

## **STRATEGY OF AGRO TOURISM DEVELOPMENT IN GOMBENGSARI DISTRICT BANYUWANGI**

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### **Abstract**

The purpose of this research was to find out agro-tourism development strategy of Gombengsari based on SWOT analysis result by determining External Factor Analysis Summary (EFAS) and Internal Factor Analysis Summary (IFAS). While the key variables of this research discussion were the Marketing Mix that consists of product, price, place, and promotion. The results were coffee plantations and cultures deserved to be a tourist attraction with affordable pricing managed by the local community by forming a group of tourism awareness and by using of internet media as a means to market tourism. Gombengsari agro-tourism development strategy are; 1) To develop tourism product; 2) To Socialize tourism to the society; 3) Infrastructure development; 4) Tourism product diversification; 5) To develop agro tourism marketing; 6) to develop Human resources; 7) To develop an operational team.

Keyword: SWOT analysis, Marketing Mix, and development strategy

### **1.1 Background**

Indonesia is an agrarian country, cultivation farming activities can be made an attraction for tourism activity. Combine of activities agronomy with large plantation tourism in Indonesia developed by an agro-tourism object (Pamulardi, 2006). In Indonesia developed by agro-tourism such, Bedugul Bali developed agro-tourism strawberry garden.

According to Nugroho (2013) current tourist trend is nature tourism (back to nature) such as mountain, forest, and sea or lake. (Bedanta, et.al, 2010;

Erdogan&Erdogan, 2012). The theme offered serenity so that tourist can refresh body and mind or the daily work routine.

Agro tourism development can create jobs because these efforts can generate labor from country side society. The benefit that gained from agro-tourism development can conserve natural resources, preserve local of technology an increase society of countryside or income of farmer around located of tourist.

Banyuwangi has two distribution or the biggest percentage of economic activity and tourism (Statistical Centre Of Banyuwangi, 2015). Farmer's activity (33.10%) and tourism (24.29%). This is able to encourage agro-tourism or tourism in agriculture. At close range Banyuwangi and Bali are opportunity agro-tourism as transit place from tour packages "Bali Beyond" by some tour operator, wholesaler, and retail agent.

Gombengsari is a located in Kalipuro district. Gombengsari is one tourism village that set by government Banyuwangi in thousand home stay programme 2016 and can be tourism village an 11 January 2016 by the head of district Banyuwangi (Group Gombengsari Tourism conscious document, 2017). After can be tourism village, the society and village head made group tourism conscious or called by name POKDARWIS with superior name youth creative Gombeng Nirvana Coffi (GNC) that managed tourism Gombengsari include agro-tourism.

Agro tourism of Gombengsari had a coffee garden about 1700 ha. Coffee garden its Gombengsari society own. Success in managed coffee in district Gombengsari cannot be separated from the existence of Kaliklatak plantation, in district Kaliklatak is coffee garden which has been developed the first time in district Gombengsari. It encourages and motivates local people to develop coffee commodities as one of the main income. Success in developing coffee commodities, local people are then motivated to develop coffee plantation into an attractive tourist attraction that is agro-tourism.

Gombengsari district is not only developing agro-tourism but, other potentials such as Ettawa goat, pine forest, bamboo craft and strict, protected forest SumberGedor, Goa waterfall, IderBumi Culture (holy suro) and original art of Banyuwangi. Other potentials nature tourism and culture tourism Gombengsari district also had good accessibility and adjacent to other destination such as

Kaliklatak plantation that has been known from the colonial era of colonizing Indonesia colonies with coffee plantation and creator have a blue fire and stated that had KawahIjen called “only two blue fire in the world” one of it in KawahIjen.

With the potential of agro-tourism and another potential, making agro-tourism in Gombengsari district growing and increasing visitors to Banyuwangi. But agro-tourism in Gombengsari in the tourist visit at the time held festival picking coffee Gombengsari is 200 tourist every year about every tourist visits every month is 12, (Harsono 2016) leader of POKDARWIS Gombeng Nirvana Coffi. In other side, tourist visit every year or 84 tourists every month while having same agro-tourism. In general level of tourist visit in Banyuwangi regency continues to increase 1 million tourists in 2013, 1,4 million tourists in 2014 and 1,9 million tourist in 2015(culture and tourism office in Banyuwangi, 2016).

