# Enhancing Community Economy through Jollong Gardens:
# A Local Heritage and Ecotourism Strategy

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## Article Info

## ABSTRACT

Agrotourism in Indonesia plays a crucial role in enhancing community economic inclusiveness by providing employment and empowerment opportunities. Jollong Gardens Agrotourism, a notable destination in Pati Regency, Central Java, serves as the focal point of this study. The research aims to: 1) Assess tourism management capacity in Pati Regency, 2) Analyze the sustainable integration of the tourism sector, and 3) Develop a strategy for Jollong Gardens Agrotourism based on local heritage and ecotourism to boost community economic inclusiveness. Using a mixed-methods approach, the study combines descriptive qualitative analysis with the Analytic Network Process (ANP) for quantitative analysis, utilizing both primary and secondary data. The findings indicate a need to improve human resource quality to optimize tourism contributions, highlight the importance of stakeholder synergy with a high contribution value of 0.16584, and prioritize enhancing human resource quality and competency for Jollong Gardens Agrotourism with a value of 0.36710.

## INTRODUCTION

Tourism is a leading sector that has high opportunities and makes a big contribution to maintaining national economic stability (Rahma, 2020; Rizki, 2022). Tourism is also a supporter of optimizing various other economic development sectors such as plantations, agriculture, trade, industry and so on (Suban et al, 2021; Hasibuan et al, 2023). The potential for Indonesia's tourism sector is very high because of its strategic location on the equator. Various kinds of plants, animals and living ecosystem habitats are still well maintained (Supriono, 2022). Revenue in the tourism travel sector is projected to reach USD 854.80 billion by the end of 2023, and the annual revenue growth rate (2023-2027) is projected at 4.41% (Statista, 2022).

Previous research related to efforts to develop the tourism sector, including agrotourism, has been widely carried out but has not yet obtained findings that are truly integrated and sustainable. Not much other research has discussed the relevance of regional agrotourism development based on local heritage and ecotourism and the economic inclusiveness of the surrounding community (Artha et al, 2020; Pratiwi et al, 2022; Sufiyanto et al, 2022; Susrawan & Artika, 2023). Research by previous researchers stated the importance of preserving traditions in the development of the tourism sector. Besides that, historical and cultural elements can be unique in a tourist destination (Adnyani et al, 2015; Kurniasari, 2021). Diversification of products and services based on optimizing tourist areas is also an important concentration to create sustainable tourism (Saraswati et al, 2017; Fadlil et al, 2020; Pakpahan et al, 2023). Further research also suggests that the development of the agrotourism sector has positive implications for the inclusiveness of the community's

economy (Widiastuti et al, 2021; Miyayi, 2021). This is interpreted as an increase in tourist visits due to satisfaction with tourist destinations, higher labour absorption and the economic growth of MSMEs moving more positively.

Various efforts continue to be made to optimize existing resources, including the agrotourism model (Nurhadi, 2020). Agrotourism is defined as an effort to accelerate the tourism sector whose target is the agricultural sector, including plantations (Palit & Rumagit, 2017). Agrotourism is one of the developments in the tourist tourism sector which focuses on agricultural and plantation bases. Apart from that, agrotourism is also described as rural tourism. The existence of agrotourism in each region will encourage the emergence of MSMEs and have implications for the community's economy.

Even though the potential and opportunities for the tourism sector in Indonesia, especially agrotourism, are quite large, various obstacles are still found (Azizah & Rahmawati, 2020). Starting from the lack of optimal resources used, the competency of human resources managing agrotourism is still low, the availability of facilities, equipment and infrastructure is limited and there is no management from the local government (Rismawati et al, 2022; Nurkamid et al, 2023). Apart from that, the main problem with agrotourism in Indonesia is that there is still no superiority or uniqueness of tourist attractions that can become a special attraction for tourists, especially based on local wisdom and nature (Roisah et al, 2020). This causes some agrotourism to not last long, experiencing losses, closure of tourist destinations and so on. Agrotourism also has a very positive contribution to the productivity of MSMEs and the economy of the surrounding community.

