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Agritourism Product Development Plan in Cigombong Agri-technopark Bogor Regency

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Abstract

This research is focused on agritourism product development model in Cigombong Agri-technopark with emphasis on tourism product components which consist of physical product, packaging, program, and people. The agrotourism product components to be identified based on physical and non-physical condition. Descriptive qualitative method will be used with Interactive Model Analysis as the data analysis technique. Research summarized that the potential agritourism theme to be developed is modern agriculture. The targeted tourist segment are private tourist and educational institution. Recruiting for human resources require intensive training. Developing tour package requires substantial adjustment of the package based on the tourist's demography.

Keywords: Tourism Product Development; Agritourism; Tourism Product.

Abstrak

Penelitian ini difokuskan pada model pengembangan produk agrowisata di Agrowisata Cigombong dengan penekanan pada komponen produk wisata yang terdiri dari produk fisik, kemasan, program, dan manusia. Komponen produk agrowisata yang akan diidentifikasi berdasarkan kondisi fisik dan non-fisik. Metode deskriptif kualitatif akan digunakan dengan teknik analisis data Interactive Model Analysis. Hasil penelitian menyimpulkan bahwa tema agrowisata yang potensial untuk dikembangkan adalah pertanian modern. Segmen wisatawan yang ditargetkan adalah wisatawan pribadi dan lembaga pendidikan. Perekrutan sumber daya manusia membutuhkan pelatihan yang intensif. Pengembangan paket wisata membutuhkan penyesuaian paket yang substansial berdasarkan demografi wisatawan.

Kata kunci: Pengembangan Produk Wisata; Agrowisata; Produk Wisata

A. INTRODUCTION

Based on Bogor Regency Regulation Act 7, 2020 of Tourism Development Masterplan of Bogor Regency period of 2020 – 2025, Cigombong sub-district is stated as the centre of primary service area for Puncak-Lido strategic region-level tourism. One of the tourism destinations in the following strategic area is Cigombong Agri-technopark. Cigombong Agri-technopark is a space for innovative agricultural development and implementation which activities consist of pre-production, production, harvesting, post-harvesting, crop processing, and marketing (Mulyandari, 2015).

According to the Bogor Regency Department of Communication and Information (2015) about refocusing issue of agricultural research and development board, the Cigombong Agri-technopark is on purpose to be developed under three main objectives in one of which is to be developed as agritourism destination. Agritourism is defined as a form of travel conducted individually or in group visiting agricultural space or farm area outside their hometown to do active recreation, personal development,

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sport, or to learn the uniqueness of the visited farm for temporal amount of time (Brune et al., 2021; Chase et al., 2018; Indonesian Ministry of Tourism and Creative Economy, n.d.; Rauniyar et al., 2021; Sznajder et al., 2009).

The objective of the site's development is obstructed due to lack of planning related to provision of tourism infrastructure, product, and service as such condition is not sufficient to support agritourism industry (Imanah et al., 2019; Khairabadi et al., 2020; Nurhadi, 2018; Pambudi et al., 2018; Saputra et al., 2018; Sznajder et al., 2009). The indication of the following problem is shown by inadequate provision of facilities specified for supporting tourism activity. Implementation of technology for agriculture in Cigombong Agri-technopark is yet oriented strictly for informative study instead for providing agricultural experience (Suhartanto et al., 2020).

In general, every farm possesses farm related resources, but don't significantly affect the production of agricultural commodity which the resources consist of vacant space, food supply, labour, and unique environment characteristic (Arru et al., 2019; Hatan et al., 2021; MacKay et al., 2019; Sznajder et al., 2009). The principle of agritourism is to expand insights, provide recreational experience, and offer business partnership in agriculture (Ciolac et al., 2020; Sari et al., 2020; Utama & Junaedi, 2018, p. 85). Developing agritourism product would be a form of sustainable development that supports principles of such development consisting of social sustainability, ecology, and the agritourism itself (Ammirato et al., 2020; Barbieri et al., 2019; Bhatta & Ohe, 2020; Nugraha et al., 2021; Sari et al., 2020; Vital et al., 2020).