Level of tourist visits to agro-tourism Gombengsari still small if compared with a visit to plantation Kaliklatak is because agro-tourism Gombengsari not yet known by the public. Therefore the strategy of agro tourism development Gombengsari marketing is needed to increase tourist visits to object agro-tourism Gombengsari.

Based on the above-described problems, the writer interested to examine in agro tourism development in Gombengsari. So, the writer can find the right strategy to increase tourist visits in agro-tourism Gombengsari.

## **1.2 Research Of Problem**

Based on background, so that research problem such as how is strategy agro tourism development in Gombengsari?

## **1.3 The Aim Of The Research**

Based on research of problem, the aim wants to achieve this research is known strategy agro tourism development in Gombengsari.

## **1.4 Benefits Of Research**

The benefit of study are expected to be useful for:

### **1.4.1 Benefits For Student**

To apply knowledge had been getting during the writer lecture on International Bali Institute of Tourism.

#### **1.4.2 Benefits For International Bali Institute Of Tourism**

As means to establish long-term relationship between part of International Bali Institute Of Tourism and Conscious Tour Group Of Gombeng Nirvana Coffi.

#### **1.4.3 Benefits For Conscious Tour Group Of Gombeng Nirvana Coffi**

As material for POKDARWIS develops agro-tourism in the future in order to make people prosperous Gombengsari.

### **2.1 Theoretical Basis**

#### **A. Alternative Tourism**

According to Suwanto (2004: 75) there are two meaning:

1. As one from of tourism that arises as reaction negative impact of conventional tourism development.
2. As a different from tourism (that is alternative) from conventional tourism support environment sustainability.

#### **B. Agro Tourism**

Agro tourism is demand for pro-environment tourism, go green and responsibility. Sudibya (2002) agro-tourism as alternative said, International tourism at present experiencing a shift that tends to lead to tourism of ecotourism, conservation of nature with the use of nature and environmental responsibility. Ecotourism and agro-tourism believed to increase small business field because ecotourism can feel directly with the local population where the object developed.

#### **C. The Theory Of Agro Tourism Development**

Development of agro-tourism activities directly and indirectly will increase positive perception of farmers and society about the importance of agriculture land resources. Development agro-tourism made jobs and increase of opinion farmer on quantity product. Beside that activity development agro-tourism can preserve local technology resource and farmer income around agro tourism (Subowo, 2002).

#### **D. Technic Of Tourism Destruction Development**

Development needs technic of the right plan must combine some aspect of supporting tourism success. This aspect is accessibility (transportation and

marketing), characteristic of tourism structure, level of social interaction, linkage and impact with sectors of tourism (PitanadanDiarta, 2009).

#### **E. Strategy of development**

The strategy of development analysis of SWOT for identify some factors systematic for the strategy of the developed company (Rangkuti, 2005). This analysis based on the assumption an effective strategy will strength max, weakness, benefits opportunity, and treats. According to Pearce dan Robinson (1997),that means factors analysis of SWOT is:

1. Strengths is a skill resource of another advantage to a competitor or market needs that the service or company want to serve.
2. Weakness is alimentation or lack of resource skill and capabilities that seriously impact performance of work.
3. Opportunity is an important situation that is profitable in the corporate environment.
4. Threat is an unfortunate important situation in the corporate environment.

#### **F. SWOT (Strengths, Weakness, Opportunities, Threats)**

Analysis of SWOT is systematic identification of various factors formulate the company's strategy (Rangkuti 2005). This matrix is capable of producing four strategies as follow:

1. Strengths Opportunities is using all strengths for using big of opportunities.
2. Strengths Threats is strategy in using strengths had overcome threats.
3. Weakness Opportunities is strategy of using based on opportunities with the way strength of minimum.
4. Strategy of Weakness Threats, this strategy based on activity defensively and try weak of less also rid of threats.

#### **G. Marketing Mix**

According McCarthy (1968) in Tjiptono, etc. (2008) the title of marketing strategy. Elements of marketing mix are 4P:

- a) Product: product variety, design quality, features, brand, packaging, size, service, warranty, and return.

- b) Price: catalog price, discount, special discount, payment period, and credit terms.
- c) Promotion: sales promotion, advertising, personal selling, public relation, and direct marketing.
- d) Place (distribution): distribution channels, distribution coverage, product completeness, location, stock, storage facility and transportation.

