agro-tourism and function in strengthening of tourism stakeholder in City of Batu Malang East Java Indonesia. What is the current model of implementation integrative tourism policy in City of Batu Malang East Java Indonesia? What are the challenges to the stakeholder tourism in City of Batu Malang East Java Indonesia as local government agencies in using integrative tourism policy and its contribution to development of agro-tourism?

Theoretical Framework

Tourism policy development

Tourism policy generally viewed as part of the economic policy of. The economic policy of deals with the structure and economic growth usually manifested in the planning of the tourism. Several factors a key that come to the attention of the economic policy of 11 employment for example, investment and financial, industry, and trade (Gee, 2000: 28). Further Gee (2000: 28) explained that formulations tourism policy is the responsibility of the main steps that should be undertaken by governments who willing to develop or maintain tourism as the parts which integral in the economy. Gee (1997: 286) more explicit policy explained generally referred to a plan to, a whole to a level that includes the purpose and procedures. For that public policy, take into account the results of a desired end of the government and other methods to achieve these results. Manifesting policy goals and strategies that has been adopted by the government with respect to tourism, oak development.

According to Wiendu (1993), tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a community life structure that integrates with the prevailing rules and traditions. Tourist village usually has a tendency of rural areas that have uniqueness and attractiveness as a tourist destination. Village tourism is seen as a form of tourism industry in the form of activities to actualize identical trips include a number of activities that are appealing, seduce, encourage tourists as consumers to use the product of the tourist village or to travel to the tourist village or called village tourism marketing. The components of tourism products themselves consist of tourist transport, tourist attractions, and tourism accommodation (Soekadijo, 2000). Agrowisata policy must have relation between the preservation of natural resources and environment. For establishing and developing tourism objects necessary natural resources and environment sustainable and the cultivation wisata agro can to preserve natural resources and environment. Agrowisata business is long term, for that management long term perspective (Pamulardi,) 2006. By developing that accentuates agrowisata local culture in exploiting the land, would increase the income of farmers can increase. On the other hand preserve nature, land resources awake, and terpeliharanya culture and technology (indigenous local knowledge) (hand out of concept resorts and leisure, Gumelar S. Sastrayuda (2010, h.1)

Agrowisata aims to accelerate the local economy. Target is developing the agrowisata empowerment investor agribusiness, main industries agricultural development, institutional development farmers and agricultural service providers, the development of conducive climate for farming and investment, and development of facilities and infrastructure supporting. In the development of developing the agropolitan, the act as investors and government officials act as facilitators (Bappeda The East Java, 2011).

Integrative Policy

Expert public administration as Henry (1989), and Negro (1980) have placed the importance of good in public policy formulation and the implementation of (Islamy, 2004). Public policy is not in a vacuum condition, Public policy influenced by various variable, social, political, economic, and culture. For that required integrative policy. The public sector has many roles to play in the co-ordination, planning, legislation and regulation, and financing of tourism, for the political, economic and social wellbeing of the nation as a whole (Vanessa A. Amoah and Tom Baum, 1997). Collaboration on policy formulation between the public and private sectors is expected. The opposite will give rise to poor quality of the tourism product or the host community's environment and way of life. Hence, sustainability itself is at risk. Public policies on tourism are responsible for planning, development and promotion, while tourism marketing is responsible for attracting tourists to a destination, develop goods and services to meet their needs and also is responsible for promoting the resources of a destination (Kotler, et. al 2008).

Tourism Destination

Tourists perceive the destination as a brand that includes a variety of suppliers and services. Before a visit, tourists develop an image about the destination, as well as a set of expectations based on previous experiences, word of mouth advertising, ads, etc. (Buhalis, 2000, citing Chon, 1991, 1992). Ryan (1991) explains that companies and governments have implemented only a part of the marketing mix for tourism (promotion), with little attention to the other components of marketing. However, if tourism is to survive for tourists satisfaction, destinations should adopt social marketing strategies: this involves monitoring carefully the levels of tourists satisfaction and use them as part of the criteria for success, and be aware that the development of tourist infrastructure has implications for different market targets. It is through the promotion and support of tourism marketing that public policies seek to promote the attractions and advantages of a tourist destination. In addition, tourism marketing applied to the private sector, is responsible for promoting the goods and services they offer, increasing the the destinations available offer. Tourism marketing should operate as a mechanism to facilitate regional development goals and streamline the provision of resources to tourism activities in order to ensure that a destination's strategic objectives are accomplished, and should also generate income according to the resources used for the production and development of tourism goods and the regeneration of these resources. Thus, the benefits will impact everyone involved in the tourism sector. (Martínez, Galván, and Lafuente, 2014)

Agro-tourism Strategy

Regionalization is a critical strategy for developing an agritourism experience, drawing on the “power of clusters of interesting sites, activities, and events that can only be accomplished on a regional basis through cooperation.” Agrotourism as a leisure activity has been extremely successful. The possibility of enjoying the rural environment and culture at an attractive price appeals to a large market, including families, couples and seniors. The customers of this type of tourism, who usually travel with their family, tend to be educated and of predominantly urban origin (Hall and Jenkins 1998). Agrotourism is more than just another tourist product, it goes well beyond a mere offer of services in a rural setting (Busby and Rendle 2000). Rather, it implies a novel way of understanding travel, a new awareness, a positive attitude towards other worlds, towards the environment and towards local people and their culture.

activities came to monitoring activities so that targets can be achieved in a sustainable way by giving great benefits for the local community in particular, as the concept of the development of its agro-tourism.

