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ANALYSIS OF ECOTOURISM ATTRACTIONS MANAGEMENT IN PELANGI AGROTOURISM, METANGOR VILLAGE, KULIM DISTRICT, PEKANBARU CITY

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ABSTRACT: This study aims to analyze the management of ecotourism attractions at Agrowisata Pelangi located in Metangor Village, Kulim District, Pekanbaru City. The focus of this study is tourism management, tourism facilities, the impact of sustainable tourism. This study uses a descriptive qualitative research method. Data collection techniques are observation, interviews, and documentation. The results of the study indicate that the management of ecotourism attractions at Agrowisata Pelangi relies on educational tourism which has been running quite well. Although it has succeeded in attracting tourists, improvements are needed in the facility aspect which must be consistent in the maintenance and development of facilities and strengthening cooperation with the government for the development of sustainable tourism.

Keywords: Attraction Management, Ecotourism, Rainbow Agrotourism, Qualitative.

1. INTRODUCTION

Indonesia has the potential to develop its territories to improve the welfare of local communities. One potential avenue for sustainable natural resource development and preservation is ecotourism. Ecotourism is a form of tourism based on conservation principles, employing conservation strategies to maintain the integrity and authenticity of natural ecosystems in the region while simultaneously improving the economic well-being of the surrounding community [1]. Ecotourism has evolved into a strategy for establishing sustainable livelihoods and empowering local communities, as documented in Indonesian case studies [21]. This concept aims to create a balance between ecological, social, and economic aspects so that destinations can develop sustainably [20].

In managing tourist attractions, the success of an ecotourism destination is not only determined by its natural beauty, but also by effective management strategies, the quality of tourist facilities, and the involvement of stakeholders such as local communities, government, and the private sector. Recent research by [9] shows that collaboration between various stakeholders and an approach that integrates conservation and community empowerment are important factors in maintaining the sustainability of ecotourism. Stakeholder analysis is also recognized as a critical step in utilizing agrotourism areas to optimize their contribution to rural development [22]. According to Sinambela in [9], attractions have a very important role in attracting tourists. Tourist attractions are the main element in tourism, because they are the basic capital or main resources that attract visitors to come and explore a tourist destination [37]. Based on [13], there are indicators of tourist attractions and can be said to be attractive and can provide encouragement for tourists to visit tourist attractions. These characteristics are: 1) Views of the environment, nature, and tourist attractions. 2) Uniqueness that attracts tourists' attention. 3) Tourist attractions that captivate visitors. 4) Art that is educational and has artistic value.

In line with the concept of ecotourism, agrotourism has developed as an alternative form of tourism that integrates agricultural activities with tourism and educational activities. Agrotourism allows tourists to interact directly with agricultural activities, understand the food production process, and raise awareness of the importance of food security and environmental conservation [7]. Agritourism has also been recognized as a catalyst for sustainable rural

development, providing community-based economic benefits [27] and contributing to environmental sustainability in rural areas [28]. In this context, agrotourism functions not only as a recreational facility but also as a medium for learning and economic empowerment of local communities based on local agricultural potential [14].

Ecotourism-based agrotourism management requires well-planned attraction management, adequate facilities, and the application of sustainability principles [4]. Educational attractions, such as agricultural tourism, plant conservation, and environmentally-based activities, are key attractions that require professional management. Furthermore, the quality and maintenance of tourist facilities are crucial factors in increasing visitor satisfaction and maintaining the competitiveness of agrotourism destinations [25].

Pelangi Agrotourism in Metangor Village, Kulim District, Pekanbaru City, is one of the destinations developing an educational and ecotourism-based agrotourism concept. The existence of ecotourism attractions in the agrotourism area has the potential to become an educational resource for tourists and a source of income for the local community. However, various challenges remain in terms of facility maintenance, tourism service management, and attraction development efforts to continue to attract tourists sustainably. This requires the implementation of a more comprehensive management model, including facility improvements and strengthening collaboration between stakeholders to support the principles of sustainable tourism [3]. Government policy support is also a critical enabler of ecotourism growth in Indonesia [34].

Therefore, this study aims to analyze the management of ecotourism attractions at Agrowisata Pelangi, including tourism management strategies, facility provision, and the impact on ecotourism sustainability. This focus is crucial to provide a realistic picture of how tourist attractions are managed and how sustainability can be further optimized through a sustainable management approach.

2. METHODS

This study uses a descriptive qualitative approach. This method was chosen to analyze in depth the phenomena that occur due to direct data collection in the field, namely the management of attractions in Pelangi Agrotourism [18]. This research was conducted at Pelangi Agrotourism, Mentangor Village, Kulim District, Pekanbaru City. Research informants were determined using *Purposive sumpling*, namely the researcher deliberately selected informants who were considered to have the most understanding, knowledge, and direct involvement with Pelangi Agrotourism in depth according to the research objectives [16].