### **3.1 Place and Time of Research**

Place of research do in Gombengsari, Kalipurosubdistrict, Banyuwangi district east java province. Time of study was carried out from February 2017 until June 2017.

### **3.2 Definition of Operational**

Marketing mix there are 4P is:

#### **a. Product**

Tourism products offered in agro tourism include coffee, ettawa goat, pine forest, bamboo handicraft and lidi also holy of suro can attract tourist to Gombengsari.

#### **b. Price**

Cheap ticket prices in agro tourism Gombengsari and POKDARWIS friendly can give an explanation about agro tourism and around coffee garden.

#### **c. Place**

Place gave by agro-tourism Gombengsari nuanced rural and sector of tourism to kawahijen and close ketapang harbor located at district Kalipuro regency Banyuwangi. POKDARWIS already had a cooperative relationship with some of the travel agent that outside Java such as Bali and Jakarta.

#### **d. Promotion**

All information about agro-tourism Gombengsari easy to get, message easy to tell and easy to understand and information has appealed to visitors. Promotion efforts to market can make the place famous for society.

### **3.3 Types and Sources of Data**

#### **3.3.1 Types of Data**

- a. Qualitative is detailed information about general data were obtained by means of interviews with informant such as Village head, POKDARWIS, Society leaders.

#### **3.3.2 Sources of Data**

- a. Primary Data is data obtained from research site through observation directly after that to collect and make itself by writer.
- b. Secondary Data is research of obtained by article from literature with developing of agro tourism in strategy development.

### **3.4 Data Collection**

- a. Direct Observation that is observing and visiting research location to get picture and social phenomenon that happened in agro tourism Gombengsari.
- b. Studying to find problem
- c. Documentation done by writer is a way of recording, and photographing, to obtain more accurate data.

### **4.1 Agro Tourism Conditions of Gombengsari Based on Marketing Mix**

#### **a. Product**

##### **1. Coffee Garden**

Most types of coffee in coffee plantations owned by people are Robusta coffee, Exselso and Buria. The uniqueness that is here the society not only plant but also a mandatory drink. Therefore any house that does not have a coffee plant surely they have coffee powder. This is local wisdom in Gombengsari.

##### **2. Goat Milk Ettawa**

The utilization of natural conditions that support the agricultural sector and then developed through, break through, new break through, one of which is the cultivation of goat ettawa. This cultivation is quite supported by the natural conditions of Gombengsari, eating abundant cattle and contained among coffee trees. So this situation is used by citizens to innovate the state of goat cultivation. New innovations continue

to grow among the society Gombengsari that is not just a breeder for goat traders but also the utilization of milk ettawa become commodities seed Indonesia.

### 3. Bamboo Handicraft and Stick

The development of bamboo handicraft and stick is quite fast, even a central handicraft bamboo and stick in Banyuwangi. In addition to historical closeness, the cultural of Gombengsari society as bamboo craft, the craft is asset for housewife. The quality of bamboo craft from Gombengsari already complete in the National market that is through the sales cooperation of artwork Gombengsari in Rogojampi and some art shop in Bali.

#### b. Price

Agro tourism Gombengsari is not currently applied for admission ticket because the society still mentions new tourism development in start. But the cost that has been replied in agro tourism Gombengsari is the cost to pay for guide and food services. As for the cost that is in place is for package tours that have been packed base on potions and needs. Tour package that have been packed by POKDARWIS Gombeng Nirvana Coffi can be seen as table below

Table 4.1

List of tour package

No	Package name	Package price	Location of Package
1	Saving Package	Rp 75.000	Umbul, Antogan and Pine forest
2	Standard Package	Rp 125.000	Umbul, Antogan, Pine Forest, bekisar and Coffee garden in lerek
3	Super Package	Rp 225.000	Umbul, Antogan, Pine Forest, bekisar and Coffee garden in lerek, holy suro, and also homestay for a night.



c. Place

POKDARWIS Gombeng Nirvana Coffi is a group that managed agro tourism Gombengsari. POKDARWIS confirm in the articles of association and Gombengsari is household budget, also has strong legal protection under the auspices of the government of Banyuwangi. While POKDARWIS work with travel agents such as Ramayana, Penjor, Pondok Indah and Ekawangi Bali with the purpose to increase of tourists to Gombengsari.

d. Promotion

Promotional efforts undertaken by POKDARWIS and the public promoting agro-tourism Gombengsari is with a variety of methods. Form of promotion conducted among others through the website and social media as for other forms of POKDARWIS gombeng nirvana coffi is with the publication of print media such as brochures that get support the tourism office and also the method of getoktular from tourists who have visited.

