

## Synergy of tourism and agriculture in increasing the exchange rate of farmers in Tabanan District: a critical review

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**Abstract:** This study aims to analyze the synergy between tourism and agriculture to increase the exchange rate of farmers in the Tabanan Regency area. A literature review approach with a focus on critical review was used in this study. Based on previous research, the study looked at how the Tabanan district's policies affect how tourism and farming work together. The components analyzed are the rationalization and realization of policy implementation related to the analyzed review. This research is a critical literature review to assess, compare, and compile strategy characteristics. The results obtained from the synergy between tourism and agriculture in Tabanan Regency have the potential to be implemented to increase the farmer exchange rate. The idea of mutualism between the two sectors is expected to help tourist villages grow. Improving the size and quality of tourist villages, with the help of local governments, will lead to changes affecting farmers' incomes and exchange rates. They will be able to see the well-being of their farmers. Factors that must be realized to make this synergy concept a success include: 1) the Tabanan Regency Government can facilitate the development of tourist villages; 2) farmers are expected to be open to accepting synergy models of work with the tourism sector, and 3) tourism actors assist farmers in identifying local potentials that have economic value. The policy will likely lead to more and better tourist villages, raising farmers' exchange rates and improving their lives. In conclusion, combining tourism and agriculture makes much sense. The rationalization of policies that local governments and farmers work on can help increase farmers' exchange rates locally and regionally.

**Keywords:** Synergy, tourism and agriculture, community welfare, farmer's exchange rate, tourism village.

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### Introduction

Tourism has an essential role in supporting Indonesia's development; this is because the tourism sector can increase the level of the service industry in the community, which has implications for high profits, the increase in the country's foreign exchange, and the growth of the service industry (Njaya & Seetaram, 2018; I. Yusuf & Hadi, 2020). High-speed development can bring in a significant amount of original income for the area by taking advantage of the advantages that exist in the area. Domestically and internationally, Indonesia has been able to attract tourists by presenting a variety of natural resources, biodiversity, and community localities related to tribal diversity, customs, culture, religion, and language. It can provide community welfare and economic improvement (I. Yusuf & Hadi, 2020). The province of Bali is the most widely known by tourists and is the most significant contributor to the country's foreign exchange in the tourism sector (Widhianthini, 2022).

Bali Province currently focuses on tourism, synergized with other sectors (Widhianthini, 2022). Agriculture-based tourism, village potential, and biological and human resources are highlighted to increase tourist visits. Agriculture is currently trying to drive the wheels of the Indonesian economy and become an important sector for developing tourism areas (Salsabila; Siregar, 2021). Furthermore, as part of the tourism area's charm, agriculture is used to increase economic growth and farmer welfare (Aulia et al., 2021; Salsabila; Siregar, 2021). However, in Bali, many farmers are still classified as poor and do not get welfare due to age-related factors. Farmers in rural regions have not been able to adapt to the increasing tourism ecosystem,

particularly the use of agricultural facilities as tourist sites and agricultural processes and products that have the potential to be adopted for the development of agriculture and tourism. (Raflesia et al., 2021; Warlina & Pradana, 2021).

Tourism and agriculture have not found a natural flow, notably in the province of Bali, and the two are regarded as incompatible (Cao et al., 2021; Suardi et al., 2022). The growth of tourism is thought to cause several social issues, including the reduction of the agricultural land area due to land conversion, which has ramifications for the marginalization of the farmer profession and the decline in local food security; the degradation of social, religious, and cultural beliefs; and the deterioration of environmental conditions (Raka et al., 2019; Widhianthini, 2022). Reviewing the report of the central statistics agency of the Bali province regarding the rice planting area (Ha) according to regencies and cities in Bali province in 2016–2019 decreased and in 2020 experienced successive increases of 150,960 Ha (2016), 141,103 Ha (2017), 143,773 Ha (2018), 134,792 Ha (2019) and 140,865 Ha (2020). These results indicate a massive land conversion in Bali. Land conversion, in addition to aiming to meet the needs of residential areas, as well as being used as a development tool for tourist areas, Amid the increase in income due to the tourism sector, the presence of the COVID-19 pandemic over the past two years has caused paralysis in the tourism sector (Usman et al., 2021). However, contradictory conditions occur in the agricultural sector. The agricultural sector showed an increase in its contribution to the Gross Regional Domestic Product of Bali Province, reaching 12.22 percent in 2020 (BPS, 2021, 2022). This growth ratio is very high compared to the contribution growth of the previous four years.