RESEARCH METHODS

The study of the research is composed by the cities of Batu Jawa Timur Indonesia. There are two (2) village used as an object of research, Punten and Sumber Brantas, both of which included in territorial Bumiaji Distric of Batu. This research was determined integrative tourism policy development based on agro-tourism. The research subjects were defined as followsthe stakeholder of tourism, which composed of Municipalities of Batu and of farmers community, KPPDAS, Lancar Jaya, Melati and Non governmental Organization, Pusaka.

Table 1. Typologies agrowisata area

No	Sub-sektor agricultural	Typologies area	Agroklimat requirements
1	Food crops and horticulture	Lowland and highland , with a texture a flat land , have the means irrigation (irrigation) or sources of water adequate	Must be based on types of commodities developed as the altitude of land, the type of land, texture land, climate, and the acidity land
2	The plantation;	Highland, hilly texture land, an annual, having natural beauty, close to the conservation of nature.	Must be in accordance with types of commodities developed as the height of land, the type of land, testur land, climate, and the level acidity land
3	Farm	Near agricultural area, plantations and forestry, with the system sanitation adequate	The location should not be residential; & aspect environmental adaptation
4	Fisheries	Located at the fisheries land , farms, lake nature and an artificial lake, either in the form of river flow area keramba and natural fish	Located at the fisheries land , farms , lake nature and an artificial lake , either in the form of river flow area keramba and natural fish
5	Marine fisheries	Coastal until the deep oceans until the boundaries of exclusive economic zones waters justification of maintaining national unity	Attention to the aspect of the ecological balance and ecosystem does not damage the environment .
6	Tourist forest conservation of nature (botanical garden)	A preserved forest area in the area of land belonging to the country , this area bia-sanya directly adjacent to the area of agricultural land and plantation with the sign of the boundaries of a clear	According to those of the natural environment conservation area local forest

Source: Bappeda Batu 2015

Cooperation and coordination between various stakeholders related in commercial operation agrowisata very important and become a key factor in the development of success agro-tourism.

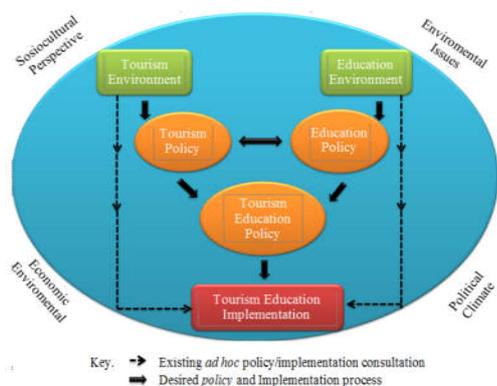


Figure 1. The TEP TEI conceptual framework

Cooperation and coordination between various stakeholders can vary, ranging from information until the form of cooperation with the legal and formal. Acreage of cooperation while also very broad covering all agrowisata the process of development, ranging from planning as determine the location of the area, including the implementation of the operational

The instrument used for this research is qualitative method, with indepth interview, Focus Group Discussion, and the use of secondary data. An analyzer used in this research was qualitative analysis interactive. This was initiated of data collection, organizing data, exposure to data, and the conclusion. Through the method of analysis it can be found a tendency to the projected integration policy integration or disintegration. Two villages were selected as community service locus (PPM) about the development of this agro tourism village, namely Punten Village and Sumber Brantas Village, Bumiaji Sub District, Batu City. The selection of the two villages with the consideration that the village is very potential to be developed as a tourist village. The first village in this PPM is Punten Village has excellent products such as Orange Keprok Punten suitable cultivated in the area with an altitude between 700-1,200 meters. Sumber Brantas Village, the second village in this PPM, is a village that has great potential in the development of farm / cashew plantation. The two villages are part of Bumiaji District, which is the focus area of Batu City Government in the agro tourism development program in Batu City. Based on Batu City Regional Regulation No. 7 of 2011 on Spatial Planning (RTRW) of Batu City Year 2010-2030, it was decided that the City Part III (BWK) III as the main area of development of agropolitan area, the development of natural and environmental tourism and agro