The informants who are most knowledgeable about the Pelangi Agrotourism management system, visitors, and the local community. Data collection techniques used observation, interviews, and documentation. This study employed qualitative data analysis techniques with the Miles and Huberman Interactive model, which consists of three flows: data reduction, data presentation, conclusion drawing, and verification [19]. Data analysis in this study was carried out continuously throughout the data collection process to obtain an in-depth picture of the management of ecotourism attractions at Pelangi Agrotourism, Mentangor Village, Kulim District, Pekanbaru City.

3. RESULTS AND DISCUSSION

Pelangi Agrotourism is located on the Trans-Sumatra Highway in Mentangor Village, Kulim District, Pekanbaru City. Established in 2020, the agrotourism site is still under development. The agrotourism site covers approximately 6.5 hectares, but only approximately 2 hectares have been utilized. Pelangi Agrotourism is a family tourism and recreation destination that promotes education and open nature. This agrotourism area transforms hilly areas and rubber plantations into a tourist attraction that attracts visitors from various regions. This tourist attraction not only offers beautiful gardens and a shady atmosphere, but also offers a variety of complete facilities and infrastructure designed to provide comfort and learning experiences for visitors of all ages. Based on data obtained from the Tourism Office, the number of visitors to Pelangi Agrotourism from 2021 to 2025 shows a significant change.

The location of Agrowisata Pelangi is quite strategic, with a distance of approximately 12 km from the center of Pekanbaru City and a travel time of approximately 20 minutes [38]. This area has now been transformed into a beautiful area planted with various types of agriculture and plantations such as grapes, matoa, starfruit, rambutan, mango, guava, and several types of vegetables such as mustard greens, kale, spinach, peanuts, long beans, chilies and many other types of seasonal plants. This agrowisata pelangi also sells various fruit and vegetable seedlings. This agrowisata a is an alternative tourist destination with an agrotourism-based ecotourism concept that offers a natural atmosphere.



Fig 1. Rainbow Agrotourism

Agrowisata Pelangi is open daily, Monday through Sunday, from 8:00 AM to 6:00 PM WIB. The entrance fee is Rp 15,000 per adult and Rp 10,000 per child. Parking is Rp 5,000 for cars and Rp 2,000 for motorcycles. Agrowisata Pelangi collaborates with the tourism office. Not just for recreation, Agrowisata Pelangi is an educational destination that attracts many visitors every day. This is evidenced by the visits of various schools, both in and outside Pekanbaru, to enjoy educational tours that provide nature-themed learning for their students. Agrowisata Pelangi also offers educational tour packages for educational institutions. These packages include Field Trip 1 for IDR 50,000 per student and Field Trip 2 for IDR 35,000 per student.

Some educational activities available at Agrowisata Pelangi:

- **Identifying and growing plants:** Visitors, especially children, can learn to identify various types of plants, such as fruits, vegetables, and secondary crops. Planting activities, such as hydroponic techniques, are also available.



Fig 2. Educational introduction to various types of plants

- **Harvesting vegetables and picking fruits straight from the trees:** There is an opportunity to see and harvest a variety of ripe vegetables and fruits yourself, such as longans, grapes, guavas, and papayas.



Fig 3. Harvesting Water Spinach

- **Farming techniques:** Visitors can learn various techniques such as grafting and cutting plant stems.



Fig 4. Students farming directly

- **Hydroponic education:** Visitors can learn about how to grow using a hydroponic system [33].



Fig 5. Education to students about hydroponics

- **Feeding livestock:** There is interaction with livestock, giving children first-hand experience of farming such as chickens.
- **Catfish catching competition:** This activity is a unique attraction that is both exciting and educational.



Fig 6. Catfish catching competition

The management of Pelangi Agrotourism is an integrated effort to develop an education-based tourism area that prioritizes the principles of ecotourism, education, and local community empowerment. This management is not solely oriented towards economic aspects but also considers environmental and social sustainability. Local community involvement in the management of Pelangi Agrotourism is quite good, especially in daily operational activities such as garden maintenance and tourist services. The community benefits economically from tourism activities, both directly and indirectly. However, the community's role is still limited to implementing activities, with little involvement in planning and decision-making [36].

Rainbow Agrotourism offers attractions within its territory. Attractions are anything related to the natural environment, the uniqueness of an area, culture, or other tourism-related activities that can increase the attraction for tourists to visit a tourist attraction [5]. The attractions offered by Rainbow Agrotourism include educational tours related to nature and the facilities at Rainbow Agrotourism. The available facilities are designed to meet the basic needs of tourists while strengthening the destination's appeal as a sustainable agrotourism area. Visitors are greeted by a cool atmosphere with green trees and neatly arranged paths. One of the main attractions is the 1,000 Umbrella Garden, an area with rows of colorful umbrellas hung among the trees, creating a cheerful atmosphere and becoming a favorite spot for photos.



