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Article

Development of Mas Ari Grape Garden Based on Ecotourism and Education in Tajug Village, Ponorogo Regency

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ABSTRACT

Mas Ari Vineyard is one of the ecotourism destinations in Tajug Village, Siman District, Ponorogo Regency. This garden offers a natural panorama with 31 types of imported grape variants that provide an educational experience for visitors. Visitors can enjoy grape picking activities, learn grape cultivation techniques, and enjoy the natural atmosphere around the garden. This study aims to identify factors that support the development of ecotourism in Mas Ari Vineyard based on the 4A analysis (Attraction, Accessibility, Amenity, and Ancillary). The method used is qualitative with data collection techniques through observation, interviews, and literature studies. The results of the study show that the main attraction of this garden is the interactive experience of picking fruit directly from the garden. The development of better facilities such as places of worship and lodging is expected to improve visitor comfort. SWOT analysis shows that this garden has great potential to develop further with the potential for Agrotourism, Agricultural Education, and local economic support. However, challenges such as climate change and competition with other tourist destinations need to be anticipated.

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INTRODUCTION

The development of tourism in Indonesia is showing rapid progress. Tourism potential in various regions has begun to be identified and developed, both by the government and by the community independently. More and more people are now realizing the benefits of the tourism sector, which can boost the local economy and introduce regional culture to tourists (Herlianti & Sanjaya, 2022). According to Law No. 10/2009 concerning Tourism, tourism is defined as various kinds of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government (Ababil et al., 2023). Ponorogo is one of the areas that has various tourist destinations and abundant natural resources. This is one of the advantages for Ponorogo to become a tourist destination.

The concept of ecotourism is closely related to the environment. Defined as "ecotourism" is a nature conservation journey packaged with tourism and attention to the surrounding community. The National Tourism Development Master Plan (RIPPARNAS), which regulates the development of the Indonesian tourism sector today, which includes destinations, marketing, industry, and tourism institutions, is the basis for ecotourism development. This regulation establishes the vision, mission, goals, targets, and direction of national tourism sector development from 2010 to 2025. The Vision and Mission of national tourism development is to make Indonesia a world-class, competitive, sustainable tourism destination, which can encourage regional development and the welfare of its people. This vision is achieved through four national tourism development missions, which include safe and comfortable tourist destinations.

According to The Ecotourism Society (Pitana et al., 2002) ecotourism is a form of responsible tourism to natural areas that is carried out with the aim of conserving the environment and preserving the lives and welfare of local residents. Meanwhile, according to Hector Ceballos (Syamsu et al., 2001) ecotourism is a logical part of sustainable development, environmental preservation (nature and culture) and improving the welfare of local communities. In ecotourism, of course, there are several principles that are applied. The Ecotourism Society (Pitana et al., 2002) explains that in ecotourism there are 8 principles: (1) Preventing and overcoming the impact of tourist activities on nature and culture, with handling that is adjusted to the characteristics of local nature and culture. (2) Environmental conservation education, namely educating tourists and local communities about the importance of conservation. This education can be done directly in nature. (3) Direct income for the area, where areas used for ecotourism and conservation management can receive direct income. Conservation levies and taxes can be used to maintain, preserve, and improve the quality of nature conservation areas. (4) Community participation in planning, where the community is invited to participate in planning the development of ecotourism and also in supervision, so that their role is expected to be active. (5) Community income, where the real benefits of ecotourism activities can encourage the community to maintain the sustainability of natural areas. (6) Maintaining harmony with nature, by ensuring that all development efforts, including facilities and utilities, maintain harmony with nature. Efforts that damage the harmony of nature must be avoided as much as possible, including reducing the use of oil, preserving flora and fauna, and maintaining the authenticity of community culture. (7) Environmental carrying capacity, which is generally lower compared to artificial areas. Although demand is high, environmental carrying capacity is limiting. (8) Large income opportunities for the country, where if conservation areas are developed for ecotourism, then foreign exchange and tourist spending can be maximized to be enjoyed by the country, local government, or local state.

To develop the ecotourism concept, there are two aspects that must be considered, namely the destination aspect and the market aspect. Ecotourism development is carried out with a product-driven concept. Although the market aspect is important, the type, nature, and behavior of objects and natural and cultural tourist attractions must be preserved. Basically, ecotourism that preserves and utilizes nature and community culture is much stricter than just sustainability. The development of environmentally conscious ecotourism is more effective in preserving nature than sustainable development. This is because ecotourism does not exploit nature, but only uses the services of nature and society to meet the knowledge, physical, and psychological needs of tourists. In various aspects, ecotourism leads to meta tourism. Ecotourism does not sell destinations, but sells philosophy. Therefore, ecotourism will not experience market saturation.