One area that has the potential for a superior agrotourism sector is Pati Regency, Central Java Province (Ratnasari, 2018). The position of Pati Regency is also very strategic because it is on the North Coast of Java (Pantura) which connects various major districts/cities on the island of Java (Saputro et al, 2019; Sugiarto & Prasetyo, 2023). Apart from that, geographically and topographically, Pati also has great potential in the agrotourism sector because it is located on the slopes of the Muria Mountains. Jollong Gardens Agrotourism is one of the tourist destinations in Pati Regency which offers beautiful views, and cool air and is based on local wisdom (local heritage) (Pamungkas et al, 2022). The wisdom he has is because Jollong Gardens Agrotourism is a legacy of Dutch history in the past (Indriyani & Kurniawan, 2022). Apart from that, the vast and productive expanse of Coffee Garden plantations is a special attraction packed with other tourist destinations.

A comprehensive study with a humanist approach, dynamic, complex based on local heritage and ecotourism, because it has not been widely researched, especially with agrotourism research objects in the region. This research measures the extent of integration carried out by agrotourism actors in optimizing the various resources they have, both natural and human elements. Apart from that, this research also examines efforts for inclusivity and increasing community economic productivity through agrotourism development. Therefore, the urgency of this research is to create an integrated, comprehensive and sustainable agrotourism strategy model based on local heritage and ecotourism.

**METHODS**

This research method is mixed methods which consists of qualitative and quantitative approaches. The location of this research was carried out at Jollong Gardens Agrotourism, Pati Regency, Central Java Province. Implementation of research activities will be carried out in 2024. The data sources for this research are primary and secondary. Primary data is obtained from the main informant or key informant, to strengthen the information to be obtained. The total number of informants in this research consists of Academics, Business, Community, Government and Media (ABCGM) elements who have a high role/intervention regarding the development of Jollong Garden Agrotourism is 10 informants. In the academic element, informants were selected who had research and service backgrounds and skills related to regional tourism development, especially with a focus on Jollong Gardens. The business element is business actors, in this case, MSMEs around Jollong Gardens. The community elements in question are the Kelompok Sadar Wisata (Pokdarwis) and other tourism communities. The government element chosen is the Pati Regency Government, in this case, the Youth, Sports and Tourism Service and related agencies. Finally, the media element chosen is local which has a large role in the promotion, publication and expansion of regional tourism information.

To obtain data holistically and integratively and paying attention to the relevance of the data to the research focus, problem formulation and objectives, data collection uses techniques: (1) Interviews; (2) Field observations and surveys; (3) Documentation; equipped with (4) Demonstration and Focus Group Discussion (FGD). Meanwhile, secondary data comes from literature studies, including journal articles, publications in government agencies and so on. The data analysis technique used for the first and second research objectives is qualitative while the third research objective uses quantitative Analytic Networking Process (ANP) analysis methods. This qualitative data analysis uses the Miles & Huberman model. In carrying out data analysis, there are several steps taken, namely: 1) Data reduction; 2) Presentation of data; and 3) Conclusion Drawing and Verification.

Apart from that, data analysis was also carried out quantitatively using the Analytic Networking Process (ANP) method. Data analysis using the Analytic Network Process often known as ANP is a method that can analyze influences using an assumption approach to solve a problem (Surarso & Amien, 2016). This method is used in the form of a solution by considering adjustments to the complexity of the problem along with a priority scale that produces the greatest priority effect. ANP is a generalization of the Analytic Hierarchy Process, taking into account the dependencies between the elements of the hierarchy. A previously popular method for measuring system performance was the Analytical Hierarchy Process or AHP (Vanany, 2022; Lucky et al, 2002). As time progressed and the complexity of measuring strategic priority scales changed, AHP was slowly transformed and developed into ANP.