This research is focused on agritourism product development model based on physical and non-physical aspect (Agumdhana & Suwardji, 2022; Inskeep, 1991; Khairabadi et al., 2020; Nurhadi, 2018; Pambudi et al., 2018; Plokhikh et al., 2022) of Cigombong Agri-technopark with emphasis on agritourism product components as one holistic product in order to comply the tourists' demand of satisfactory (Astuti & Yuliawati, 2018; Cahyadi, 2020, p. 18; Kotler, 2002, p. 20). Agritourism product applies similar components to general tourism product components which consist of physical product, programme, package, and people (Morrison, 2013). Previous study correlating to agritourism product development plan on Cigombong Agri-technopark or the surrounding remained unavailable. Instead, a published tourism related study on the site is visitor's satisfaction study (Puspita et al., 2021). In accordance of such situation, this research would be one of the pioneer references for agritourism product development on Cigombong Agri-technopark or agri-technopark in general.

B. RESEARCH METHOD

The research is conducted using qualitative research method with descriptive approach. The objects to be described consist of physical condition and non-physical condition of the site along with agritourism product components consisting of physical product, programme, packaging, and people.

The research location takes place at the site and the surrounding of Cigombong Agri-technopark, Cigombong Sub-district, Bogor Regency, West Java Province. This research also involves the role of Tugujaya Village as the administrative area of which Cigombong Agri-technopark is established in. The participant of this research is defined using purposive sampling method which the participants include government officials, industry stakeholders, and corresponding communities to Cigombong Agri-technopark. Required data for this research is collected by conducting interviews with defined participants, observing the site for empirical situation, and studying documents related to development of Cigombong Agri-technopark. Instruments used for this research consist of interview guidelines and observation checklists.

To analyse the collected data, interpretation of the data to elaborate the purpose of this research is conducted by descriptively analysing development opportunities and restraints using interactive model

analysis method (Figure 1). Such analysis method is beneficial to interactively analyse the data on which the holistic process of site interpretation can be done (Sugiyono, 2008). To prove the validity of the data, triangulation data is conducted by crosschecking collected data across the research instruments.

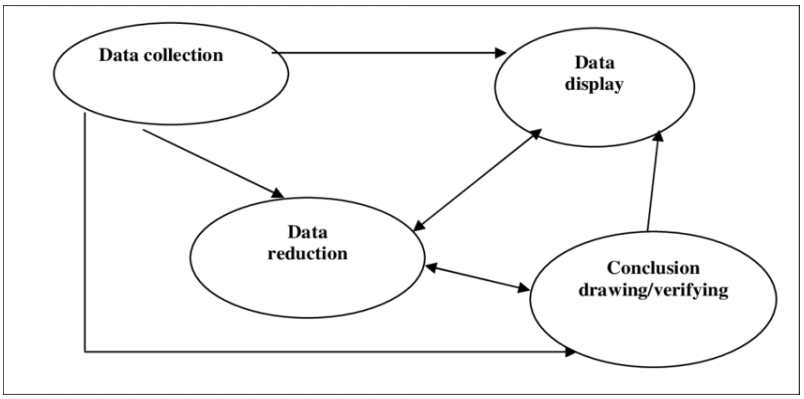

Figure 1 Interactive Model Analysis
Source: Sugiyono, 2017

C. RESULTS AND ANALYSIS

This part consists of the research results and how they are discussed. The results obtained from the research have to be supported by sufficient data. The applied substances for agritourism product development plan on Cigombong Agri-technopark consist of physical condition, non-physical condition, and agritourism product which include physical product, programme, people, and package.

Physical Condition

This dimension of the research covers the location, environment characteristic, land use policy, and environment quality.

Location

Cigombong Agri-technopark is located at Cibogo Street in Tugujaya Village, Cigombong Sub-district, Bogor Regency. The land area of the site is separated into seven land areas which are defined as Zone. Each of the zones are named in numerical order from Zone 1 to Zone 7 as shown in Figure 2.

Figure 2. Site Plan of Cigombong Agri-technopark
Source: Cigombong Agri-technopark

Environment Characteristic

This dimension of the research covers the empirical condition of natural features which include climate, topography, the existence of flora and fauna, and geology. The data used for describing environment characteristic in Cigombong Agri-technopark are sourced from a publication of West Java Board of Central Statistics (Central Board of Statistics, 2022). Generalised data for region of Bogor Regency is taken into account to describe the environment characteristic of Cigombong Agri-technopark.

The climate condition includes precipitation, temperature, humidity, sunlight coverage, existence of fog, and wind velocity. The precipitation rate in the area of Cigombong Agri-technopark reaches a number of 3.501,7 mm. Average temperature in the site is calculated up to 29^0 Celsius. The humidity of air in Cigombong Agri-technopark reaches an average of 86,6%. Sunlight covers up to 29,4% area of the site. There is little amount of fog found in Cigombong Agri-technopark and it is can only be observed in early morning. The wind velocity in Cigombong Agri-technopark reaches up to 1 $^m/_s$, therefore the velocity can be considered as calm speed.