Edutourism, known in Indonesian as Eduwisata (educational tourism), is a combination of the concepts of tourism and education. Edutourism is a tourism activity that has two goals at once in practice, namely recreation or tourism and learning by applying the concept of

edutourism, namely learning through fun activities (Safitri, 2019). The concept of edutourism as a way to combine aspects of education and tourism to provide new opportunities in introducing tourism to the wider community (Parwati et al., 2023). By presenting a deeper and more meaningful tourism experience, it is hoped that it can be one of the driving forces of interest in visiting the community.

Mas Ari Fruit Garden in Ponorogo is one of the ecotourism-based tourist destinations that prioritizes the concept of education and environmental preservation. This garden is located in Jetis Village, Jetis District, Ponorogo Regency, and is a place that combines tourism activities with learning related to fruit farming, especially grapes. The main focus of Mas Ari Fruit Garden is the development of environmentally friendly local grapes and the sustainable use of natural resources. Visitors can not only enjoy the beauty of the garden and its harvest, but also learn about good grape cultivation techniques, from the planting process, maintenance, to harvest time. In addition, this garden teaches the importance of water and soil conservation to support optimal agricultural productivity. In order to promote sustainable agriculture and ecotourism, Mas Ari Fruit Garden also offers educational packages aimed at schools and community groups, with a focus on training on organic farming, agricultural product processing, and environmental preservation efforts through environmentally friendly practices. In addition to educational tourism, this garden is also an interesting place for nature and environmental lovers who want to get involved in land and environmental rehabilitation programs.

Based on the background description above, in this study we will explore what are the supporting factors that can help develop ecotourism in the Mas Ari Vineyard and how to develop ecotourism in the Mas Ari Vineyard in Tajug Village, Siman District. The purpose of this study is to develop the Mas Ari Vineyard as an ecotourism and education-based destination. This study seeks to explore the potential of the vineyard as a tourist attraction that supports environmental conservation, provides educational value for visitors, and improves the welfare of the local community. In addition, this study aims to formulate a sustainable development strategy so that the Mas Ari Vineyard can attract tourists as well as become a learning facility that is beneficial for the community and visitors from various circles.

METHOD

This research is a qualitative research, where data collection is not based on existing theories, but on facts found during research in the field. Therefore, the data analysis carried out is objective, based on the facts found, and from there it can be developed into a hypothesis or theory. Data Collection Techniques in this study were carried out through several stages, namely: (a) Observation, namely direct observation of the research location to obtain data or documentation that cannot be obtained through questionnaires or interviews. (b) Interviews, namely to obtain data or information from the parties involved, namely Mas Ari as the owner of the grape plantation. This interview is flexible but still follows the outline or certain points that will be asked. (c) Literature Study, namely looking for theories or concepts from various sources or media to support research and then analyzed based on the 4A concept (Attractions, Accessibility, Amenities, and Activities) Data is analyzed to determine whether the object being studied is worthy of being a tourist attraction which includes four main components (4A) namely Attractions, Accessibility, Amenities, and Activities (Triyono, 2023).

Data analysis in this study used triangulation techniques by comparing the data obtained with the direct conditions in the garden to check the validity of the data. Then analyzed using SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) to understand the strategic planning method applied. This is done by evaluating the strengths and weaknesses that exist in the tourism industry, as well as identifying opportunities and threats that may occur in the future (Nugroho et al., 2020).

RESULTS AND DISCUSSION

Supporting Factors for Ecotourism Development in Mas Ari Vineyard Seen Based on the 4A Concept

1. Attraction

Grape ecotourism in Tajug Village, Siman District, Ponorogo Regency is a vineyard tourist attraction owned by Mas Ari. This ecotourism offers a panorama of a vineyard with 31 types of imported grape variants, namely Jupiter, Isabel, Montidor, Motdrof, Flamingo and so on. The main attraction of this vineyard is that visitors can pick ripe grapes by paying 120 thousand rupiah per kilo for each type of fruit variant. In addition, visitors are also guided by staff from the vineyard to explain the various types of fruit planted there and provide education on how to plant and care for the grapes. This grape ecotourism is located in an area that has agricultural land resources that are still quite extensive to be developed. Where the area of the grape agrotourism land owned by Mas Ari is around 3,500 square meters which is divided into 3 parts, namely the front yard, a special place for grapes and a resting place with angkringan. In addition, although the location of the plantation is close to residential areas, there are still many people around who do not know about Mas Ari's vineyard, and even the majority of visitors to the plantation come from outside the city. Therefore, a tourist attraction is needed that can attract people to visit Mas Ari's vineyard.