The ANP method can improve AHP's weaknesses in the form of the ability to accommodate relationships between criteria or alternatives. The ANP component consists of a control hierarchy, clusters, elements, relationships between elements and relationships between clusters. There are 2 types of linkages in the ANP method, namely linkages within a set of elements (inner dependencies) and links between different elements (outer dependencies). The ANP method is very suitable to be applied in solving complex problems, especially in decision-making (Helmi & Sari, 2020). For example, in decision-making, stakeholders still use subjective judgment which is based on assumptions and helps make decisions that involve several decision-makers. The ANP method can assist decision-making in obtaining the best alternative by displaying a priority ranking order. ANP is a method with a qualitative approach, where the data that will be used as analysis material is not available, so this research was carried out primarily. Therefore, ANP has three axioms which form the basis of its theory, axioms or postulates function to strengthen a statement whose truth can be seen without the need for proof.

**RESULTS AND DISCUSSION**

**Central Java at a Glance**
Central Java is one of the most densely populated provinces in Indonesia. The region, which is located between 5°40' and 8°30' south latitude and between 108°30' and 111°30' east longitude, borders directly on the Java Sea to the north. The southern region borders the Yogyakarta Special Region Province, the western region borders West Java Province and the eastern region borders East Java Province (BPS Central Java Province, 2023). Central Java consists of 35 districts/cities with a classification of 29 districts and 6 city areas. The area of Central Java is 25.89% of the total area of Java Island. Cilacap Regency is the largest area in Central Java with a total area of 2,323.90KM$^2$ or 6.77%. Meanwhile, Magelang City is the narrowest area, with an area of 18.56 km$^2$ (0.05%).

**General Description of Pati Regency**
Pati Regency is one of the regions in Central Java Province, located in the eastern part. The location and position of Pati Regency is very strategic because it connects the big cities around the North Coast of Java Island often known as Pantura. These cities include Surabaya, Semarang and Jakarta. Astronomically, Pati Regency is located between 6025$^O$-7000$^O$ south latitude and between 100050$^O$-111015$^O$ east longitude (BPS Pati Regency, 2023). Based on its geographical position, Pati has a northern border with the Jepara Regency, a southern border with the Grobogan Regency and Blora Regency, and a western border with the Kudus Regency and Jepara Regency. Apart from that, the eastern border of Pati Regency also borders Rembang Regency and the Java Sea.

The area of Pati Regency reaches 1,503.68KM$^2$ with a total of 21 sub-districts, namely Sukolilo, Kayen, Tambakromo, Winong, Puncakwangi, Jaken, Batangan, Juwana, Jakenan, Pati, Gabus, Margorejo, Gembong, Tlogowungu, Wedarijaksa, Trangkil, Margoyoso, Gunungwungkal, Cluwak, Tayu and Dukuhseti. The largest area is in Sukolilo District, with a total area of 158.74 km$^2$ and Puncakwangi District of 122.83 km$^2$. The Pati Regency area, especially Gembong District, is also close to the Muria Mountains area in Kudus Regency, so the air feels cooler, and more beautiful, beautiful views of the expanse of hills and so on. This makes Gembong District the highest area in Pati Regency with an area height reaching 219.36 MASL. Pati Regency also consists of 401 villages and 5 sub-districts.

**Regional Tourism Management**

Synergy, cooperation and collaboration across stakeholders are very important in efforts to improve the performance of Indonesian tourism which has become a leading sector in the national economy. Comprehensive coordination efforts continue to be built between the central government, regional governments, tourism managers and the community by involving private elements. Various ministries, institutions, agencies at the central level, agencies, Technical Implementation Units in the regional tourism sector also have an important contribution in supporting tourism nationally. One of the efforts made by the government is to issue a Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency Number 8 of 2020 concerning Technical Instructions for the Use of Special Non-physical Allocation Funds for Tourism Services Funds. This regulation is a form of guidance in improving quality, services, infrastructure, facilities and other elements in the tourism sector. This includes determining Priority Tourism Destinations. This Priority Tourism destination is a national-scale tourism destination which is determined to be a priority and its management is coordinated with the respective provincial governments.