Tourism development can bring various problems, both due to the construction of tourism facilities, transportation, industry, and services, as well as fast-paced and sophisticated infrastructure that affects other sectors, one of which is agriculture (Ohe, 2018). The Tabanan Regency is one of the districts that still prioritizes the agricultural sector as its main livelihood. In addition to the region's good geographical conditions for agricultural programs, this region still maintains the local cultural entity of Bali (Subak) as the official identity of the island of Bali (Widhianthini, 2022). There is potential in the tourism sector in the region. Local governments and stakeholders are trying to develop tourism destinations by combining local agricultural activities while maintaining cultural entities to increase the Farmer Exchange Rate (FER) (Aulia et al., 2021). FER is the ratio of the price index received by farmers to the price index paid by farmers. The increase in FER contributes to farmers' welfare, affecting the regional and national economies (Aulia et al., 2021). However, the potential for agriculture and tourism in the area is not supported by the independence of local farmers in managing the agricultural sector; knowledge related to the synergy of the two sectors is inadequate, as a result of which the exchange rate of farmers is relatively low; and the government component has not carried out its duties thoroughly and does not appear to contribute to both the agricultural and tourism sectors. This research is important to be carried out to describe the rationalization and realization efforts between the integration of agriculture and tourism to increase the farmers' exchange rate. The solution that can be used to overcome the problems of the two related sectors is to build a synergy between tourism and agriculture to increase FER with the hope that the two sectors contribute to each other. This study aims to analyze the form of synergy between tourism and agriculture to increase the exchange rate of farmers in the Tabanan Regency. Through this kris review, it can contribute to the development of agricultural-based tourism areas and consider stakeholders to formulate the best policies to advance tourist areas, especially in rural areas.

## Methodology

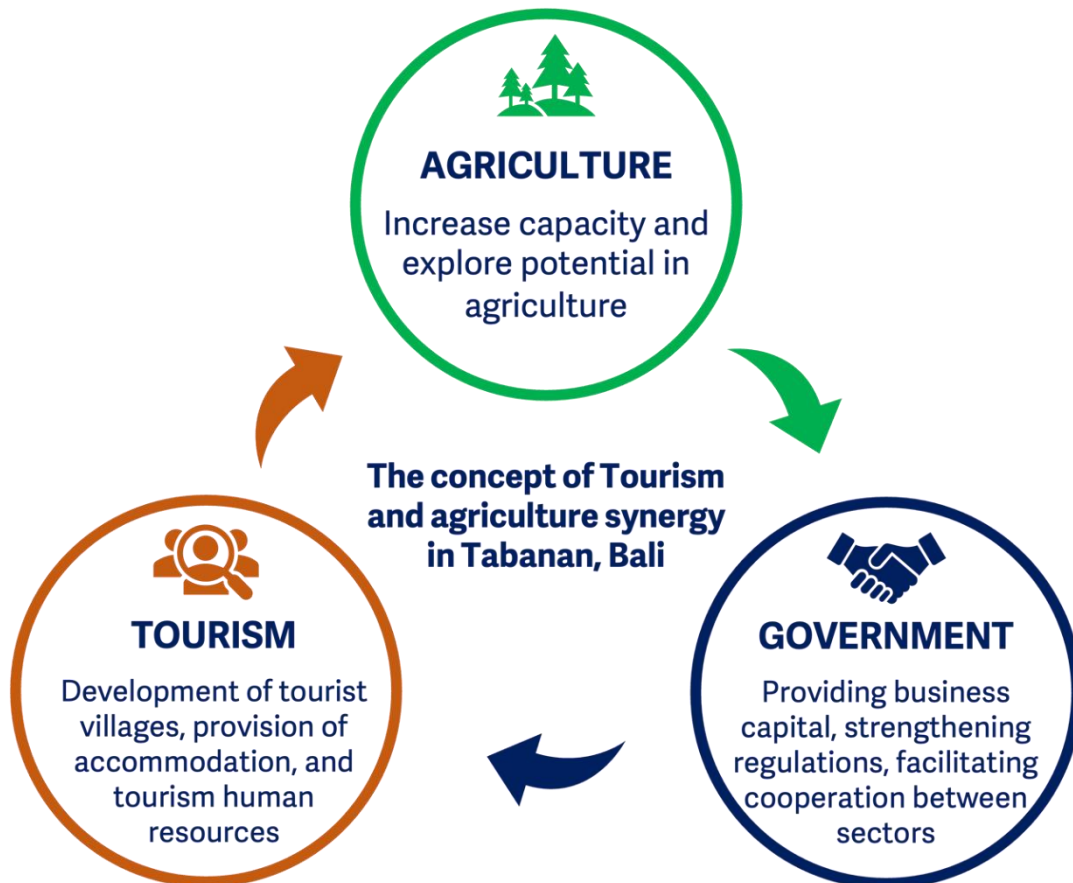
This research is a critical literature review to assess, compare, and compile strategy characteristics (Darwin et al., 2021) related to tourism and agricultural synergy to increase the farmer exchange rate (FER) in Tabanan Regency.