The topography condition includes land coverage, altitude, inclination, and potential hazardous land. The area of Cigombong Agri-technopark is covered with agricultural features such as farm, garden, and permanent buildings. The altitude of the site is located at 800 – 1400 meters above sea level. The inclination of the site ranges at 8 – 25%. Cigombong Agri-technopark is located in an area with high potential of mass wasting hazard. This potential can lead to landslide. Figure 3 illustrates the area with levels of potential mass wasting of Bogor Regency. Cigombong Sub-district is included in high level of hazard clustered in purple-coloured area of the map.

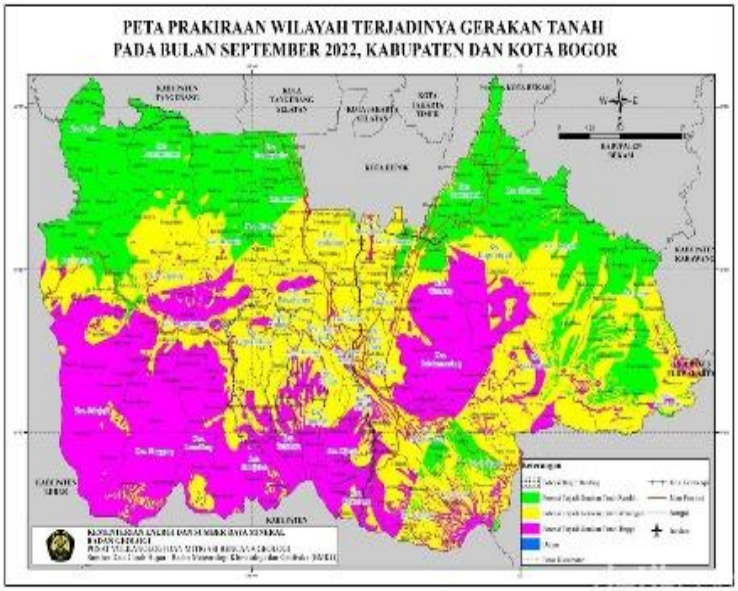

Figure 3 Prediction Map of Mass Wasting in Bogor Regency, 2022
Source: Ministry of Energy and Mineral

The existing species of flora found in Cigombong Agri-technopark is cultivation plants with variation of horticultures and livestock diets. The existing species of fauna found in the site are poultries, mammals, and fish. One poultry species is considered the most unique due to development by insemination which the species is modified chicken named Ayam Kampung Unggulan Balitbangtan (KUB). According to Geology Map of Bogor (Effendi et al., 2011), Tugujaya Village as the mainland of Cigombong Agri-technopark, is structured as basaltic andesite by soil made of strongly weathered volcanic mudflow,

tuffaceous breccia, and lapili (further on Figure 4). The area of Cigombong Agri-technopark has a medium level of ground stability. This means a moderate tendency of potential landslide in low scale.

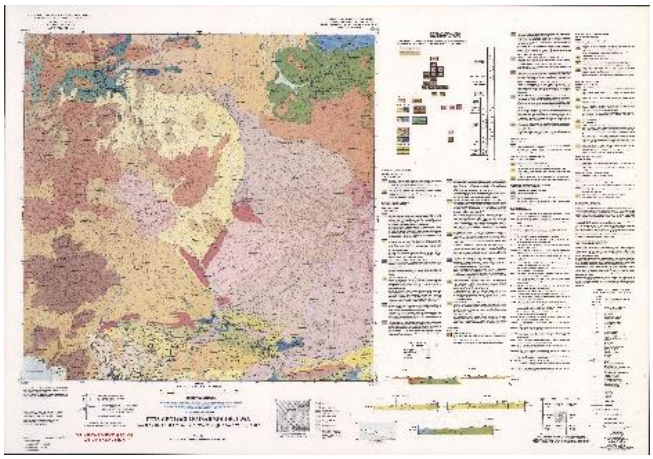

Figure 4 Geology Map of Bogor
Source: Ministry of Energy and Mineral

Land Use Policy

The land use policy of Cigombong Agri-technopark is defined on each zone. Table 1 presents land use policies for specific zones of Cigombong Agri-technopark.