In addition to having potential in developing Ecotourism, Tajug Village also has cultural tourism that is underutilized by the surrounding community. The culture inherent in the Tajug community is that at the beginning of every Javanese month, obyogan art is held which aims to send prayers to God to be given the blessing of a satisfying harvest.

2. Accessibility

Accessibility to tourist attractions is fairly easy, it can be seen from the tourist location located next to the highway, the road infrastructure is also paved because it is an inter-district road, Second is the location of the Mas Ari grape garden is easily accessible by public transportation, parking lots are also available widely and free of charge so that tourists who come are not confused about parking their vehicles. The location of the Mas Ari Grape Garden tourist attraction is developing so rapidly and the distance is not too far from the center of Ponorogo. The disadvantage of the parking lot is that it is still in the form of land so that during the rainy season it can make it muddy, besides that there are no stalls or souvenir kiosks in the tourist area. According to the owner of the garden himself, in the future there will be stalls and kiosks for local residents to sell and maximize the local potential of residents around the vineyard tourist area. In the future, adequate facilities are needed to facilitate the activities or activities of tourists, as well as facilities that can support a tourist destination such as the construction of adequate accommodation facilities, souvenir stalls or kiosks, parking and toilets. With these facilities, tourists will feel satisfied if all their needs can be provided in the same place.

3. Amenities

In the development of the current vineyard tourism object, it already has beautiful natural scenery around the garden because behind the vineyard there is a rice field area and beautiful scenery. In addition, there are various facilities provided for visitors to the vineyard, including. (1) Parking. The parking provided in the vineyard tourism area aims to provide a place for motorbike and car users who want to visit the wine tour and so that vehicle owners feel safe to bring private vehicles. (2) Entrance. There is a vineyard activity board at the entrance to the vineyard. The open space building concept aims to keep the air circulation in the tour beautiful

and fresh for tourists. (3) Gazebo. The gazebo is located close to the parking lot. This vineyard tourism concept provides a place for visitors to enjoy the scenery while resting. The gazebo is also an option for visitors to eat grapes from the vineyard. (4) Grape nursery. The nursery is located behind the grape plants which aims to allow visitors to see the grape seed nursery process.

4. Ancillary

Mas Ari's vineyard ecotourism according to the Ancillary concept is a tourism activity that focuses on education and environmental preservation around the vineyard. Tourists are not only invited to enjoy the beauty of the vineyard and taste the harvest, but also to learn about the environmentally friendly grape cultivation process, local culture, and the benefits of environmental preservation. The Ancillary concept in vineyard ecotourism emphasizes the following aspects: 1) Education: Tourists are invited to learn about various aspects of grape cultivation, from selecting seeds, planting, maintenance, to harvesting. They can also learn about the history and local culture related to the vineyard. 2) Environmental preservation: Ancillary vineyard ecotourism prioritizes environmentally friendly practices. This can be seen from the use of organic fertilizers, natural pest and disease control, and efficient water management. 3) Economic benefits: Ancillary vineyard ecotourism is expected to provide economic benefits to the local community. This can happen through job creation, increasing sales of local products, and developing village infrastructure.

Here are some examples of activities that can be done in Ancillary vineyard ecotourism: 1) Vineyard tour: Tourists are invited to tour the vineyard and learn about the grape cultivation process. 2) Wine degustation: Tourists can taste various types of wine produced in the vineyard. 3) Workshop: Tourists can take part in workshops on winemaking, cooking with wine, or traditional arts and crafts. 4) Cultural activities: Tourists can enjoy local art and cultural performances, or participate in festivals held at the vineyard. Vineyard ecotourism offers a unique and educational tourism experience for tourists. In addition to enjoying the natural beauty and tasting delicious harvests, tourists can also learn about the importance of preserving the environment and local culture.

Here are some of the benefits of vineyard ecotourism: 1) Increase environmental awareness: Tourists can learn about the importance of environmental conservation and environmentally friendly practices. 2) Support the local economy: Vineyard ecotourism can provide economic benefits to local communities through job creation and increased sales of local products. 3) Preserve local culture: Vineyard ecotourism can help preserve local culture by introducing tourists to traditions and customs. 4) Improve quality of life: Vineyard ecotourism can improve the quality of life of local communities by providing access to education, training, and economic opportunities.