tourism activities with coverage area covering Bumiaji District with service center at Desa Punten. Therefore, this PPM sets Bumiaji District especially in Desa Sumberbrantas and Punten as a service area. The determination of kecamatan bumiaji as regional development agropolitan based on the size of the kecamatan bumiaji as much as 12.798,42 ha or 64 % of the total vast city of stone namely 19.908,72 ha. In addition there are the development of various land sector covering the plantation sector, agriculture, fisheries, animal husbandry and so on, having main industries as well as the majority of communities bermatapencarian main in the agricultural sector. Commodities be unseeded in kecamatan bumiaji qoutient location based on analysis of the sector in the determination of the base, namely commodities ornamental plants especially the rose and animal husbandry of dairy cattle developed in the village gunungsari. Punten village, Bumiaji village, Bulukerto village and Tulungrejo village, known as apple producer, guava, avocado and grapefruit. Giripurno Village and Sumberbrantasvillage exotic vegetables with commodities as well as Pandanrejo village to food crops and fishery and Sumbergondo village to development of the livestock industry rabbits and avocado. The potential of each province which is typical be directed to the development of its agropolitan (Bappeda, 2010)

Finding and Analysis

The program included in the medium term development plan (RPJMD) Natu Cty. The vision of rock is years 2012-2017. city centre of organic agriculture kepariwisataan international based. Supported by education and competitiveness tepatguna have supported (natural resources, man and culture) tough held by good governance, creative, innovative, imbued by faith naar to one god. To reach the vision, municipal of Batu set mission as follows. 1. Wellbeing of between religion 2. Bureaucratic reform and governance 3. Develop organic agriculture and trade of agricultural products organic 4. Raise to a position role of tourism city center become a international tourism.

There are many variabel that is related with agro-tourism:

- Improved quality of life among religious communities,
- Bureaucracy reform and governance,
- Develop organic agriculture and trade in agricultural products organic
- Improve the position of the role from the city center for the city tourism become international tourism,
- Optimization regional governance,
- Increasing quality educators and education institution
- Improving the quality of health
- The development sector infrastuktur (physical) especially government offices, a public facility, infrastructure and facilities traffic
- Improve the implementation of the village government, in order to service to the community of
- Creating stability and political life in the city of stone harmonious and democratic
- Community empowerment through cooperative.

The vision of Batu international tourism to the city still maintain the local agricultural potential. Therefore the government stone determined to make kota rock into international tourism but domestic tourists not only of travellers, but also foreign tourists. One development strategy municipalities Batu is through policy direction as follows:

- The development of organic agriculture in order produce superior products quality,
- Steadying the process of development organic agriculture, and create diversify superior product quality,
- The market agribusiness development,
- Strengthening based agrobisnis comparative advantages to agrobisnis based competitive advantage,
- Strengthening market access to keep the market mechanisms a healthy and prefer protection community business weak
- The development of information systems production, distribution, and information market for organic,
- Hr development extension officer and infrastructure to support the development of organic agriculture.

The policy direction in the implementation of the mission is among others as follows:

- The development of tourism industry based the local culture and agrowisata,
- Tourism promotion of the regions and the reinvigoration of city branding rock is a tourism city at national and international levels.
- Strengthen cooperation the tourism sector between the regions within the province and outside the province to an increase in regional economy,
- Improve its human resources tourism competent and professional.

The present in the sub district of Bumiaji position of kecamatan bumiaji is in the north of stone. On the north side is the district mojokerto, the south side in stone, the west in pujon unfortunate and eastern district junrejo. At first, in bumiaji is one area broken down in 1998 to 3 (three) district, namely kecamatan stone, in bumiaji and kecamatan junrejo. Third the area be part of administrative city rock in 2002 official stand alone and separate from Malang district. Bumiaji Distric having forest of 8.751,60 ha or 68,38 % of area has an important role as the supporting areas and source of absorption springs that is there Batu, that not only used by the people of stone but also regional other areas in the stream das brantas. That it is certainly development in the city Batu have to focusing on the principles of the sustainability of by integrating of three pillars a main element sustainable development that is economic, social and environmental and of course infrastructure as supporting third address these elements in the development of the area



Source: the Batu city: bps, 2013

Figure 1. A number of households aquaculture and farming enterprise legal entities in the rocks in 2003 and 2013

Potensi Sektor Pariwisata

The tourism is one of the most potential activities that can contribute economic development the community in kecamatan bumiaji. Type and place event tourism now includes: theme park selekta, ecotourism in a bathhouse for hot air cangar and arboretum in the village of sumber brantas, agrotourism of stringed tourist apples and hiking in a ceremony in punten village, village sumbergondo and villages bumiaji. People living with the tourism activity are to observe the life and to participate in public activities in the agricultural sector apple. Tourism activity with people living in developed in the village punten and tulungrejo. Increasing number of a tangerine plant in the village punten di-harapkan the village administration setem-pat tourist icon image to Puntun village. Besides of a tangerine, potential holtikultura now developed was plants ornamental flowers. According to the secretary Puntun village, are located in the mountainous tourism is over and grace to villagers punten. Because it, ervan developing the tourism potential in one hamlet, namely hamlet kungkuk. There was initiated the concept of tourism kam-pung equipped fasili-tas as outbond tourism, home-stay, said. Puntun a mountainous region located in the mountain arjuno with ketinggian 800 feet above sea level. Puntun village in sub districts bumiaji city stone with total of an area of 281.935 hectares. From broad the region, 39.680 hectares is rice, about 59 hektarnya is a residential, 12.080 moor, 125 hectares forested country, and lain-lain of road and mausoleum common about 2.66 hectares