Table 1 Land Use Policy of Cigombong Agri-technopark

Land Zones	Land Use Policy
Zone 1	Cultivation area for horticulture plants
	Farming area for KUB Chicken
Zone 2	Cultivation area for horticulture plants
	Farming area for dairy goat
Zone 3	Cultivation area for horticulture plants
Zona 4	Cultivation area for horticulture plants
	Cultivation area for livestock diets
Zone 5	Cultivation area for horticulture plants
	Farming area for sheep
Zone 6	Cultivation area for horticulture plants
Zone 7	Cultivation area for horticulture plants
	Specific area for self-organized sheep farmer

Source: Cigombong Agri-technopark, 2023

Environment Quality

The description for environment quality in Cigombong Agri-technopark is presented through 12 indicators those consist of air quality, water supply quality, area cleanliness, quality of open space, landscape components, quality of scenery, level of noise, level of traffic, building designs, signage condition, the convenience of facilities, and potential of disease. The environment quality of the site is described for each zone of the site as in Appendix 1.

Non-physical Condition

Descriptions about the non-physical condition include socioeconomic situation and the management situation.

Socioeconomic Situation

The socioeconomic situation of Cigombong Agri-technopark is described through three sub-dimensions namely population characteristics, cultural patterns, and economic patterns. Indicators of population characteristics consist of number of inhabitants, demography pattern, range of age, education level, and occupations. The following data are derived from Administrative Village Profile of Tugujaya (2021). Total inhabitant of Tugujaya Village in 2020 reached at 15.243 inhabitants. The following inhabitants consisted of 53% male and 47% female. The inhabitants are spread across the area of Tugujaya Village. The dominant age of the inhabitant ranges at groups of 0 – 15 years old and 20 – 45 years old (further on Table 3).

Table 2 Tugujaya Inhabitants' Range of Age, 2020

Range of Age	Number of Inhabitant	Percentage
0 – 4 years	1.337	9%
5 – 9 years	1.259	8%
10 – 14 years	1.158	8%
15 – 19 years	1.114	7%
20 – 24 years	1.157	8%
25 – 29 years	1.194	8%
30 – 34 years	1.133	7%
35 – 39 years	1.136	7%
40 – 44 years	1.161	8%
45 – 49 years	1.057	7%
50 – 54 years	871	6%
55 – 59 years	823	5%
60 – 64 years	753	5%
65 – 69 years	727	5%
70 years above	363	2%
TOTAL	**15.243**	**100%**

Source: Data of Tugujaya Village, 2021

The education level of inhabitants of Tugujaya are dominated by elementary school, junior high school, and senior high school graduate. The percentage of following graduate respectively are 41,22%, 28,59%, and 23,35% (further on Table 4). The dominant occupation in Tugujaya Village are housewives, farm labour, farm owner, and private sector employees. According to Data of Tugujaya Village (2021), the number of inhabitants of each following occupations are 5.567 inhabitants for housewives, 3.225 inhabitants for farm labour, 2.885 inhabitants for farm owners, and 1.230 inhabitants for private sector employees. Cultural patterns are described through explanation of the communities' lifestyle. According to the interview result with the Head of Tugujaya Village (2023), the inhabitants of Tugujaya possess a semi-modern lifestyle. Such lifestyle shows that the local community of Tugujaya acknowledges the existence of technology and applies the idea into their daily activities. Economic patterns are described through the type of industries operating in certain area. According to the Head of Tugujaya Village (2023), the type of industries operating in Tugujaya Village are agricultural and palm sugar production.

Table 3 Education Level of Inhabitants of Tugujaya, 2021

No.	Education Level	Number of Inhabitant	Percentage
1	Never into school	199	1,31%
2	Elementary school undergraduate	732	4,80%
3	Elementary school graduate	6.283	41,22%
4	Junior high school graduate	4.358	28,59%
5	Senior high school graduate	3.560	23,35%
6	Diploma I	14	0,09%
7	Diploma II	11	0,07%
8	Diploma III	2	0,01%
9	Bachelor's degree	79	0,52%
10	Master's degree	5	0,03%
11	Doctorate's degree	-	0,00%
	TOTAL	**15.243**	**100,00%**

Source: Data of Tugujaya Village, 2021

Management Situation

The management situation of Cigombong Agri-technopark is described by observing the development policy, organization structure, investment regulation, any regulations related to tourism, and human resources development programmes in the site. The development policies of Cigombong Agri-technopark are based under development target of the site as following:

a) Building a smart agricultural site defined by modern agricultural activities under principles of autonomous and sustainability.
b) Implying Good Agricultural Practices (GAP) as a whole process.
c) Functioning as agribusiness centre through partnership and connection with local farmers.
d) Providing facilities for training, workshop, and internship.
e) Site development as an education-based agritourism destination in Bogor Regency.