Ecotourism Development Seen Based on SWOT Analysis

1. Strengths

Based on the results of our observations in the educational tour and angkringan Kebun Anggur Mas Ari Ponorogo has the strength that visitors can pick grapes and enjoy them directly from the tree. This is one of the main attractions for visitors, so that the garden deserves to be called an ecotourism place. Another tourist attraction that can be enjoyed at Kebun Anggur Mas Ari is the surrounding rural atmosphere which is still comfortable because it is relatively not densely populated and also has suitable seasonal conditions to be used as a grape plantation area. Kebun Anggur Mas Ari is also located in a strategic area because the Tajug village is close to the urban area. In addition to the strategic area, Kebun Anggur Mas Ari also has beautiful natural scenery around the garden because it is located around the mountainous area.

2. Weakness

One of the weaknesses that occurs in Tajug Village, Siman District, precisely in the Educational Tourism and Angkringan Kebun Anggur Mas Ari Ponorogo is that there are several facilities and infrastructure that are not yet adequate, one of which is the unavailability of a place for worship. A place of worship is one of the facilities and infrastructure that is quite important because it fulfills spiritual needs and as a place of rest. However, in the area there are still very few places that can be used for worship so it is quite difficult to perform comfortable worship considering that the area is also a little far from the urban area. The second weakness is the absence of facilities and infrastructure or the availability of good services and accommodation in the form of lodging located in Tajug Village so that visitors from outside the city will have difficulty when they want to visit tourist destinations in the area considering that the journey may be far and takes a long time so they need a place to rest.

3. Opportunity

Based on our research, there are several opportunities that we have obtained, including: (1) Agrotourism of Vineyards. Vineyards can be developed as agrotourism destinations where visitors can come and enjoy the experience of picking grapes directly from the garden. This concept provides a unique and interactive experience for tourists. (2) Agricultural Education. Vineyards can be used as educational places for visitors about grape cultivation. Visitors can learn about the process of planting, caring for, and harvesting grapes. This can attract the interest of schools, universities, and communities interested in agriculture. (3) Events and Activities. Accepting an event such as being a place to learn to plant grapes held by schools or tourists, or educational tours can be an additional attraction. This activity is not only entertaining but also educates visitors about agriculture and horticulture. (4) Culinary Tourism. Providing wine tasting facilities directly from the garden can be an attraction for visitors. Visitors can enjoy fresh grapes that they pick themselves. (5) Photos and Recreation. Beautiful vineyards can be an interesting location for photography and family recreation. The neatly arranged garden landscape can be the perfect backdrop for pre-wedding photos or vacation photos. (6) Souvenirs and Local Products. Selling souvenirs and local products, such as fresh grapes, at the garden location can increase income. It also provides souvenirs for visitors.

4. Threat

Climate change and extreme weather, climate change can affect grape harvests, both in terms of quantity and quality. Extreme weather such as heavy rain, drought can damage plants and reduce productivity. Pests and plant diseases are significant threats. Investments can destroy grape plants and require effective control, which is sometimes expensive and complicated. In addition, grape plants have different ways of care so that more knowledge is needed regarding grape plants. According to the owner of the garden, there are also several grape trees that suddenly wilted without cause and were quickly overcome but some were helped and some died, the difficulties in cultivating grapes themselves are also challenges in cultivating grapes.

Competition with other ecotourism destinations can also be a challenge. Tourists have many choices of destinations that offer similar or even more interesting experiences. As is generally known, Ponorogo Regency has many beautiful and interesting tourist attractions for tourists to visit, there are other tourist attractions that are not too far away even though the types of tourism offered are different but very interesting for tourists to visit. So it can be a challenge in itself to provide motivation for new developments to compete with other ecotourism.

Education at Mas Ari's Vineyard

Mas Ari's vineyard is located in a fertile area, surrounded by stunning natural scenery. With a fairly large area of land, this vineyard is not only a place to harvest grapes, but also serves as an educational place for tourists who want to learn more about grape farming. Every year, this vineyard is asked to fill a workshop for students from various junior high schools on how to care for grapes, which is one of the main attractions of this vineyard.

