Pas.Tj Vineyard Management Strategy as a Sustainable Agro-Tourism Destination in Singkawang Selatan

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ABSTRACT

One of the vineyards in Singkawang City is PAS.TJ Vineyard which is located in the southern Singkawang area with a land area of 2 hectares. In the management of this garden, it is still not maximized so that it needs proper management in order to become a sustainable tourist attraction. This study aims to determine the supporting and inhibiting factors faced by the management of the South Singkawang PAS.TJ Vineyard, and develop a strategy for managing PAS.TJ Vineyard agritourism to create it as a sustainable agritourism area. This research uses qualitative descriptive methods with SWOT analysis. The techniques used are purposive sampling and accidental sampling. The results showed that (1) Supporting factors in the management of PAS.TJ Vineyard, namely having attractive natural potential, the waste produced is used as fertilizer again, existing activities do not disturb the surrounding community, good and friendly service, crowded tourist visits at certain times, not disturbed by different tourist cultures, and getting additional benefits. (2) The inhibiting factors in garden management include the use of chemical fertilizers, inadequate facilities provided, environmental pollution, lack of human resources, lack of supervision from the management, language differences, technological changes, economic instability, and competition between destinations.
INTRODUCTION

West Kalimantan has quite a lot of potential to be developed as a tourist destination, one of which is the city of Singkawang. This city is located in the western part of the island of Kalimantan and has a variety of interesting tourism and cultural potentials, such as beaches, agriculture, and plantations. One of these plantation-based attractions is in Singkawang City, namely the PAS.TJ Vineyard as an agrotourism attraction.

Although the PAS.TJ Vineyard agrotourism in Singkawang is not yet large compared to other tourist destinations, on the other hand, this vineyard agrotourism has one uniqueness, namely the existence of grape plants that usually grow in countries with four seasons, but these vines have been proven to grow in tropical areas, especially Singkawang City. PAS.TJ Vineyard Agrotourism. This garden also provides visitors with a nuance to get a different experience, such as education, establishing relationships with nature and the environment, recreation and outdoor activities, and supporting the economy of the surrounding community.

Currently, the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency is not only focused on the level of tourist visits, but also on initiatives to encourage sustainable tourism in Indonesia. Sustainable tourism is the development of a tourism concept that can have a long-term impact. This includes the environment, social, culture and economy, and affects the present and future of all local communities and visiting tourists. In developing sustainable tourism, the Ministry of Tourism and Creative Economy/Baparekraf focuses on four pillars. These include sustainable management, long-term sustainable economy, cultural sustainability, and environmental aspects (Ministry of Tourism and Creative Economy and Creative Economy Tourism Agency 2021). Sustainable tourism management aims to ensure the long-term sustainability of tourism by minimizing negative impacts and maximizing positive benefits for local communities and the environment. Environmental management is very important to maintain the sustainability of nature and culture. The first pillar is environmental protection. Tourism destinations must protect existing natural resources (SDA) in order to minimize the form of damage due to tourism activities such as those in the PAS.TJ Vineyard, namely from tourism activities in agricultural mode can cause environmental damage if the waste produced from the PAS.TJ Vineyard is disposed of freely into the surrounding environment so that it has an impact on environmental damage.

The second pillar is the management of the economic aspects of tourism to ensure that tourism provides sustainable economic benefits to local communities. Can the presence of the PAS.TJ Vineyard have an impact on the surrounding community, such as creating jobs, this can be a source of regional income, both directly and indirectly, and can be a source of income for a region. In the third pillar, in terms of social aspects, it focuses more on the welfare of the local community, as well as active participation from the community in the development of tourism in the vineyard, for example, does the presence of the PAS.TJ Vineyard affect the welfare of the local community, such as feeling
disturbed by the activities in the garden, and involving the local community in decision-making that affects their lives. Thus, this can improve their quality of life.