The four hamlet punten under the hamlet krajan, gempol, kungkuk, and hamlet pay-an divided into 8 rw and 35 rt. In the history of the rocks since the establishment pemerin-tah regulation no 12 years 1993 on the establishment of administrative city stone until now increased status into the rock autonomous region, village punten have a very strat-egis, as it had remained in the central the development of agro tourism city. stone. Village inhabited more than 5.406 of soul in 1.484 head ke-luarga this through the passing of wak-tu turned into village mandiri because supported potential sumber-daya man, natural resources and resources culture prominent (source: bulletin an echo village edition april 2012)

Management in Regional Agro-tourism Development

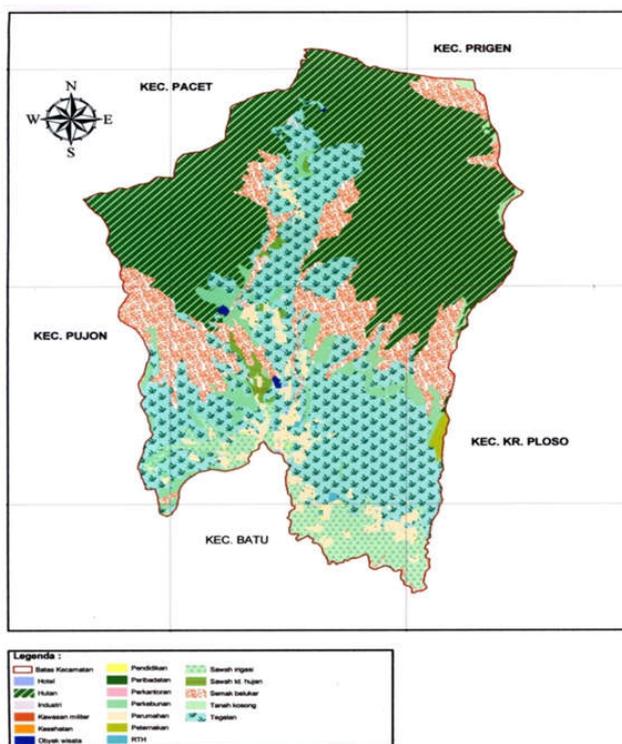
Management in regional development agro-wisata development agrowisata based area was a development of the developed and grown ups with blends various strengths and profit agribusiness with sustainable tourism activity. This requires development plan that touches things most basic both in the arrangement areas and area, local resources management (good nature, population, economic, social and culture). Determination and regional development agrowisata could be done in several areas in an integrated way as the area of sentra of agricultural production through the lakes and rivers. Thus area area agrowisata is not that is specifically designed for tourism industry, but could have of the other by giving the development of facilities, activities and tourism promotion. The development of agro-tourism is based in developing the growing and grown up with various excess blends and profit agribusiness in the sustainable tourism. This takes expansion plans touching hal-hal most basic both in the region and traffic management, local resources management (good nature, population, economy, socially and culturally). Determination and developing the agrowisata could be done in several areas

integrally area agricultural production center the lakes and rivers. Thus the area agrowisata is not that are specifically designed for tourism industry, but may be another area by giving the development of facilities, activities and promotions. Strategy and policy direction developing the agrowisata sekurang-kurangnya do with some stage the following: 1. The management guidelines agrowisata the area as part of rtrwn, of the development pattern agrowisata the area. 2. The area is based on agrowisata feasibility study that is fundamentally consider ecological feasibility, eligibility economical, technical requirements (agroklimat, conformity land, etc), and feasibility social and cultural. 3. Developing the agrowisata to go through tahapan-tahapan clear and directed. Tahapan-tahapan this include: a. preparation agrowisata area is short term development plan between 0 -1 year. This area is a potential for development identified with potential developed because of its natural resources and the topology, designation and social and cultural. This region can also be the aimed at agrowisata area, for example:

- Preparation agrowisata area is short term development plan between 0 -1 year. This area is a potential for development identified with potential developed because of its natural resources and the topology, designation and social and cultural. This region can also be the aimed at agrowisata area, for example the flood plains or lake will renovated. By developing facilities support, that the developed as agrowisata area.
- Pre agrowisata area is development plan 1 medium term 5 years, where the begins to develop conforming to the direction of planning and development. At this stage the region has begun to develop and agrowisata activity has run. This can be represented by an awareness that begun to grow in developing the public on agrowisata in the regions and activities agribusiness and agrowisata who walked with a
- The agrowisata area at this stage the already established agrowisata as the area. At this stage agrowisata area has grown and having ciri-ciri as: optimization natural resources; the pusat-pusat the integrated tourism with various cultivation activities, processing and marketing; minimalnya environmental impact that occurs; empowerment locals, art, social and cultural.
- Developing the agrowisata in the long term oriented to the preservation of environment support and natural resources. This will require a pattern agribusiness developed benar-benar in accordance with the character and conformity land, having the environmental impact at least (for example is the use of pesticides excessively or application pesticides organic ecologically) safe. Policies, program, procedures and guidelines to be formulated in more detail by all concerned parties
- Developing the agrowisata expected. Stage of Agro Area, at this stage the region is well established as an agro-tourism area. At this stage, the agro-tourism area has developed and has characteristics such as: the optimization of natural resources; the existence of centers of integrated tourism activities with various activities of cultivation, processing and marketing; minimum environmental impacts occurring; empowerment of local people, art, social and culture.

Development of agro-tourism area in the long term oriented to thepreservation of the carrying capacity of the environment and natural resources. This requires that the agribusiness

pattern developed is completely in accordance with the character and suitability of the land, has minimal environmental impact (for example, pesticide use is not allowed excessively or the application of ecologically safe organic pesticides). Various policies, programs, procedures and implementation guidelines should be formulated in more detail by involving various stakeholders. The development of agro-tourism areas is expected to maintain and even improve the carrying capacity of the environment and the sustainability of natural resources in a sustainable manner over the long term. Efforts to conserve the rare flora and fauna are expected to be carried out and provide economic value for agro business perpetrators for example by developing a medicinal plant or food crops that have started rarely consumed in modern society. This can also be done in the field of livestock and fisheries. Benefits Development of agro-tourism (Research and Agricultural Development Report vol 24 no, 1, 2002).



Source: Bappeda Batu, 2013

Figure 2. Map of Agrotourism Batu

Development of agrotourism in accordance with the capability, typology, and ecological functions of the land will directly affect the sustainability of land resources and income of farmers and surrounding communities. This activity indirectly increases the positive perception of farmers and the surrounding community about the importance of conservation of agricultural land resources. The development of agrotourism will in turn create employment, as it can absorb labor from rural communities, so as to withstand or reduce the ever-increasing urbanization current. Benefits to be gained from agro-tourism include preserving natural resources, preserving local technology and increasing the income of farmers/communities surrounding tourist sites. The direction and strategy of the Agro-tourism Area development should rest on local and market-oriented strengths and potentials. The growth of agrotourism and ecotourism market is quite high all over the world. It takes creativity and innovation to pack and market the agro-tourism superior products by selling authenticity,

uniqueness and locality in the agro-tourism area. This can be combined with more general products such as adventure tourism development, camping, hiking / tracking facilities development, fishing, culinary tour, cultural tourism etc. in accordance with their potential. In addition, it should be provided with ease and support through the provision of facilities and infrastructure that support both in terms of cultivation, post-harvest processing and infrastructure and other facilities such as promotion, transportation and accommodation and integrated marketing must be done by the government both at the central and in the region.

The determination of kecamatan bumiaji as in regional development agropolitan based on the area of kecamatan bumiaji of 12.798,42 ha or 64 % of the total vast city of stone namely 19.908,72 ha. In addition there are land the development of various sector covering the agricultural sector, agricultural, fisheries, husbandry and others, having commodities and seed the majority of communities main bermatapencaharian in the agricultural sector. Commodities seeded in kecamatan bumiaji based on the analysis of location quotient in the determination of sector the base, namely crops ornamental especially rose and a cow dairy developed in the village gunungsari. Punten village, Bumiaji village, bulukerto village and village tulungrejo know as apple producer, guava, avocado and oranges.

Village of Giripurno and village of Sumberbrantas with commodities vegetables exotic as well as desa pandanrejo to food crops and fishery and village sumbergondo to the development of animal husbandry rabbits and avocado. The agricultural sector is a sector which has unique and specific characteristic which in themselves of economic sectors. The sector is very much accommodate the overflow of labor, but in general the agricultural sector in composing regional gross domestic product (gdp) (is not worth the trade sector hotel and restaurant. In 2000 the agricultural sector contributed value worth 22,36 grdp % and in 2010 fell to 20,64 % while the tertiary sector (trade, hotel and restaurant, services, transport, communication) as much as 65, 95 percent in the year 2000 and 68,67 % in 2010 (BPS City of Batu, 2011). From three sub-districts in Batu City, Bumiaji Sub-district is a sub-district with the largest number of farming households, which is 8,542 households, then Batu Sub-district with 4,833 households and Junrejo sub-district with the lowest number of farming households in Kota The stone is 3,982 households (BPS Kota Batu, 2013). The number of farming businesses in Kota Batu as many as 17,357 is managed by households, 11 are managed by agricultural companies with legal status and 8 are managed by households and corporations. Thus, almost 100 percent of 99,89% of agriculture in Kota Batu is managed by households, while only 0,11 are managed by companies, both legal entities and non-legal entities. Observing these conditions, then the development of agriculture sector to be tourism or tourism-based tourism agro tourism is a necessity.