Selected articles discussing the material are critically analyzed to build new concepts and thoughts to be further researched. In this study, the data analysis was done descriptively and was presented in the form of a short story.

## Results and Discussion

The tourism sector is one of the sectors the government relies on to obtain foreign exchange and non-oil and gas income (Elfira et al., 2022; Sugiyarto et al., 2013). The role of tourism in the framework of national development is enormous and includes the expansion and creation of new jobs as well as reducing the unemployment rate (Usman et al., 2021). Indonesia is rich in potential and resources and has enormous opportunities for the tourism industry. Because the tourism industry can generate a high income, it can be used as local, regional, and national development capital. Tourism activities have a lot of multiplier impacts (overall multiplier effects for other sectors) (D'Souza et al., 2019; Kusuma, 2020). Many regions in Indonesia develop tourism activities as an area income while improving the community's welfare at the local economic level (Feyers et al., 2020; Nicolaidis, 2020). According to Cawley & Gillmor (2008), rural tourism development must utilize the diverse resources available, including public, private, and other stakeholders, inherently covering the potential for possible negative impacts on the use of natural, cultural, and social resources. Cawley and Gillmor have contributed significantly to the integrated rural tourism development model, which considers all types of resources used by involving other stakeholders. Cawley and Gillmor applied this model to developing rural tourism in Western Ireland from 1992 to 2002. That reality makes sustainability issues increasingly essential and attracts attention to rural tourism development literature (Fan, 2020; Raftopoulos, 2020).

Interpreting the statement above, in creating a conducive atmosphere for rural tourism development, the synergy between stakeholders consisting of local communities, government, and the private sector is needed, with their respective functions and roles (Juma & Khademi-Vidra, 2019; Raftopoulos, 2020). All these stakeholders must work together to achieve the goal of more optimal tourism development. The development of rural tourism is an innovation of government policies to improve the welfare of rural communities. Bali, as a world tourist destination, seeks to develop rural tourism to improve the economies of rural communities. This effort will certainly not work if there is no role between the local community and stakeholders in the village (Rosalina et al., 2021; Wikantiyoso et al., 2021). Figure 1 depicts the synergy of agriculture and tourism supported by government components.



**Figure 1.** the synergy of agriculture and tourism supported by government components.

Synergy in partnerships between governments, the private sector, and local communities is a relationship and interaction pursued through harmonious, aligned, balanced partnerships, which will form a cooperative relationship of roles. Here, each actor cooperates is interconnected and related to achieving one goal point and has a common direction in achieving that goal. The role of the government in implementing government in the regions is primarily determined by its inherent functions. Its nature benefits both parties, namely the private sector and the community. Meanwhile, the role of the private sector is to provide some facilities or accommodation and services that the government cannot fulfill. The role of the community is that the community actively participates in implementing all tourism activities or activities (McNaughton et al., 2020). Sustainable tourist development necessitates the participation of all important stakeholders who are well-informed, as well as strong political leadership to ensure broad participation and consensus-building. This statement hints that sustainable tourism and community-based rural tourism (CBRT) can be implemented, but there is a possibility that they will not be successfully implemented without the support of the continued participation of all relevant stakeholders (Gascón & Mamani, 2022; Nugroho et al., 2021; Rogerson, 2012).