In the fourth pillar, in terms of culture, sustainable tourism helps preserve the local cultural heritage in the PAS.TJ Vineyard, for example by promoting the local culture in its place, there is interaction between the community around the garden and tourists. This can be in the form of typical food in the PAS.TJ vineyard, traditional crafts, and historical sites, and the management also involves the local community in promoting the local culture there.

PAS.TJ Vineyard is located in Sedau Village, precisely on Jalan Kaliasin Dalam, South Singkawang District, Singkawang City, West Kalimantan. The results of the initial interview of this research, the manager of PAS.TJ Vineyard said that this Garden is his personal property. This vineyard is the only vineyard in Singkawang City, with a land area of 2 hectares. The fruit planted is not only focused on grapes, but there are other fruits such as Avocado, Lemon, Indian Apple, Wax Guava, Longan, and Cempedak king. In Singkawang City, not many people cultivate grapes, of course this can make this vineyard a leading agrotourism. In terms of geographical location, this place is a strategic place because of its position close to the highway, and easy to access. In addition, there are facilities available in the form of seats made specifically for tourists, a canteen, parking lot, box for visitor entrance fees, besides that there is also a koi pond. 

Departing from this, a study is needed on sustainable agrotourism management. Agrotourism management focuses on sustainable aspects which are expected to follow the desired messages from the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2021 concerning the guidelines for Sustainable Tourism Destinations. The implementation of this sustainable aspect aims for sustainable management, institutions and management, then we can see how agro-based tourism activities can lead to social welfare, economic benefits, and environmental sustainability without forgetting the existing local wisdom. Therefore, a SWOT analysis is needed to determine the management strategy so that the PAS.TJ Vineyard becomes a sustainable Agrotourism. Therefore, it is important to understand sustainability, so the author is interested in conducting research through this thesis proposal entitled "PAS.TJ Vineyard Management Strategy as a Sustainable Agrotourism Destination in South Singkawang".
LITERATURE REVIEW

According to Law No. 10 of 2009 concerning Tourism, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, and local governments. According to Wahab (in Ridwan and Aini, 2019: 9), tourism is a human activity that is carried out consciously, including the desire of people from other areas to seek and obtain different satisfactions.

According to Hidayah Nurdin (2021) in the book Marketing of Sustainable Tourism Destinations in the Digital Era, the author states that a tourist destination can be called a destination if it has tourist attractions, facilities and infrastructure supporting tourism.

Tourist attractions are forms and related facilities that can attract tourists or visitors to a particular area or place. Tourist attractions are divided into 3 (three) categories, namely:

a. Natural tourist attractions
b. Social and cultural tourist attractions.
c. Special tourist attractions.

Menurut Astuti (2013), agrowisata dianggap sebagai konsep, produk pariwisata baru which can be used as an alternative tourism or as an alternative step to offset the impact of tourism activities. To develop the potential of tourist attractions in a developing place, there are 4A tourism components based on the theory of Cooper et al. in Setyano and Pangestuti, (2019).

a. Attraction
b. Amenity
c. Accessibility.
d. Additional services (Ancillary Service)

According to the Ministry of Tourism and Creative Economy/Baparekraf (2021), sustainable tourism is about developing tourism concepts that can provide long-term impacts long. This includes the environment, social, cultural and economic, and affects all local residents and tourists, now and in the future. According to Burns and Holder in Kresna, (2021) adapted for the tourism sector as a model for integrating the physical environment, cultural environment and visitors. In order to achieve sustainable tourism goals through 7 principles. as follows:

1. The environment has intrinsic value, but also functions as a tourism asset.
2. Tourism must be seen as a positive and mutually beneficial activity for local communities, the environment and tourists themselves.
3. The relationship between tourism and the environment must be built on long-term environmental sustainability.
4. Tourism activities and development must consider the scale and natural character of the place where the activity takes place.
5. Harmony must be created somewhere between the needs of visitors, places/environments and local communities.
6. A world that is vulnerable to change will always bring benefits.
7. The tourism industry, local governments and non-governmental organizations (NGOs) that care about the environment have a responsibility to foster and work together to realize the principles above.