Tourist village agro punten village a mountainous region located in the foot of the mountain arjuno keting-gian with a radius of 800 meters above the surface of the sea. Punten village is in the sub district bumiaji a rock with the total area of the city an area of 281.935 hectares. The of the area of the, consists of rice-fields 39.680 hectares, about 59 hektarenya is a residential, 12.080 moor, 125 hectares forested country, and others in the form of a public road and the tomb of common

around 2.66 hectares. One of agricultural products that can be the icon punten village is a tangerine (Figure 2).



Source: Dokument, 2016

Figure 3. Orange Garden

A tangerine can reach, sold rp 15,000, the cheapest rp 10,000. Marketing also not be that difficult, even buyers from ordinary take supermarkets. The tangerine orange is the type of plant native to punten from the village, but unfortunately lost with an apple reputation of. Therefore, the government of the local village from this moment was trying to reach a tangerine as a substitute for an apple that is famous icon from the city of stone. The source of brantas has the potential to develop plant guava. Based on interviews one bureaucracy agriculture and forestry agency was, there are two it should be dikritisi, first associated with a statement that it is a correlation between woods and public welfare. While in teoritik and results research in roomy shows that forestry conservation based contribute significantly to welfare. Products especially productive plants of fruit, besides able to maintain preserve nature, memcegah landslide, the plant also be used as a result of increasing the economy. As statement from the heads of farmers groups care a watershed brantas (KPPDAS) brantas:



Source: Reseach Document

Figure 4. Guava Garden

Farmers here computer administrator (while still relative few in number and 41) families, has commitment to establish the land slopes on in this hamlet bratas bumiaji as the area of bamboo plants, coffee, and persimmon. This we have “tegakan buah-buahan” count that the production of a crop. 3. We have to the planting of crops buah-buahan by cooperating with the heritage foundation and other lembaga-lembaga that care about conservation and the increase in community welfare. Another agricultural potential is chrysanthemum farming. Chrysanthemum flower from the Netherlands was able to flourish in the village of Punten where in accordance with the area of origin is the average - cold air and meet the needs of water, this plant is suitable managed by flower farmers on a

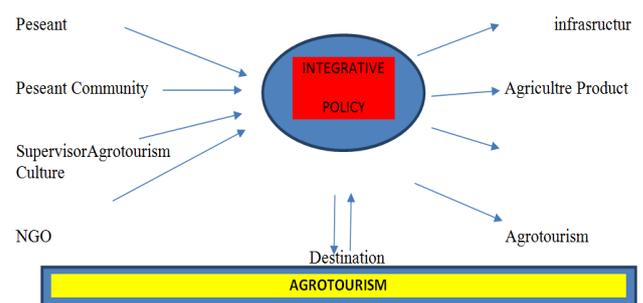
large scale (Figure 1.8). Chrysanthemum selling price per ikat containing 10 stalks priced Rp. 11.000 and currently the market demand especially from Malang city is quite high, proven in a week, the merchant is able to fulfill shipment demand 3 times each - large amount of about 200 to 300 bunch. Thus chrysanthemum agriculture is very promising.



Source: Research Document

Figure 5. Krisan Flower Garden

According to preliminary figures for the census results complete agriculture 2013, the number of households agricultural businesses in the Batu City declined from 19.326 households in 2003 to 17.357 households in 2013, at the rate of a decline 1, 07 percent per year. But if seen according to district, was not entirely dropped number of households agricultural businesses. In district bumiaji, the number of households agricultural businesses in 2013 increased by 0, 29 percent per year. In stone and junrejo decline in masing-masing 2, 42 percent and 1 ,96 percent. The number of households agricultural businesses in the stone is directly proportional with broad rice fields within the last ten years. In 2003 broad rice fields in the stone 2.681 hectare to 2.373 ha. Or having sea change land function of 11,49 percent. In bumiaji is satu-satunya in the very thick with agricultural culture.



