

Pengembangan wisata agro di Kelurahan Pasir Putih, Depok / Riza Firmansyah, Jandwikha Rahayu, yustisia pasmatima mbulu

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Abstrak

Agro tourism is a system that is integrated and coordinated for the development and agriculture of tourism at the same time, in relation to the preservation of the environment and improving the welfare of the farming community. Development and management of natural and agro tourist areas is able to contribute to local revenues, open business opportunities and employment as well as serve to maintain and preserve natural resources, and biodiversity. This study aims to identify the potential of agro tourism in Kelurahan Pasir Putih, identify community participation in the development of agro-tourism, and analyze the development of agro tourism in the area. This research was conducted using qualitative descriptive research. Sources of data in this study were obtained from primary and secondary sources. Data collected by observation, surveys, interviews, and documentation. The sampling technique was done with purposive sampling. SWOT analysis was done to identify internal strengths and weaknesses, and external opportunities and threats. The study found that the agro tourism attractions is quite varied including star fruit and red guava plantation, D'Kandang Amazing Farm, and Taman Wisata Pasir Putih. The supporting amenities, good accessibility, and also existing organizations involved in managing the agro tourism attractions enable the attractions to continue developing. Community participation in the development of agro tourism in Kelurahan Pasir Putih was only limited in participation for economic benefits.