The Central Java Provincial Government has established 6 Priority Tourism Destinations, namely: Nusakambangan-Baturraden, Semarang-Karimunjawa, Solo-Sangiran, Borobudur-Dieng, Tegal-Pekalongan and Rembang-Blora. Based on data from the Youth, Sports and Tourism Office of Central Java Province (2023), the performance achievements of regional tourism programs in 2022 reached 46,465,437 visits by domestic tourists (people). Meanwhile, the number of foreign tourist visits in 2022 to Central Java Province will only reach 144,691. The proportion of foreign tourists has increased by 7,900% compared to 2021, which was only 1,793 visits. Accumulatively, in 2022 Central Java's tourism performance will reach 46,610,128 with a percentage increase of 105% compared to the previous year. This increase in regional tourism performance is partly due to several factors, namely: the central government's relaxed policy on mobility restrictions in post-Covid-19 pandemic efforts, increasing people's purchasing power, the reopening of international flights, increasing public enthusiasm and interest in tourism and so on.

The largest number of tourist attractions in Central Java Province in 2022 will be natural tourism with 607 destinations, cultural tourism with 172 destinations and artificial tourism with 456 destinations. The Central Java Priority Tourism Destinations with the highest number of tourist visits, both domestic and foreign, is the Semarang-Karimunjawa which consists of the Semarang City, Semarang Regency, Demak Regency, Jepara Regency, Kudus Regency, Pati Regency, Kendal Regency and Grobogan Regency groups. Meanwhile, Pati Regency also played a big role in the success of Central Java's tourism performance with the number of domestic tourist visits reaching 950,520 and foreign tourists reaching 23 visits. The high interest of tourists in Central Java means that people depend on their main livelihoods in the tourism sector, such as food and drink services, travel, transportation, waiters, tourist consultants, airports, ports and so on. Data from the Youth, Sports and Tourism Office of Central Java Province (2023) shows that the regional tourism workforce in 2021 reached 12,142 people and increased by ±450% to 55,635 people in 2022. This figure shows the great opportunities and existence for improving the economy of the surrounding community.

By 2022, only 700 people in the creative economy will be certified, with 150 people in the application sub-sector classification, 150 people in visual communication design, 50 people in photography and 350 people in culinary. This number is considered to be still very minimal in accommodating tourism activities in Central Java Province with a scope of 29 districts and 6 cities. Efforts to increase HR certification in various tourism sub-sectors are very necessary to make Central Java an icon of interest at the national level. In supporting tourism activities, collaboration in the creative economy sector is also very important. As of 2022, there will be Creative Economy Committees located in 5 cities and 17 districts throughout Central Java Province.

**Management of Jollong Gardens Agrotourism**

Jollong Gardens Agrotourism is one of the leading destinations in Pati Regency, Central Java Province. This tour is on the slopes of Mount Muria so it is not surprising that the air that is served is still very cool with views of the green and beautiful hills. The concept of agrotourism by combining plantation and natural elements is the concept for tourism development in this place. Jollong Gardens Agrotourism stands on land with an area of 527ha and is at an altitude of 476 MASL. This tourist attraction was opened in 2012 under the auspices of Perkebunan Nusantara IX Kebun Jollong Company, which has now transferred its management to Perkebunan Nusantara I Regional 3 Company. Tourists can enjoy various tourist attractions which are presented with beautiful and cool views and ambience, complete with expanses of tea plantations, and orchards. orange and dragon fruit gardens.