Source: Research Finding, 2017

Figure 6. Policy Integrative

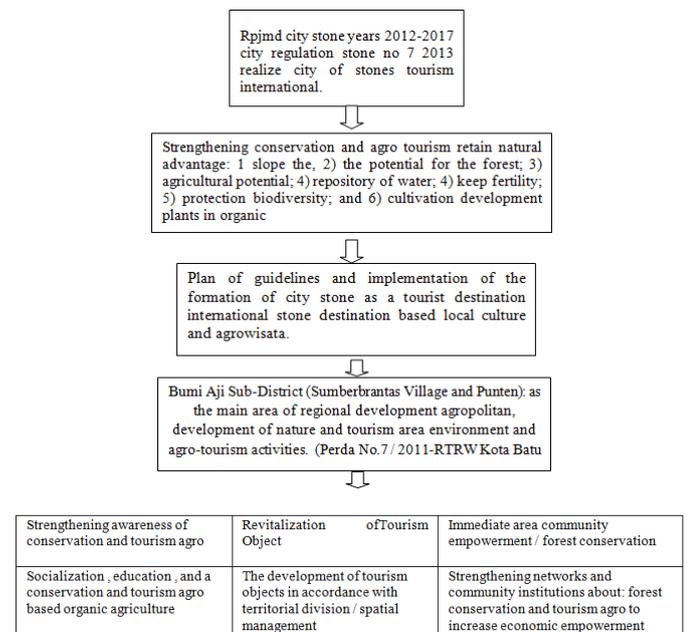
The model governmental-community integrative is referring to mind sherry arsntein (1971). According to a substantial partisipasi from under will be able to move the course of a policy. He stated that, when the community // community can do sebenar-benarnya participation, not because constraints participation, will be created citizen control. In other words if consciousness built from below, and rules determined by the government mamperhatikan potential and the opinions of residents / community, hence very great kemungkinan will tercipta integrative relations and in turn would be a egaliter falsehood government and citizens. Agropolitan Area

Development Strategy Determination of strategy choices in improving kawasan development Agropolitan Stone Town conducted discussions with key person or a specialist competent with agropolitan area development. Key person intended are:

- Team of Agriculture and Forestry Office. Stone Town, which consists of Head Field of Food Crops and Horticulture, Head of Livestock Sector and Fisheries and Section Head of Livestock Office of Agriculture and Forestry Stone
- Head of Sub Division of Tourism and Agriculture Planning Agency Bunderan Daerah City of Batu

The high dependence of farmers on pchemical and medicine Intensive land-cultivation is done at each seasoplanting so as to increase the vulnerability of erosion at the time rainy season. The use of certified seeds that ensure the quality and yield of production. The application of Standard Operational Procedures (SOPs) is only in part small farmers only. Low public knowledge about the environment Low level of education of farmers Limited number of training and consultation centers needed and managed olefarmers / farmer groups / gabungan farmer groups Limited number of educational facilities (there is only 1 SMK in the village Pandanrejo) and access to higher education located outside the city Inadequate prasarasana road road farming

Program Priority of Agrotourism: The discussion concerted program to solve problems development priorities tourism sector agroberbasis conservation in order to improve economy and economic community empowerment bumiaji district. Besides this ibw a concerted between colleges a proposer, college partners and municipal stone expected can move tourism sector as the vision of stone. Hence kegitan ibw is based on rpjmd city stone in pemyusunan programs and their activities. Besides the activities ibw also cannot be separated from rtrw bylaw stone city, as one konsideran in the preparation of the rock rpjmd.



Source: Research Finding

Figure 7. Policy Program of Agrotourism

DISCUSSION

The basic acknowledgement of tourism’s importance along with other quality of life factors is often not present, thus their

importance is minimized in the rural mindset. However, rural communities should develop active municipal and county park boards that are willing to collaborate with other tourism development agencies to enhance the local/state economy through sustainable tourism that achieves economic benefits. Agritourism enterprises offer a wide range of benefits to tourists, such as convenient, secure, educational, and amusing family experiences for visitors who are international, national, and Midwestern residents. Thus, the agrarian sector is not only a provider of material goods, but also of immaterial goods, especially those connected with culture, education, gastronomy, landscape and the environment. A whole host of innovative activities related to the service economy have arisen, with a consequent boost to new types of employment. (Eduardo Parra López, Francisco Javier Calero García, 2006).