Source of human in management promoted agro-tourism still less because of knowledge constraints about information technology is still small. Since tourism activities in Gombengsari are still new enough to become one of the factors that affect the marketing process.

#### **4.2 Determination of Value EFAS and IFAS**

From the analysis of external factors and internal factors, it will be summarized into general factors and then will be compiled strategy by using SWOT analysis.

As for the opportunity to encourage the development of agro tourism in Gombengsari.

1. The location of agro-tourism as an attraction of tourism;
2. Pricing in accordance with market mechanism;
3. The existence of agro-tourism Gombengsari does not disturb the activities of the society to earn a living and the main job;
4. Increase the income for the surrounding society;
5. Use of social media in promotion;
6. Have cooperative with travel agent;
7. Support from the government in promoting.

While threats may occur:

1. Advances in technology affect promotion
2. Ability to adapt to target markets in response to competitors
3. Assistance from local government

In addition to external factors can be the identification of internal factors is strengths and weakness. There are strengths are:

1. Agro tourism Gombengsari has products such as coffee pick, ettawa goats, nature tourism and cultural tourism;
2. Has a special event that held a group of tourism awareness of coffee picking festival;
3. The price of admission is cheap;
4. The price offered according to market mechanism;
5. Cooperative with travel agent to register tourist;
6. Has good cooperative relationship with travel agent;
7. Promotion Gombengsariagro tourism cooperative with travel agent.

While weakness:

1. Tourist who came just walk and photograph
2. Product offered by Gombengsari similar other ago tourism in Banyuwangi
3. Inadequate human resources in promotion
4. Promotion in social media and website is still less than the maximum

From identification strengths, weakness, opportunities, and threats in matrix SWOT on table, so there are strategies that can finish by POKDARWIS in development of agro tourism can increase tourist visit among others;

#### A. Strategy of Strength - Opportunities

- 1) Take advantage of tourism strategy path in making tour packages;
- 2) Working with academic, stake holder, and government during a coffee picking festival;
- 3) Always active and participate in following the national known to the public;
- 4) Utilize cooperation with travel agent for promotion of agro tourism products.

**B. Strategy of Strengths – Threats**

- 1) Utilizing social media in promoting agro tourism products held POKDARWIS maximally;
- 2) Improve innovation agro tourism products that already exist to attract tourists.

**C. Strategy Weakness Opportunities**

- 1) Utilizing cooperative with travel agent in promoting agro tourism product in agro tourism;
- 2) Improve cooperative with academic and government for trying and workshop about marketing website, guide, and trying English lesson;
- 3) Improve promoting online such as information with social media.

**D. Strategy of Weakness Threats**

- 1) Human resources that must be developed in terms of information technology to improve PODARWIS performance;
- 2) Pack a tour package by utilizing a tourist attraction close to agro tourism Gombengsari tours such as KawahIjen, Kemiren Village, Boom beach and city tour which packed more attractive and cheaper impressed.

**4.3 Agro Tourism Development Program of Gombengsari**

From analysis SWOT and strategy SO, ST, WO and WT can be developed strategies of agro tourism development among others;

**1. Development of Tourism Product**

Tourism products are made based on the potential that is owned by agro tourism Gombengsari namely the potential of nature tourism and cultural tourism. Tourism product programs that are developed among others;

**a. Cycling tour**

Cycling activities down the agro tourism and society residential roads

**b. Cooking lesson**

Gombengsari society has a culture of drinking coffee and managing their own coffee, this be used as a tourist attraction for tourists

c. Farm lesson

Farm lesson is offering activity on traditional farming and gardening ways and techniques to tourist from managing coffee plantations, selecting coffee seeds and picking coffee

d. Hiking tour

Hiking tour that can be done in agro tourism Gombengsari is an activity down the agro tourism area through the path

e. Village tour

The program walks around the village while walking around the homes of people who are doing day to day. Activities, this activity can be guided by local tour guide or local society

f. Dance lesson

Banuwangi original art is one of the attractions that can be enjoyed by tourist. Therefore, with this activity the tourist can learn dances and typical art of Banyuwangi

**2. Socialization to the Society**

Socializing the benefit of tourism into village, hospitality of people towards tourists and how to serve tourist and treat tourist well so that tourist memorable and return.