On this tour, a coffee processing factory still operating from the Dutch era several decades ago is still operating. Until now, the coffee factory managed by Perkebunan Nusantara I Regional 3 Company is still operating and is the largest and oldest coffee processing factory in Pati Regency. This historical heritage is an opportunity and challenge for the entire management team in packaging it into an interesting, exciting and fun educational tourism package based on ecotourism and local heritage. Until now, this integration is still an obstacle to tourism development in Jollong Gardens Agrotourism.



Picture 1: Coffee Processing Factory
        author [source]



Picture 2: View of Jollong Garden Agrotourism
        author [source]

Picture 3: Jollong Garden Agrotourism Icon
            author [source]

Tourist rides are also available at affordable prices starting from IDR 5,000 – 400,000, such as:
1.      Rabbit Park
2.      Garden Valley
3.      Flying Fox
4.      Dragon Hill
5.      Outbound Kids
6.      Fish Therapy
7.      Electric Bike
8.      Bubaan Hils
9.      Kecek Pool
10.    Chrysanthemum Garden
11.    Jeep Adventure

To provide optimal tourism services, Jollong Gardens Agrotourism management also provides various facilities such as restaurants, camping, homestays and other facilities such as places of worship, parking areas, toilets and so on. In the restaurant aspect, Jollong Gardens Agrotourism management also collaborates and empowers the community to be able to open MSME businesses around the tourist area. This aims to improve the economy of the surrounding community through efforts to empower MSMEs. Apart from that, there are also homestays with several class/tariff classifications, such as 1) Sortasi Hall, 2) Alpukat Guesthouse, 3) Kopi Guesthouse, 4) Pamelo Guesthouse, 5) Trigas Guesthouse, 6) Garut Guesthouse and many more. Homestay rental rates are in the range of IDR 350.000-1.500.000.

**Strategy of Jollong Gardens Agrotourism Development**
The formulation of the Jollong Garden Agrotourism development strategy uses an Analytical Network Process (ANP) with super decision software. ANP is a development method of AHP, which is more comprehensive in explaining the relationship between criteria (Ismail et al, 2020). ANP also allows for more complex relationships between these criteria. ANP is also known for its model not only top-down but also bottom-up. The ANP method is often used to determine the magnitude of a company's performance based on the model/criteria applied so that it can formulate a policy/strategy to achieve a company goal.

The first step taken is to determine goals. The main objective of the expected alternative strategy is the development of Jollong Gardens Agrotourism. The main objective is formulated in various ways starting from initial observations in the field, literature studies, interviews with informants and so on so that the main objective is known in an integrated and sustainable manner according to the direction of the research objectives. Then, each criterion is determined which consists of 9 types, namely: 1) Accessibility, 2) Agrotourism, 3) Amenities, 4) Ancillary, 5) Attraction, 6) Ecotourism, 7) Profit, 8) Local Heritage and 9) Synergy between Actors. After determining the criteria, the next step is to implement several alternative policies consisting of 1) Development of Facilities, Infrastructure and Infrastructure, 2) Improving

the Quality and Competency of Human Resources and 3) Promotion of Tourism. Data collection carried out in this research ANP was using a questionnaire, containing various questions related to each existing criterion. These questions were distributed through a questionnaire to several key informants/key persons, including 1) Pati Regency Youth, Sports and Tourism Office, 2) Pati Regency Cooperative and UMKM Service, 3) Jollong Garden Agrotourism Manager, 4) Surrounding Community, 5) MSME actors in Jollong Gardens Agrotourism, 6) Tourists and so on.