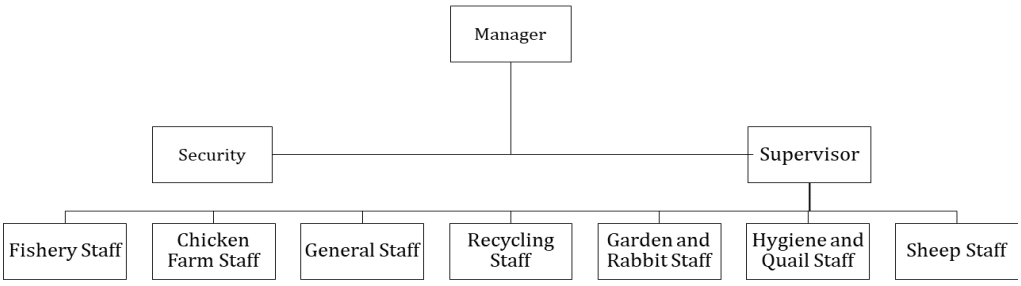

Figure 5 Organizational Structure of Technical Operating Unit (*UPT*) of Cigombong Agri-technopark
Source: Cigombong Agri-technopark

According to interview result with an organization representative of Cigombong Agri-technopark related to development of tourism in the site, the suitable theme for tourism to be developed is educational agritourism. However, the theme has not yet obliged officially due to lack of agritourism product development plan and existing regulation correlating to operational procedure of tourism destination. Any

of existing tourism activities in Cigombong Agri-technopark utilizes facilities purposed for agricultural industry. Cigombong Agri-technopark is organized by Technical Operating Unit or *Unit Pelaksana Teknis* (*UPT*). The abbreviation will be mentioned for subjecting following organization. *UPT* of the site is responsible to Bogor Regency Department of Agriculture. The organization structure consists of manager, supervisor, security, and technical staff (Figure 5). For the investment policy, the *UPT* of Cigombong Agri-technopark operates in partnership with third parties in purpose of development aid and product marketing. The existing form of training provided by the organization consists of specified technical guidance for cultivation and post-process of agriculture industry including material presentation and practice.

Agritourism Product Condition

The condition of agritourism product is described through the components which the following are physical product, programmes, people, and packages (Morrison, 2013).

Physical Product

Indicators for describing physical product include attraction, amenities, infrastructure, and accessibility. The attraction will be described in each zone in Cigombong Agri-technopark. The attractions in Zone 1 form the display of agricultural technology which consist of the following attractions:

a) *Verticulture* and hydrophonics.
b) *Yumina Bumina* Pond (see Figure 6).
c) Green House.
d) Compost Warehouse.
e) Sheep and goat farm.
f) *KUB* Chicken farm.
g) Rabbit farm.
h) Catfish farm; and
i) *Odot* grass cultivation.

Figure 7 *Yumina Bumina* Pond
Source: Author own documenation

Figure 6 Forest in Zone 4
Source: Author own documenation

The attractions in Zone 2 form a natural scenery showing a landscape of hills and housings. Zone 3 and Zone 4 have a similar character of attraction forming a scene of natural forest with no built objects (see Figure 7). Zone 5 and Zone 6 form an identical attraction characteristic consisting of a natural scenic view and a corn field (See Figure 8). The attraction in Zone 7 forms a broad natural scenic view featuring

cliffsides. Spatially, Zone 7 is considered as the highest land among the other zones which such height inherits the most appealing scenic view (see Figure 8).

Figure 9 Scenic View in Zone 7
Source: Author own documenation

Figure 8 The main bulding of Cigombong Agri-technopark
Source: Author own documenation

The aspects of amenities are described by the availability of following facilities such as accommodation, tourist information centre, medical facility, public safety, shopping facility, and other specific facilities. Description will be respective to each zone of the site. According to observation result, Zone 1 has the most appropriate provision of amenities among other zones. The provision of facilities in Zone 1 is supported by integration of main building function of Cigombong Agri-technopark. Figure 9 illustrates the main building of Cigombong Agri-technopark. This situation has left other zones unsupported with required facilities. Such condition also identical to description of infrastructure condition in the site.