UNWTO (2015) explains that the community, as the primary element in community-based tourism development, plays a crucial role in promoting regional tourist development aimed at maximizing local potential derived from nature, socio-culture, or community economics. Law Number 9 of 1990 concerning Tourism explains that the community has the same and most extensive opportunity to engage in tourism implementation. The community's contribution to the preservation of its natural and cultural treasures is considerable and has the potential to become a tourism attraction. Creating tourism villages is one of the strategies by which people can be economically empowered in the tourism sector. Through this development, the economies of rural communities are boosted by tourism activities developed based on elements of activities that already exist in rural areas and local cultural characteristics. In other words, the development of

tourism activities is inseparable from the characteristics of existing rural community activities, both economic and socio-cultural (Barkauskas et al., 2015; Xue & Shen, 2022). In line with this policy, it was launched by President Republik Indonesia on September 27, 1999, in Jakarta, regarding the Tourism Village program as a manifestation of the People's Core Tourism Development.

According to Vidyana, Sunaryo, & Hadiwidjojo (2018), Inti Rakyat Tourism, which is intended to be a tourist village, is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside in socio-economic life and in socio-culture, customs, daily life, and economic activities that are unique and interesting and have the potential to develop various components of tourism, such as attractions, lodging, food and drink, and other tourist needs. The existence of tourist villages is intended to 1) support government programs in tourism development by providing alternative tourist attractions; 2) explore the potential of the village for the development of communities surrounding the tourist village; and 3) expand employment and business opportunities for villagers in order to improve their welfare and quality of life. Thus, there will be an equitable distribution of economic development in the village, such as encouraging economically better-off urbanites to visit the village for recreation, increasing interest in the development of locality-based tourism villages, and instilling a sense of pride in villagers to remain in their villages, thereby reducing urbanization (Nugroho et al., 2021; Rogerson, 2012; Sidali et al., 2011; Sriyadi et al., 2021). The existence of a tourist village can provide benefits for both parties; both tourism and agriculture, which have a direct impact on the economy and welfare of farmers as well as the farmer's exchange rate (Andoko, 2020; Tenriawaru, Arsyad, Amiruddin, Viantika, & Meilani, 2021; Widi, 2021; Yildirim, Barbieri, & Arroyo, 2018). The development and collection of local resources are needed for capacity building and sustainability of tourist villages (Sujana, 2021).

The synergistic rationale shows that Pariwisata is interested in involving the wider community to achieve its goals. The second thought is about improving the welfare of people involved in and affected by tourist activities. The last exciting thought is about the existence of a tourist village (Rachmat, 2013; Widhianthini, 2022). The villages in Tabanan Regency, in general, have solid agrarian characteristics. Tabanan, which is located in the southern region of Bali Island, does not have so many fishing villages. The characteristics of water with solid waves have made coastal communities prefer to maximize their wetland and dryland activities. The large area of agricultural land in Tabanan Regency has caused tourist activities in this area to always come into contact with agricultural activities. The thought of involving the broader community in the district is undoubtedly impossible without involving the farmers. Farmers, as a dominant part of the community in every village in Tabanan Regency, will be able to support the development of the tourism business. In the realization of synergy between tourism and agriculture, the welfare and empowerment of farmers are paramount to pay attention for the success of the program being carried out (Arrazy & Diana, 2021; Keumala & Zainuddin, 2018; Kurniadi, Y U., 2020; Raflesia et al., 2021).