For each criterion and policy alternative prepared in the ANP method, the level of influence in achieving the main goals of the company/organization will be assessed. Therefore, determining strategic priorities must be carried out precisely, comprehensively and complexly. This effort can be made by creating a comparison matrix between criteria which function to assess the level of importance or influence. Not only the criteria but the policy alternatives that are prepared must also be tested for the level of ratio consistency in the context of formulating the company's business strategy. Each criterion or policy alternative is said to be consistent if the Consistency Ratio (CR) is <0.1. If the CR value is >0.1, it is considered inconsistent, so this has implications for the formulation of subsequent business strategy priorities. Each criterion or policy alternative in the ANP must meet the CR requirements and if not, re-research must be carried out.

| No | Criteria | Inconsistency |
|----|----------|---------------|
| 1 | Accessibility | 0.00885 |
| 2 | Agrotourism | 0.05156 |
| 3 | Amenities | 0.07721 |
| 4 | Ancillary | 0.05156 |
| 5 | Attraction | 0.05156 |
| 6 | Ecotourism | 0.01759 |
| 7 | Profits | 0.07721 |
| 8 | Local Heritage | 0.09040 |
| 9 | Synergy between Actors | 0.07721 |

Table 1: Inconsistency Value per Criteria
Processed Primary Data, 2024 [source]

| No | Criteria | Inconsistency |
|----|----------|---------------|
| 1 | Development of Facilities, Infrastructure and Infrastructure | 0.06848 |
| 2 | Improving HR Quality and Competency | 0.09557 |
| 3 | Tourism Promotion | 0.09822 |

Table 2: Inconsistency Value per Policy Alternative
Processed Primary Data, 2024 [source]

The next stage after achieving a consistent CR value is to create a super matrix. This super matrix is divided into 3 types, namely: 1) Unweighted Super Matrix, 2) Weighted Super Matrix and 3) Limit Matrix. Each column in the unweighted super matrix contains one eigenvector in each cluster so that in total one column will have an eigenvector sum of more than 1. The value in the unweighted super matrix indicates the higher/lower criterion or alternative being tested against the objective. The higher the value on the unweighted super matrix, the greater the consistency of the ratio compared to the other criteria tested. The unweighted super matrix is obtained from matrix calculation processing between elements, namely alternative policies and criteria.
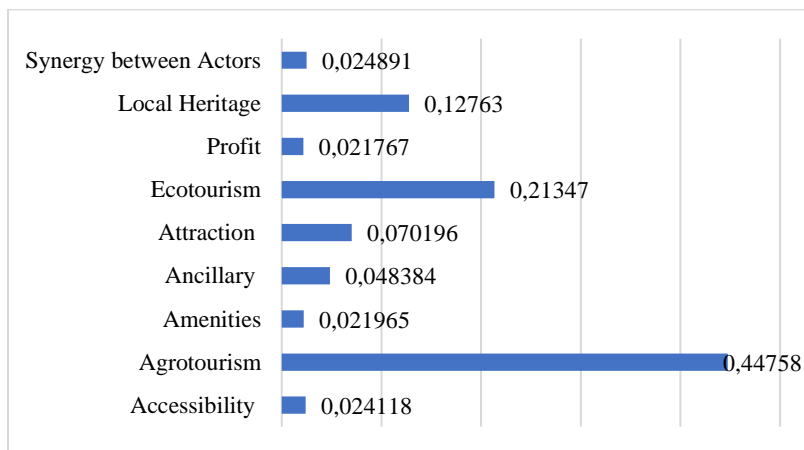
Chart 1  : Unweighted Super Matrix
              Processed Primary Data [source]

The unweighted super matrix image above shows that the most dominant agrotourism criteria have the highest influence compared to the others in achieving the goal, namely the Jollong Gardens Agrotourism development strategy. The score obtained from the agrotourism criteria is 0.44758. Furthermore, in second place is the ecotourism criterion with a score of 0.21347. After analyzing the results of the unweighted super matrix, the next step is the weighted matrix. The weighted super matrix is obtained by multiplying the contents of the unweighted super matrix with the cluster matrix or eigenvector from the comparison of the criteria. The next stage is to carry out a weighted super matrix analysis.