The tourism sector, tourism activities is one of the main activities that can contribute to the economic development of the community in Bumiaji District. Mountain bikes activities in Bumiaji Village. Living with People is a tourism activity that aims to observe the pattern of life and participate in community activities in the apple farming sector. Living with people tourism activities are developed in Punten Village. The growing number of tangerines in Punten Village is expected by the village government to become a separate tourism icon for Punten Village. Punten Village, located in the city of mountain tourism is an advantage and a boon for Punten Village residents. Therefore, the village government is now developing the tourism potential in one of the hamlets, namely Dusun Kungkuk. There, is being pioneered the concept of a tourist village equipped with tourist facilities such as outbound, home-stay. The development of tourist village tourism village is seen as a form of tourism industry in the form of activities to actualize identical tourist trips include a number of activities that are appealing, seduce, encourage tourists as consumers to use the product of the tourist village or to travel to the village tour or called village tourism marketing. The components of tourism products themselves consist of tourist transport, tourist attractions, and tourism accommodation (Soekadijo, 2000). According Suswanto (2007) in essence understanding of tourism products is the overall service obtained and perceived or enjoyed by tourists since he left his residence to the tourist destination until back home where he departed originally. The definition of tourism village products is thus very wide scope, including agro tourism. However, based on observations in Punten Village and Sumber Brantas Village, detect the phenomenon that they are less developed the potential of agro tourism owned. The existing agricultural potential is only managed conventionally by subsistence farmers' families or agricultural produce in selling out but very limited. Environmental conservation. The development of agrowisata is expected to have the values of the environmental conservation. With a number of the trees, in addition to able to absorb noise, menjerap dust, curb the rain water, also able to raise fresh air and comfortable. The existence of the trees will be having the function of hydrological to hold water reserves. In addition, maintenance of various kinds of plant useful to preserve a source of germ plasm of cultivated plants. Essentially humans are so had a role on changes in its environment. Humans can make the environment for good and it could also change the environment for the worse. Soil fertility is subject to change, a lot of the cause of the problem. One of the reasons in a reduction in fertility the ground he was kind the occurrence of erosion or pengikisan a layer of the surface of the ground. By the presence of this erosion soil layer that fertile will

implement a current of water. Finally, the ground was bereft of nutrients necessary herbs. Underwent, land a desolate waste. Agrowisata created, that more attractive for pengunjungnya, are not just to offer to visitors scenery flowers of beautiful or to enjoy stringed just fruit, but also received information about nursery, cultivation, until maintenance plants. So will they be on a nursery, visitors besides obtains pleasure can see beauty like flowers, color iridescent can also following the course lightning on the details of the je nis ornamental. So that the visitors can 169 will picked a lot of benefits, for those who creative, may be able to develop similar business in the region. Management and improving the quality place agrowisata can collected in collaboration with the institutions pe nelitian or education. The form of cooperation that it will be useful for both sides. The management agrowisata providing a place and sarah na research, while scientists could penyumbangkan her research for science development.

Encourage a growing partnership: Encourage the other financial markets grow partnership partnership in order to create regional autonomy, who in accordance with legislative regulations especially legislation no.32 2004. The government of the city have the right to own with stone sunshine policy conducted the programs in accordance with their condition and potential of the region, for example through the tourism sector agriculture-based. These programs among others is to have a cooperative agreement / partnership with private institutions would fully commit itself of the progress of the tourism sector agricultural closely held firm based, is to do partnership (vianda kushardianti muzha, heru ribawanto, hadi) minto Peculiarities agrowisata is how visitors can feel nikmatnya return to the, so this experience provide an awareness p engunjung will natural conservation. These means visitors will always relating to open space. The problem is that activity on open spaces will involve exposure to the - external factors very mem stir visitors, while visitors it is affecting the sustainability of this tourism. (Impudus, Amiuza, Anarsis, Agribisnis Komoditas Salak, Bumi Aksara, 1999)

Conclusion

The results of devotion the study was focused on the development of tourism model based tourism agro. Second, this study are trying to figure how the profile and behavior farming community in understanding agro tourism. This study to conclude that the rise of the less able to tour agro, triggered by the lack of understanding farmers and farming community one was about agricultural potential possessed to be developed at agro tourism. A way of seeing the farmers who konvensial and perfikir and behave substantive enough be a hindrance the development of tourism potential agro. On the other hand there are a group that quite unaware of the importance of tourism for the improvement of agro tourist destination and in turn will enhance the welfare of the community, namely those who are joined in a group tour conscious (pokdarwis), but this group have not yet be run well. He has only work well if there is a particular activity, not yet sustainable. On the other hand, the government and all regulations or his policy not menyentuk owned up to the residents in massif. The approach used still deeply teknokratik and top down, as a result the less able terimplementasikan well. On top of that, in the perspective of a government less emphasis on tourism model based on capital intensive and less local potential, has influenced terpinggirkannya tourism agro. Based on observations, interview, and with related to the development of wisata agro,

this study is building the integrative / theory governmental-community (gci) model. Model is based on the mind sherry arnstein 1971. Gci model, doing construction on the concept of eight households arnstein sharry participation. If in arnsten households participation as separate from the object of the policy makers, while gci model is harmony between residents and the government. Governmental-community integrative (gci) model, describing unsur-unsur or instrument which is input into integrative policy, the farmers, farming community, mentor and ngos. Intrumen such as then diaolah in the process of integrative policy. Besides inetgrative policy have also noticed potential underlying, namely the potential tourism objects. In turn would be tourism objects that can be measured of the means / infrastructure, agricultural production, culture tourism objects, and tourist attractions agro. Plans the coming year, 2017 will be conducted dig deeper to conduct the community and behavior pemerintah in implementing a policy for developing tourism objects. In addition to be tried out model governmental-community integrative (gci), to examine and in order to get inputs to improve the model, and desiminasi model.

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