Mas Ari, who has been managing his vineyard with full dedication for years, was the main resource person in the workshop. He shared knowledge about good grape care techniques, starting from selecting superior seeds, pruning methods, to controlling pests and plant diseases. With his experience, Mas Ari was able to provide a deep understanding of each stage in grape cultivation, so that students could practice it directly. In addition, Mas Ari's vineyard also provides facilities that support learning such as a direct practice area in the garden. Students not only get theory, but are also taught directly how to care for and manage a vineyard. They can see firsthand how grapes grow and develop, and learn about the factors that affect quality grape harvests.

The workshop program also provides an opportunity for students to interact with farmers and other practitioners who are experienced in grape farming. Discussions and sharing of experiences among participants provide additional insights for students regarding the various challenges and opportunities in the grape farming sector. It is also an opportunity for them to develop interests and skills in the field of agriculture, which can be useful in the future.

Not only for students, Mas Ari's vineyard is also an interesting educational tourism destination for tourists. They can enjoy the beauty of the garden while learning about the grape farming process. In addition, visitors also have the opportunity to buy grapes from the plantation at Mas Ari's garden. With this annual workshop, Mas Ari's vineyard not only acts as a tourist attraction, but also as an educational facility that supports the development of skills and knowledge of the younger generation in the field of agriculture. Every year, workshop participants can experience new and profound experiences, making Mas Ari's vineyard a place that continues to develop as a center for education and innovation in the world of agriculture.

Sustainable Development Strategy for Mas Ari Vineyard

Sustainable development strategy for Kebun Anggur Mas Ari in order to attract tourists and become a useful learning tool for the community and visitors from various circles, the approach used must involve environmental, social, and economic aspects by considering local wisdom and sustainability. Here are some steps that can be taken, accompanied by references from relevant Indonesian journals.

1. Sustainable Natural Resource Management

To maintain the sustainability of the vineyard, environmentally friendly agricultural practices are essential. Mas Ari Vineyard can implement organic farming methods, such as the use of natural pesticides and water-saving irrigation techniques, which not only improve product quality but also preserve nature (Supriyono et al., 2023).

2. Providing Educational Programs for Visitors

Providing educational programs on the grape farming process, grape cultivation techniques, and the health benefits of grapes. These programs can be done in the form of garden tours, grape juice workshops, or even learning about processing grapes into products such as wine or grape jam.

3. Local Community Empowerment and Creative Economy

Involve local communities in vineyard operations, such as becoming tour guides, farmers, or local product managers. In addition, communities can also be involved in the development of processed products from grapes, such as grape juice or grape-based handicrafts. This empowerment will improve local welfare and create stronger bonds between vineyards and surrounding communities (Gaol and Pitana, 2006).

4. Diversification of Tourism Products and Activities

In addition to offering fresh grapes, vineyards can develop derivative products such as grape juice, jams, or grape-based handicrafts that can be sold on site or as souvenirs. This can be an additional attraction for tourists.

Additionally, vineyards can host events such as grape harvest festivals, grape-based cooking competitions, or wine-making workshops, which can directly involve visitors and provide a unique experience.

5. Digital Marketing and Promotion

Utilizing social media as a marketing tool to introduce Kebun Anggur Mas Ari as a sustainable and educational tourism destination. Sharing interesting content such as videos of vineyard tours, the winemaking process, or visitor testimonials can expand the market reach. In addition, working with travel agents to provide tour packages that involve vineyard visits and educational activities can help reach a wider range of tourists.

6. Sustainability Evaluation and Management

Conduct regular evaluations of the impact of tourism on the environment and local communities. Visitor and local stakeholder surveys can be used to assess the success of the program and identify areas for improvement.

Based on feedback from visitors and the community, vineyards can continue to innovate by offering more diverse experiences or improving the quality of products and facilities.

A sustainable development strategy for Mas Ari Vineyard must combine environmentally friendly agricultural practices, engaging educational programs, empowering local communities, and effective marketing. By involving all these elements, the vineyard will not only become an attractive tourist destination, but also provide positive social and economic impacts for the community and visitors.

CONCLUSION

Based on the research that has been conducted, it can be concluded that the development of the Mas Ari Vineyard as an ecotourism and educational destination in Tajug Village, Ponorogo Regency, has great potential to support environmental conservation, increase public awareness of the importance of sustainability, and provide educational value for visitors. This study shows that through proper management and implementation of sustainable development strategies, the Mas Ari Vineyard can become a tourist attraction that is not only economically profitable, but also provides social and educational benefits for the local community and visitors from various backgrounds.

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