The accessibility in Cigombong Agri-technopark is divided into two separated access which are the accessibility into the site and the accessibility inside the site. The main accessibility into Cigombong Agri-technopark is through Cibogo Street, Citugu Street, and Cisalada Street which connect the main road (Sukabumi Main Road) to Cigombong Agri-technopark (See Figure 10). The accessibility is an asphalt-paved road with 2 – 3 meters of width. Accessibility inside Cigombong Agri-technopark is a system of paved road connecting each zones of the site. The road is accessible by foot or two-wheeled transportation.

Figure 10 Cibogo Street, Citugu Street, and Cisalada Street
Source: Google Maps, 2023

Programmes

The components of programme include events, festivals, or special activities organized for visitor. Main programmes provided by *UPT* of Cigombong Agri-technopark consist of three main activities which are listed below.

a) Cultivation and Farm Post-production.
b) Training, workshop, and agribusiness incubation.
c) Agritourism.

According to document of Cigombong Agri-technopark (2023), the series of activity for agritourism varies on education tour for students and sales of souvenirs and agricultural products from Cigombong Agri-technopark.

People

The components of people include human resource and visitor mix. According to interview result with three informants who considered as the local community of the site (2023), they acknowledged the development of Cigombong Agri-technopark as a tourism destination. However, they commented neutrality to the statement. Visits on Cigombong Agri-technopark are conducted by various type of visitors and their motivations. Information related to visitor mix of the site is obtained from visitor data recapitulation of Cigombong Agri-technopark in period of 2020 – 2022. The following recap recorded the total visits at 349 visitors. The type of visitors of the site are classified into four types which consist of government institution, educational institution, private visitor, and private organization. Most visits are conducted by educational institution and private visitor at the percentage of each type respectively 34,96% and 34,67% (see Figure 11). The motivations of visits are classified into general visit, learning, fetching Day Out Chick (DOC), survey, and other motivations. Learning as the motivation of visit is recorded as the major motivation at the percentage of 53,01% (see Figure 12).

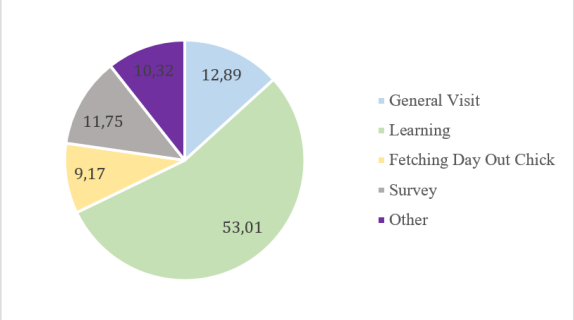

Figure 11 Type of Visitor on Cigombong Agri-technopark, 2020 – 2022
Source: Cigombong Agri-technopark

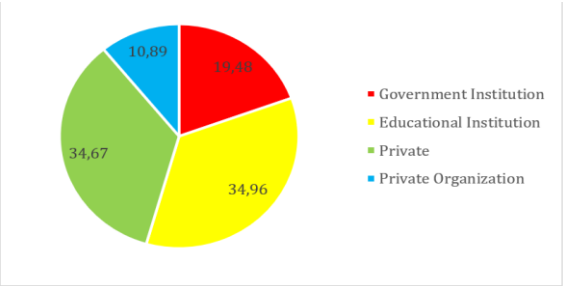

Figure 12 Visitors' Motivation of Cigombong Agri-technopark, 2020 – 2022
Source: Cigombong Agri-technopark

Packages

This component holds a role for consolidating tourism products and services to provide economical product value to the visitors. The *UPT* of Cigombong Agri-technopark provides five activity packages as the following.

a) *KUB* Chicken farming.
b) Fun Farming (Figure 13).
c) Dairy goat farming.
d) Sheep farming.
e) Camping.

Figure 13 Fun Farming Package
Source: Author owns documentation

Research Analysis

Analysis of this research will be classified into three dimensions which consist of physical condition analysis, non-physical analysis, and agritourism product analysis which are divided into physical product, programme, people, and package.

Physical Condition Analysis

Analysis of physical condition include climate, topography, flora and fauna, environment quality, and land use policy in Cigombong Agri-technopark. The climate condition in Cigombong Agri-technopark has consideration of attractiveness as the following condition inherits chilly weather which supports outdoor activities. However, the climate has very high humidity and potential to rain frequently.