Fig 7. Garden of 1000 Umbrellas

Public facilities available include a large parking area for both two-wheeled and four-wheeled vehicles, an entrance ticket counter, clean public restrooms, a prayer room for visitors to worship in, and a hall or meeting hall for group activities. In addition, gazebos and seating are available throughout the tourist area, allowing visitors to rest while enjoying the beautiful and cool natural atmosphere. The presence of these facilities demonstrates the management's concern for the comfort and ease of access for tourists.



Fig 8. Gazebo

To support recreational and educational activities, Agrowisata Pelangi also provides various rides and supporting facilities, such as an agricultural garden area planted with various types of horticultural crops and fruits. This area is used as an agricultural education facility for visitors, especially students and families, to learn directly about the process of plant cultivation. In addition, there are game rides and outdoor activities such as outbound, flying fox, and a children's play area that add variety to the tourist attractions. Other supporting facilities include food and beverage stalls and small kiosks selling snacks and local products. The existence of these facilities not only meets the consumption needs of visitors but also provides economic opportunities for the surrounding community.

Based on interviews with the management of Agrowisata Pelangi, the current facilities are deemed adequate to support tourism activities and visitor visits. Public facilities such as parking areas, restrooms, gazebos or rest areas, and educational support facilities are available and functioning well. These facilities provide comfort for tourists and support the concept of agrotourism as a recreational and educational destination. However, during peak periods, the capacity of some facilities remains limited, potentially causing overcrowding and reducing visitor comfort.

The management conveyed the need to improve the quality of facilities and expand the agrotourism area to support the sustainable development of the destination. Facility improvements include improving the quality of

existing facilities and adding supporting facilities to accommodate the growing number of visitors [39]. Furthermore, limited land area is a constraint in the development of agricultural-based tourism attractions, so area expansion is considered essential to increase attraction variety, organize tourist zones, and reduce pressure on a single point of visit. According to the management, promotion has been quite good, both through social media platforms like Instagram, TikTok, and Facebook [31]. The challenge for Pelangi Agrotourism is the presence of similar attractions. Given this challenge, this effort is expected to improve the quality of the tourist experience while maintaining the environmental carrying capacity of Pelangi Agrotourism.



Fig 9. Interview with the Manager of Pelangi Agrotourism

The management of Pelangi Agrotourism as an agricultural-based tourism destination demonstrates efforts to implement sustainable ecotourism principles, encompassing environmental, socio-cultural, and economic aspects. The following are the impacts of sustainable Pelangi Agrotourism:

a. Economic Aspects

The presence of Agrowisata Pelangi provides opportunities to increase income for the local community through the sale of agricultural products, local culinary delights, and tourism services. The community has gained new employment opportunities, including as tour guides, garden managers, vendors, and local transportation providers. This tourism encourages the development of MSMEs based on agricultural and plantation products, such as processed fruits and vegetables, and local creative products [40]. The continued growth of tourism activity helps strengthen the local economy and creates a more stable economic cycle in the region [24].

b. Social and Cultural Aspects

Interactions between visitors and the community provide a platform for introducing farming culture, local traditions, and the values of local wisdom that have been passed down through generations [29]. Research confirms that ecotourism development based on local wisdom accelerates village sustainable development goals and strengthens cultural identity [30]. Tourism activities motivate residents to re-appreciate agricultural and plantation traditions and foster pride in their regional identity. The local community grows stronger through collaboration in tourism management and the division of tasks among residents. Educational tourism at Agrowisata Pelangi also provides a learning platform for the younger generation to understand the importance of preserving cultural heritage and a sustainable lifestyle.

c. Environmental Aspects

Pelangi Agrotourism promotes environmentally friendly farming methods such as the use of organic fertilizers, wise water management, and the cultivation of diverse crops to maintain the ecosystem [35]. The well-maintained green environment provides visitors with an educational experience about the importance of nature conservation and sustainability. With tourist trails, park areas, and educational spots, visitors can enjoy the environment without damaging plants or the ecosystem. Developing responsible tourist behavior through perceived value and ecotourism intention is essential for long-term environmental sustainability [23]. Management continues to develop waste management systems, green space planning, and visitor capacity restrictions to control environmental impacts [32].

4. CONCLUSION

Based on the research results, it can be concluded that the management of ecotourism attractions at Agrowisata Pelangi has led to the implementation of sustainable ecotourism principles through the development of agricultural-based educational attractions, the provision of adequate tourism facilities, and the wise utilization of natural resources. Agrowisata Pelangi serves as a recreational and educational destination that provides economic, social, and environmental benefits to the surrounding community [26]. However, management still faces several challenges, particularly related to limited facility capacity, area expansion, and increasing community involvement in planning and decision-making. Therefore, efforts are needed to improve the quality of facilities, develop more varied attractions, and strengthen cooperation between stakeholders so that the sustainability of ecotourism at Agrowisata Pelangi can continue to be optimally improved.

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