This matrix is made to be stochastic by multiplying the values in the unweighted super matrix by the eigenvector of the criteria weights. Then the results of each row are divided by the total results. A stochastic matrix is one whose column value is equal to one. After analyzing the weighted super matrix data, the next step is the super matrix limit. At this stage, the process of increasing the weighted super matrix is carried out continuously until the numbers in each column in one row are the same size. The results of this super matrix limit will also provide weights for each existing criterion. After that, normalization of the super matrix limit results is carried out.
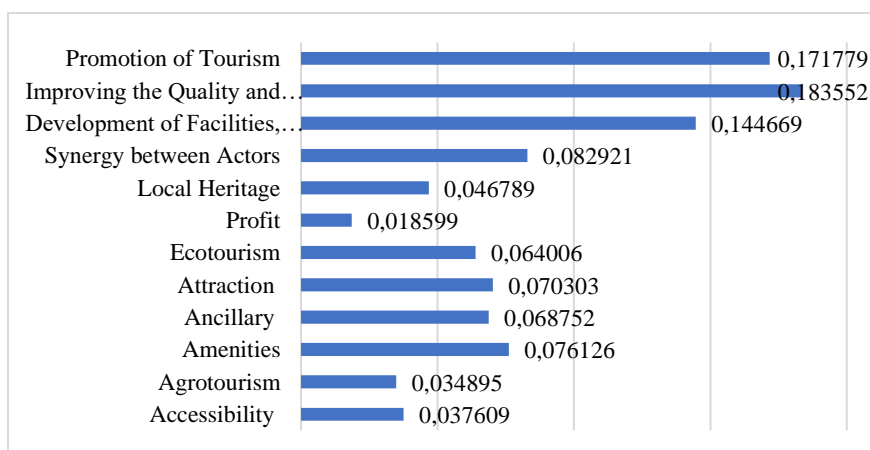


Chart 2  : Limit Super Matrix
              Processed Primary Data, 2024 [source]

In the super matrix limit image, it is known that the 9 criteria and 3 policy alternatives that have been prepared have different scores/values. The criterion with the highest score is synergy between actors with a score of 0.082921. Actors involved in tourism development, especially in Jollong Gardens Agrotourism, Pati Regency include the Youth, Sports and Tourism Office, the Cooperatives and MSMEs Office, Tourism Managers, Tourism Awareness Groups (Pokdarwis) and so on. Collaboration between these actors is very important in tourism development (Fithriyah, 2022; Oktaviana, 2021; Pugra et al, 2021). Synergy and strong cooperation between stakeholders will provide a foundation and strength for the tourism sector in facing various conditions of uncertainty, natural disasters, social action and others.

Then, the second position is the amenities criterion with a value reaching 0.076126. Facilities at tourism objects must also receive special attention because they can influence the interest of tourists visiting both domestically and internationally (Irawan et al, 2021; Supraptini & Supriyadi, 2020). These facilities include infrastructure, bathrooms, a Tourism Information Center (TIC), a security post, a rest area, availability of food stalls and so on. The lowest value is profit, which is only 0.018599. The advantage of being in the lowest position is in line with the concept of tourism development that to obtain maximum profits, all technical, operational and supporting things must be improved first, for example, facilities, infrastructure, services, tourist attractions and so on (Al Fajar & Ifantri, 2021; Zulfikri & Iskandar, 2022; Saragi, 2022). Meanwhile, the highest policy alternative is improving the quality and competency of human resources with a score of 0.183552. Human resources have an important role in controlling tourism's ability to face various existing conditions. Competency, capability, skills, professionalism and level of knowledge are dominantly important in determining tourism development policies (Lestiary & Suryana, 2021; Nursyifa et al, 2022). After determining the unweighted super matrix, weighted super matrix and limit matrix, the next stage is to determine the strategy.
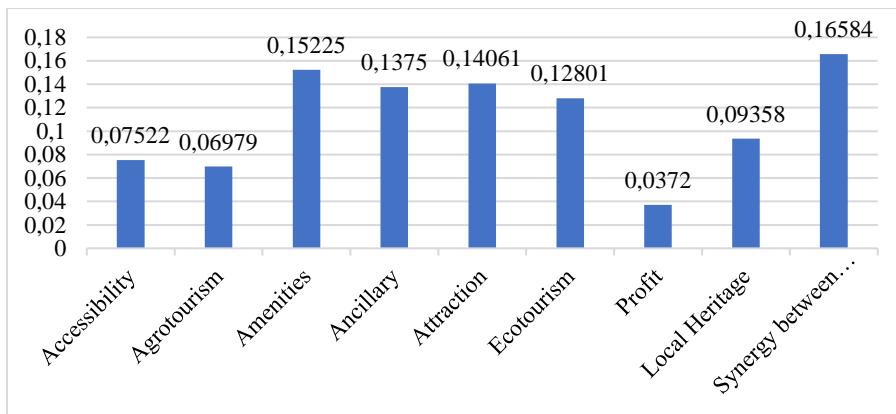