The topography of the site takes advantage on very good quality of natural scenic view and such advantage can be considered as secondary attraction (Ciolac et al., 2019; Hatan et al., 2021; Melstrom & Murphy, 2018). Development of agritourism product needs to be restricted on adjustment of land use. The existing flora and fauna in Cigombong Agri-technopark are part of cultivation which harness an attraction potential in animal farms and horticulture garden. The relating condition enables the site to provide visitor's participation in process of food and beverages production which is considered attractive to visitors (Back et al., 2020; Bhatta & Ohe, 2020; Brune et al., 2021; Sumin et al., 2019). The process of cultivation is based on seasonality, hence a potential to create interpretation of the seasonality process of agriculture as special event and exhibition of unique agricultural production process (Andéhn & L'Espoir Decosta, 2021).

Analysis of environment quality analyses the appropriate land zones of the site to be designated as the zones for agritourism product development. According to the observation result, the land zones which have adequate environment quality in respect of the highest to lowest quality are Zone 1, Zone 5, Zone 6, Zone 7, and Zone 4. Those land zones have the opportunity to be designated for agritourism product development zones. Meanwhile, Zone 2 and Zone 3 are not prioritized for agritourism product development due to inadequate environment quality.

Land use policy is discussed to review the opportunities and restraints on each land zone in land development. The more specification stated to the land will provide more clarity on the direction of the development. From this part, agritourism product development has opportunity to be developed on Zone 1, Zone 5, Zone 7, Zone 4, and Zone 6. Designation of product development for each zone are listed below:

1) Zone 1 is potential to be designated as the primary attraction zone.
2) Zone 5 and Zone 7 are potential to be designated as the semi-primary attraction zones.
3) Zone 4 and Zone 6 are potential to be designated as the secondary attraction zones.

Non-physical Condition Analysis

This part of analysis takes review on socioeconomic situation in Tugujaya and organizational policies of Cigombong Agri-technopark. The main characteristics of socioeconomic situation in Tugujaya are listed below.

1) The major range of age is the productive group.
2) The major inhabitants have low to intermediate level of education.
3) Agriculture industry and palm sugar production are the majoring occupation.
4) Semi-modern lifestyle.

Such characteristics have several potentials of agritourism product development as the following: the local community can be supportive to agritourism product development. There is a positive correlation between agritourism and the community's occupation (Bhatta et al., 2020). In order to involve local community to be assigned as professional human resource for Cigombong Agri-technopark, it is required to provide intensive workshop and training in tourism and technology-based agriculture (Pambudi et al., 2018). The capacity local community is adequate to support the development of Cigombong Agri-technopark in basic level of technology applications.

The following are main characteristics of the organizational condition of Cigombong Agri-technopark.

1) Modern agriculture principle.
2) Technological-and-educational-based agritourism destination.
3) Tourism activity in the site utilizes facility for agriculture industry.
4) Site organization by Technical Operative Unit under responsibility of Bogor Regency Department of Agriculture.
5) Provision of guidance and training in agricultural production.
6) Training includes material and practice.
7) Booking system for training in the site.

According to the summarized characteristics, agritourism product development is potential to be developed in the theme of modern agriculture. The primary attraction should be supported with semi-primary attraction and secondary attraction in order to optimize the agritourism product. The support of facilities needs to be considered in order to provide specified facilities for agritourism activities which is separated from facilities for agritourism industry (Sakti et al., 2019).

Physical Product Analysis

Analysis of physical product are classified into attraction, amenity, and accessibility analysis. The potential development of the attraction can be classified into primary attraction, secondary attraction, and semi-primary attraction under the theme of modern agriculture. The main attraction is a medium for education and new skills in agriculture (Hanik & Mas'ud, 2019). The secondary attraction is a provision of relaxation experience under the concept of Nature Healing (Karampela & Kizos, 2018; Rezaei et al., 2021). While the semi-primary attraction is developed to enhance generic visitor's interest in agriculture.

Provision of facilities are required for Zone 4, Zone 5, Zone 6, and Zone 7. The purpose of facilities is to support agritourism attractions and activities on the site (Sakti NH et al., 2019). The main accessibility of Cigombong Agri-technopark needs to be set of arrangement for large vehicle since the existing road is only accessible by smaller vehicles without significant difficulties. Accessibility in the site can be supported by provision of mode of transportation preferably the type of personal transportation. The accessibility in the site that is able to be supported by transportation are Zone 1, Zone 5, Zone 6, and Zone 7 access.

Programme Analysis

The potential programme characteristics to be developed to support agritourism product should comply to the accordance as the following.

1) Supporting agricultural technology development.
2) Educating tour in agriculture.
3) Providing souvenirs and consumable agriculture products.

The existing programmes provided by Cigombong Agri-technopark are sufficient to support the development of main attraction. Meanwhile, any programme designated for secondary and semi-primary attraction should be in correlation to agricultural technology development.