Improving community welfare is one of the primary obligations of tourism development (Elfira et al., 2022; Sandero et al., 2021). The communities in question are the communities involved in and those affected by tourism. The improvement of welfare in question is a direct benefit that the community can feel in real terms. If this concept is applied to tourism in Tabanan Regency, then the welfare of farmers needs to be improved. This is not only because farmers are essential for tourism in Tabanan but also because farmers still cannot feel the maximum direct benefits from tourism (Barkauskas et al., 2015; Suardi et al., 2022). The application of a tourist village concept is considered the most appropriate to be carried out in Tabanan Regency. The characteristics of a friendly community and rural nature that is still relatively original and supported by a deep-rooted culture are the right combination to build a tourist village. These three elements are closely related to agricultural activities. Tourism villages in Tabanan Regency can be used as a forum to build synergy between tourism and agriculture. The outcome of this synergy is an increase in the exchange rate of farmers so that their welfare will increase. Tourism can contribute to synergy with the agricultural sector (R. Yusuf et al., 2021). During this time, the function of tourism seems to be only to bring guests to the agricultural area. Tourism can contribute more, in addition to bringing in guests. Tourism actors can provide good education to

guests. The education provided is about the agricultural potential of the village to be visited (Mertha Adnyana & Sudaryati, 2022; Nguyen et al., 2022). Education is carried out to enable visitors to support the village's agricultural potential. This support is not only a considerable investment in the agricultural sector. Just a photo uploaded with the proper caption on social media is enough to help increase the quantity and quality of agriculture in the future (Ohe, 2018).

As the primary stakeholder in Wsiata village in Tabanan Regency, agriculture certainly has a significant role in synergy with tourism. The synergy pattern will be able to run well if all parties involved are in a position of equality. So, no one component is inferior to the other. The Agricultural Exchange Rate is no longer just an object but can be a determinant of tourist activities to increase further the agricultural exchange rate (Tenriawaru et al., 2021). The main obstacle to the involvement of farmers in this synergy pattern is the paradigm they have adopted (Andoko, 2020; Gascón & Mamani, 2022; Sujana, 2021). There are two deep-rooted paradigms that farmers often fail to be subject to in a pattern of synergy. Farmers are apathetic to patterns of cooperation involving other elements outside the agricultural sector. This happens because the farmer's position has always been an object without being allowed to develop as expected. The simple thought of satisfaction with current achievements is also a big obstacle for farmers to get ahead. Farmers often feel that they are already quite satisfied with the achievement of their well-being. This obstacle can be overcome by building farmers' confidence that this synergy will succeed in improving their welfare (Arrazy & Diana, 2021). Research Mgale & Yunxian (2021) To increase farmer confidence, a multisectoral approach is needed, and special considerations are needed so that the perceptions that have been embedded can be improved to achieve the success of a tourism village program. This work synergy is used as a door and a way to improve the welfare of farmers. All economic potential contained in each tourist village must be maximized by the entity and its quality (Hendri, 2022; Nirmala et al., 2016). Farmers are the only people who understand their village's potential. However, tourism actors are the only people who truly understand the economic value of each of these potentials. When combined, these two things will produce mutually beneficial synergies, and this synergy can reduce the number of poor farmers in the village (Sigit & Kosasih, 2020). Tourism villages can have a good impact on local communities and stakeholders in that they can jointly maintain, improve, and realize mutually beneficial synergies with each other.

Several policies must be implemented to succeed in this concept of synergy, including 1) the Tabanan Regency government can facilitate the development of tourist villages. This helps not only with the legal side of things but also with building, money, and other things needed to develop the tourist village. 2) Farmers should be willing to accept the synergy work model with the tourism sector. This can be done by showing different potentials likely to be used for developing tourist villages, and 3) Tourism actors must be able to help farmers find potential villages with economic value. The next step is to work with farmers on this potential to produce high economic benefits for tourism and farmers.

## Conclusions

The synergy between tourism and agriculture in Tabanan Regency has the potential to be implemented to increase the Farmer Exchange Rate. The concept of mutualism between the two sectors is predicted to improve tourist villages' development. Improving the entity and quality of tourist villages, jointly synergized and supported by local governments, will result in changes that have implications for increasing farmer incomes and exchange rates to realize their farmers' welfare. In the future, more research needs to be done on the effects of putting together sustainable tourism villages by looking at how tourism and agriculture work together to affect farmers' exchange rates directly.

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