**METHODOLOGY**

This research was conducted on Jalan Kaliasin Dalam, Sedau Village, South Singkawang District, Singkawang City, West Kalimantan Province, precisely in the Vineyard area. The following is the research location which can be seen in Figure 1 of the research location. This research is a descriptive study that aims to describe a phenomenon of conditions and problems that occur in the PAS.TJ Singkawang Selatan Vineyard. The informant determination technique uses purposive sampling and accidental sampling techniques. Data collection techniques in this study use Observation, Interviews, Documentation to obtain primary and secondary data on the PAS.TJ Singkawang Vineyard manager and other sources. As seen in Figure 1 of the following research location:

![Figure 1. Research Location](Source: Google.com/maps, 2023)

Teknik analisis data menggunakan teknik deskriptif kualitatif dan analisis SWOT. Analisis deskriptif kualitatif digunakan untuk menjawab rumusan masalah yang pertama dan kedua yaitu bagaimana potensi Kebun Anggur dan apa saja kendala bagi pihak pengelola Agrowisata Kebun Anggur PAS.TJ Singkawang, sedangkan penggunaan analisis SWOT untuk menjawab rumusan masalah yang ketiga yaitu Apa saja yang termasuk bentuk kekuatan, kelemahan, peluang, dan ancaman dalam pengembangan Kebun Anggur PAS.TJ Singkawang. Hal ini ditunjukkan pada tabel 1 matrik SWOT sebagai berikut:

<table>
<thead>
<tr>
<th>Internal weakness factors (IFAS)</th>
<th>Strength(S)</th>
<th>Weakness (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>External factors (EFAS)</td>
<td>Internal weakness factors</td>
<td>Internal weakness factors</td>
</tr>
<tr>
<td><strong>Opportunity (O)</strong></td>
<td>Strategy S-O</td>
<td>Strategy W-O</td>
</tr>
<tr>
<td>External factors</td>
<td>A strategy that uses strengths to take advantage of opportunities</td>
<td>Strategy by minimizing weaknesses to take advantage of opportunities</td>
</tr>
<tr>
<td><strong>Threat (T)</strong></td>
<td>Strategy S-T</td>
<td>Strategy W-T</td>
</tr>
<tr>
<td>External factors</td>
<td>Strategy using strengths to overcome threats</td>
<td>Strategy by minimizing weaknesses to avoid threats</td>
</tr>
</tbody>
</table>

Source: Rangkuti, in the book SWOT Analysis, p. 31
RESULTS AND DISCUSSION

The general description of the research location explains the geographical location of Singkawang Selatan District with an area of approximately 224.48 km². Singkawang Selatan District is the largest district in Singkawang City compared to other districts which are geographically located at 00°44'55.85" N to 00°53'51" N and 108°51'47" E-108°03'22" E. Sedau Village was originally a village area which until now is not known for sure when this village was first formed. Administratively this village was recognized in 1936. Around 1967 Sedau Village was visited by Chinese refugees during a social conflict in Sambas Regency which then Sedau Village was used as a refugee base located in the areas around Kopisan and Kaliasin. In 1999, there was a regional expansion in Sambas Regency. Sedau Village was originally located in Sambas Regency within the Seventeen District. As a result of the expansion of the region, Sedau Village was finally located in Bengkayang Regency. In 2001, Singkawang City was officially formed. With the formation of Singkawang City, there was another expansion of the region in Bengkayang Regency. Which is divided into three districts. The three districts include Pasiran District, Roban District, and Seventeen District. In accordance with Regional Regulation Number 1 of 2003 concerning the change in status of Villages to Sub-districts in Singkawang City, Sedau Sub-district automatically changed its status to Sedau Village. On March 20, 2005, Sedau officially changed its status from a village to a sub-district of Sedau.