Chart 3  : Strategy Priority for Each Criterion
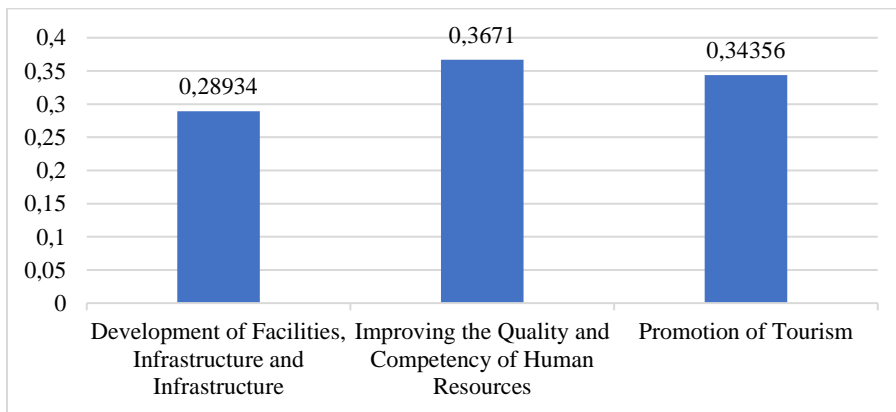          Processed Primary Data, 2024 [source]



Chart 4  : Strategic Priorities for Each Policy Alternative
          Processed Primary Data, 2024 [source]

Based on the strategic priority of each criterion and alternative policies, different results have been achieved. The main priority criterion is synergy between actors with a score of 0.16584, then second place is amenities with a score of 0.15225. Meanwhile, the priority for the most important policy alternative is improving the quality and competency of human resources with a total score of 0.3671, followed by tourism promotion with 0.34356. The higher the score obtained, the more important it will be or become a priority in achieving the stated goal, namely the development of Jollong Gardens Agrotourism.

**CONCLUSION**

Jollong Gardens Agrotourism, a prominent destination in Pati Regency, Central Java, is strategically located on the slopes of Mount Muria, attracting tourists with its blend of natural, artificial, and educational tourism offerings. Despite

ongoing development, research has identified nine key criteria for further improvement: accessibility, agrotourism, amenities, ancillary services, attraction, ecotourism, profits, local heritage, and stakeholder synergy.

The study concludes that synergy between stakeholders is the highest priority, scoring 0.16584, emphasizing its importance in coordinating, integrating, and formulating collaborative policies. Additionally, enhancing the quality and competency of human resources is crucial, scoring 0.36710, indicating it as the top policy alternative.

These findings provide actionable recommendations for the development of Jollong Gardens Agrotourism, supported by specific indicators and considerations. However, this study's focus is limited to Jollong Gardens, and future research should encompass broader regional, provincial, and national tourism development with more complex and sustainable goals.

## ACKNOWLEDGEMENT

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