People Analysis

The analysis of this component includes the potential of human resource and visitor mix. The local community of Tugujaya remained neutral to the agritourism product development in Cigombong Agri-technopark. However, they are willing to be involved as personnel of the industry or to establish business partnership with. The willingness of the community should be taken into account in order to achieve prosperity for community as one of the goals of sustainable development (Badrullah et al., 2021; Barbieri et al., 2019; Hidayat et al., 2023; Nugraha et al., 2021; Saputra et al., 2018; Xiaowen et al., 2021).

Agritourism product development in Cigombong Agri-technopark has potential market segment for private tourist and educational institution. Both of the segments have the tendency to enjoy the potential main attraction and secondary attraction (Barbieri, 2020). The development of agritourism product in Cigombong Agri-technopark has a potential of interpretation as a means of education in agriculture for visitors (Chiodo et al., 2019).

Package Analysis

The development of agritourism package in Cigombong Agri-technopark has a potential to include the function as the media for delivering educational experience in agriculture to the visitors. The substance of interpretation of the agritourism package should be adjusted to the mentioned market segments' demography. It is necessary to comply the various needs and education levels of the visitors.

D. CONCLUSION

The conclusion of the research of agritourism product development in Cigombong Agri-technopark brings out development guidance for each agritourism product components. The potential attraction to be developed in Cigombong Agri-technopark is classified into primary attraction, secondary attraction, and semi-primary attraction. The primary attraction functions as education and skill delivery in agriculture. The secondary attraction functions to provide relaxation experience in a concept of Nature Healing. The semi-primary attraction functions to create or enhance the generic visitor's interest to agriculture activities. Agritourism product development in Cigombong Agri-technopark should take consideration of providing facilities specified for supporting agritourism activities which facilities are separated from industrial purpose. It is necessary to support attraction and activities in future development. Any of permanent physical development should be restricted. The main accessibility to the site is only accessible for small vehicle. Hence accessibility for large vehicle should be in arrangement. The accessibility in the site area can be supported by provision of mode of transportation.

The appropriate theme of agritourism for development in Cigombong Agri-technopark is Modern Agriculture. The development of agritourism product of the site can function as a means of education in agriculture and relaxation. Production of agriculture can be the attraction itself and the final product of the industry can be marketed as souvenirs. The seasonality of the agriculture process has an opportunity to be developed as special events. The targeted tourist market segments for agritourism product development of Cigombong Agri-technopark are private visitor and educational institution. In relation to local community participation for Cigombong Agri-technopark personnel, it is necessary to conduct intensive workshop and training for the community in tourism industry and technology-based agriculture. The agritourism package development for main attraction can be in adoption of existing training and workshop systems in Cigombong Agri-technopark along with the substance of the agritourism package that should be adjusted to the visitors' demography. The adjustment of the interpretation should refer to the competence or education level of the visitor.

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Appendix 1
Matrix of Environment Quality in Cigombong Agri-technopark

No.	Indicator	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
1	**Air Quality**	Very good; Slight air pollution due to farm byproduct	Very good	Good	Very good	Very good	Very good	Very good
2	**Water Supply Quality**	Clean; slightly muddy	Clean	N/A	N/A	N/A	N/A	N/A
3	**Area Cleanliness**	Clean; Lots of fallen leaves and spider webs	Dirty	Dirty	Clean	Slight dirty	Slight clean	Clean
4	**Quality of Open Space**	Slightly bad	Bad; Slum	Bad	Bad	Slightly good	Slightly good	Bad
5	**Landscape Components**	Farms and hills	Housings and hills	Cliffside, river, and forest	Cliffside, river, and forest	Housings and gardens	Housings and gardens	Cliffside, farms, and plain areas
6	**Quality of Scenery**	Very good	Slightly good	Slightly good	Slightly good	Very good	Very good	Very Good
7	**Level of Noise**	Very low	Very low	None	None	Low	Low	Very Low
8	**Level of Traffic**	Very low	None	None	None	Low	Low	None
9	**Building Designs**	Modern	N/A	N/A	N/A	N/A	N/A	N/A
10	**Signage Condition**	Available; Several unusable	N/A	N/A	N/A	M/A	N/A	N/A
11	**Convenience of Facilities**	Slightly easy	Difficult	N/A	N/A	Easy	Easy	Slightly difficult
12	**Potential Disease**	Skin irritation	Skin irritation and fever	Skin irritation	Skin irritation	None	None	None

Source: Authors Elaboration