**3. Preparation of Facilities and Infrastructure**

a. Offering to the people who want their homes in making home stay or place to stay tourists to do the renovation of the bedroom is clean in accordance with the standard use of home stay and keep house clean

b. Preparing for bike

c. Preparing tour guide for local people

d. Road improvement for cycling and hiking lesson paths and maintaining road hygiene

e. Conducting renovation and arrangement at home office or place of tourist reception

f. Preparing for marketing such as information board, brochure and website

#### **4. Diversification of Agro Tourism Product**

- a. Making a farm group and village co-operatives to facilitate POKDARWIS in coordinating, conducting counseling and spatial planning of the area that will be used as an agro tourism route
- b. A series of agricultural trails with agro tourism object Gombengsari

#### **5. Do Marketing Agro Tourism Product**

Create promotion and marketing design and cooperation with academic, stake holder, government by developing effective and efficient form of promo. Can also be informed of sales marketing organization with tasks:

- a. Making marketing planning
- b. Following national and international festivals and fairs
- c. Cooperate with travel agency
- d. Preparing for marketing facilities and infrastructure program CSR (Corporate Social Responding)

#### **6. Improve the Quality of Human Resources**

Training of improving skill, knowledge and an active role in managing tourist village. Required training such as English, tour guide, magic sapta training, and conscious tour. Training is done by the effort of developing agro tourism Gombengsari.

#### **7. Form an Operational Team**

So that program has been made of running smoothly well then In need of operational team to run tourism business. Task of the operational team is:

- a. Coordinate facilities and infrastructure of accommodation, food and beverages, village tours and activities to be undertaken by tourist during a tour in Gombengsari
- b. Provide socialization to tourist
- c. Preparing of tour guide for accompanying guest that do activity

### **5.1 Conclusion**

Based on result analysis of SWOT and strategy SO, ST, WO, and WT in resulting of research and discussion so can be drawn conclusion based on the purpose of research is to know strategy of agro tourism development in Gombengsari.

## 1. Marketing Mix

### a. Product

In addition to having agro-tourism product that utilizes society's coffee garden, Gombengsari also has a diverse tourism products such as nature tourism and culture tourism such as ettawa goat, pine forest, bamboo and stick craft, iderbumi (holy suro), and original art of Banyuwangi. With the existence of various tourism product are expected to attract tourist.

### b. Price

Package tours that have been packed by POKDARWIS Gombeng Nirvana Coffi include three packages namely cost – effective package Rp 75.000, standard packages Rp 125.000 and super package Rp 225.000

### c. Place

POKDARWIS Gombeng Nirvana Coffi has a partnership with several parties such as Ramayana, Penjor, Pondok Indah and Ekawangi Bali with the aim of increasing tourist to Gombengsari.

### d. Promotion

Promotional farms are carried out, among others, through information technology and social media. Another form with the publication of print media such as brochures and method of getoktular, human resource management in marketing agro tourism Gombengsari still very little obstacle of information about information technology is still small.

## 2. Strategies that can be done in the Development of Agro Tourism in Gombengsari is through program among others:

### a. Tourism Product Development

### b. Socialization to Society

- c. Preparation of Facility and infrastructure
- d. Agro tourism product diversification
- e. Marketing of agro tourism product
- f. Improving human resources
- g. Form operational team

## 5.2 Suggestions

Based on conclusion can suggest among other:

1. Village and society leaders held a meeting to unify the vision of mission so that planning and program of agro tourism development run as well as socializing the benefit of tourism.
2. Banyuwangi district government through cultural and tourism office can provide technical assistance to POKDARWIS in designing agronomic development programs and providing support in improving the quality of facility and infrastructure thus attracting society interest to participate in agro tourism development efforts.
3. Business travel agent help to market agro tourism product Gombengsari.
4. Academician can help preparation of human resources through training required so that existing human resources ready to compete in tourism industry.
5. For POKDARWIS Gombeng Nirvana Coffi is expected to design a short-term development program for the development of agro tourism activities by adding tourist attraction and updating infrastructure, while for long-term is introduction agro tourism through tourist agent and local government.

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