South Singkawang Sub-district consists of 4 sub-districts with an area of 224.48 km² which is 44.5% of the total area of Singkawang City. The largest sub-district is Sedau Village with an area of 86.11 km² or 38.36% of the total area of South Singkawang Sub-district and Sijangkung Village is the smallest sub-district with an area of 28,755 km² or around 12.81% of the total area of South Singkawang Sub-district.

On June 24, 2005, the Sedau Village Office was inaugurated by the Mayor of Singkawang Drs. Awang Ishak, M.Si. Sedau Village is the largest sub-district in South Singkawang District which plays an important role in the development process of Singkawang City, therefore Sedau Village has many potentials that can be explored as a driving force in implementing the mission of the Singkawang City Government. The map of South Singkawang District can be seen in Figure 3 below.

Figure 3. Map of South Singkawang District
Source: Google Maps
Supporting and inhibiting factors in the management of the PAS.TJ Singkawang Vineyard

Based on the results of this study, which are the results of the field observation process and interviews with informants that researchers conducted, on the managers of the PAS Vineyard, and the surrounding community, several factors are known to be supporters and inhibitors in the management of sustainable agrotourism in the South Singkawang Vineyard. The factors in question can be seen in table 2.

Table 2. Supporting and Inhibiting Factors

<table>
<thead>
<tr>
<th>No</th>
<th>Types of factors</th>
<th>Supporting factors</th>
<th>Obstacle factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Environment</td>
<td>Waste produced is used as fertilizer again, Interesting natural potential</td>
<td>Use of chemical fertilizers, Facilities provided are inadequate, environmental pollution.</td>
</tr>
<tr>
<td>2</td>
<td>Social</td>
<td>Existing activities do not disturb the surrounding community, good and friendly service, crowded tourist visits at certain times.</td>
<td>Lack of supervision from management, Lack of human resources</td>
</tr>
<tr>
<td>3</td>
<td>Culture</td>
<td></td>
<td>Not disturbed by different tourist cultures.</td>
</tr>
<tr>
<td>4</td>
<td>Economy</td>
<td>Not disturbed by different tourist cultures.</td>
<td>There are language differences, Changes in technology.</td>
</tr>
</tbody>
</table>

Source: Research Results (2023), processed by Researchers

The supporting factors that support and encourage managers in managing the PAS.TJ Singkawang Vineyard are as follows:
1. The waste produced can be reused as organic fertilizer
2. Interesting natural potential that can be developed
3. Activities at the PAS.TJ Singkawang management site do not disturb the surrounding community, either pollution or waste
4. Good and friendly service
5. Quite busy tourist/visitor visits at certain times from
6. Not disturbed by different tourist cultures
7. Get additional benefits

While the inhibiting/obstacle factors in the management process of the PAS.TJ Singkawang Vineyard are:
1. Use of chemical fertilizers
2. The facilities provided are inadequate. 3. Environmental pollution
4. Lack of supervision from the management
5. Lack of human resources
6. There are differences in language
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7. Technological changes
8. Economic instability
9. Competition between destinations

Agrotourism Management Strategy of PAS.TJ Vineyard in South Singkawang

Preparation of management strategy at PAS.TJ Vineyard, Researchers conducted a SWOT analysis by first identifying strengths, weaknesses, opportunities, and threats. Assessment of the internal and external environment is required first. A study of the internal and external environment is required first. As for the internal factors consisting of strengths and opportunities, and external factors consisting of weaknesses and threats. The following is a description

The description of the strengths, weaknesses, opportunities, and threats in the preparation of management strategies at PAS.TJ Vineyard is as follows: South. The results of the discussion can be seen in table 3 of the following SWOT Analysis Matrix:

<table>
<thead>
<tr>
<th>IFAS</th>
<th>STRENGTH ($)</th>
<th>WEAKNESS (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Existing activities do not disturb the surrounding community.</td>
<td>1. Use of chemical fertilizers</td>
</tr>
<tr>
<td></td>
<td>2. Not disturbed by different tourist cultures.</td>
<td>2. The facilities provided are inadequate.</td>
</tr>
<tr>
<td></td>
<td>3. Optimal production and operation</td>
<td>3. Lack of human resources</td>
</tr>
<tr>
<td></td>
<td>4. Interesting natural potential</td>
<td>4. Lack of supervision from the management</td>
</tr>
<tr>
<td></td>
<td>5. Good and friendly service</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITY (O)</th>
<th>STRATEGY S-O</th>
<th>STRATEGY W-O</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The waste produced is used as fertilizer again.</td>
<td>1. Making organic fertilizer from the waste produced.</td>
<td>1. Cooperate with various external parties such as institutions or community organizations.</td>
</tr>
<tr>
<td>2. Get additional benefits.</td>
<td>2. Increasing and maintaining public interest in plantation agrotourism.</td>
<td>2. Increase promotion and marketing.</td>
</tr>
<tr>
<td>3. Crowded tourist visits at certain times.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THREAT (T)</th>
<th>STRATEGY S-T</th>
<th>STRATEGY W-T</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. There are language differences</td>
<td>1. Providing Tour Guide services.</td>
<td>1. Increasing human resources through recruitment.</td>
</tr>
<tr>
<td>3. Technological changes</td>
<td>3. Using sophisticated information technology</td>
<td>3. Improving facilities and services.</td>
</tr>
<tr>
<td>5. Environmental pollution</td>
<td></td>
<td>5. Involving the community in the tourism sector.</td>
</tr>
</tbody>
</table>

Table 3. Matrik Analisis SWOT Kebun Anggur PAS.TJ
CONCLUSIONS AND RECOMMENDATIONS

Based on research conducted in the PAS. TJ Vineyard area regarding sustainable agrotourism management strategies, it can be concluded that there are two things as follows:

Supporting factors in the management of the PAS. TJ Vineyard consist of (1) Waste produced is used as fertilizer again, (2) Has attractive natural potential, (3) Existing activities do not disturb the surrounding community, (4) Good and friendly service, (5) Crowded tourist visits at certain times, (6) Not disturbed by different tourist cultures, and (7) Getting additional benefits, while inhibiting factors consist of (1) Use of chemical fertilizers, (2) Facilities provided are not adequate, (3) Environmental pollution, (4) Lack of maximum supervision from the management of the plantation, (5) Lack of Human Resources, (6) There are language differences, (7) Changes in technology, (8) Economic instability, and (9) Competition between destinations. The management strategy for the PAS.TJ Vineyard agrotourism in South Singkawang includes making organic fertilizer from waste produced, increasing and maintaining public interest in plantation agrotourism, collaborating with various parties, increasing promotion and marketing, providing tour guide services, using sophisticated information technology, adding human resources, providing on the job training, improving facilities and services, carrying out mitigation planning, and involving the community in the tourism sector.

Based on the research that has been conducted related to the Sustainable Agrotourism Management Strategy at the PAS.TJ Vineyard Tourism Destination in South Singkawang, it is expected that:
1. The PAS.TJ Vineyard Manager can add Human Resources (HR) in the near future. Because this greatly influences the management of the vineyard agrotourism and so that this plantation can be sustainable.
2. The manager can collaborate with other parties such as non-governmental organizations or community organizations in order to provide opportunities for the progress of the PAS.TJ Vineyard.
3. The government can provide support for the management of the PAS.TJ Vineyard, especially in terms of the funds provided to make it easier for the manager in the process of developing the vineyard.
4. For the next researchers, it is expected to focus on the development of tourist attractions in the PAS.TJ Singkawang Grape Garden Agrotourism.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of Pas.Tj Vineyard Management Strategy as a Sustainable Agro-Tourism Destination in order to improve this research and add insight to readers.
REFERENCES


