

The Sustainable Development of Cultural-Based Agrotourism in Toraja

Muhammad Hasyim

¹Hasanuddin University, Cultural Sciences Faculty,
Perintis Kemerdekaan KM. 10 Makassar South Sulawesi, 90235, Indonesia
hasyimfrance@unhas.ac.id

Abstract: *This research is aimed to reveal the potential agrotourism tourism in Toraja Regencies on foreign tourists' perspective (Europe). The present study seeks to explain the aspect of foreign tourists on tourism, culture and traditions that have become typical tourism of Toraja, and their perspectives on the potential of agrotourism development as an alternative trip. This research was carried out using quantitative and qualitative approaches. The research data collection was performed through the interview, utilizing questionnaires distribution to foreign tourists visiting in Toraja. The respondents' selection was conducted randomly by meeting foreign tourists in tourist attractions and hotels where they stay. The results of the research demonstrate that foreign tourists' tour visit time in Toraja is four days. Two days are for the round trip, from the airport to Toraja, and vice versa, and a two-day tour in Toraja. On the second day of the tour, the travellers feel boredom for visiting the same tourist attractions: Toraja cemetery and traditional house (Tongkonan). Therefore, to develop Toraja traditional cultural tourism that has always been promoted by the regency government of Toraja Regency and Travel Agencies. Foreign tourists should be provided with a combination of variant tourism, i.e. agrotourism. Based on the foreign tourists' perspective to increase the attraction of tourists to Toraja tourism; the cultural and natural-based agrotourism is an alternative solution as variant tourism in the development of Toraja local tourism.*

Keywords: agrotourism, tourism, culture, natural tourism, Toraja

1. Introduction

Indonesia has always been one of the world's tourism destinations for its main tourism destinations. One of them is Toraja, located in South Sulawesi Province. Toraja in South Sulawesi is no less unique or beautiful than Bali. Former President Suharto in the 1970s said that Toraja was a popular tourist destination after Bali. Toraja's name is highly popular among tourists, especially European tourists; hence the increasing tourists' visit to this region.

As a result of the financial crisis in 1998, the number of tourists in the destination area decreases. For instance, Central Bureau of Statistics (BPS), South Sulawesi Province, noted that tourist visit to South Sulawesi Province throughout December 2015, decreased by 13.79 per cent from the previous month – from 1,465 people into 1,263 thousand people. Head of South Sulawesi Province BPS, Nursam Salam, stated that five largest state visiting Indonesia through the entrance of Makassar in December last year include Malaysia, Singapore, United States, China and France. The number of tourists from these five countries is 1,105 people or about 87, 49 per cent of the total foreign tourists entered through Makassar entrance (http://makassar.radiosmartfm.com/).

Since the Dutch colonial era, Indonesia has had three main tourist destinations, i.e. Bali, Toba, and Toraja. Due to the financial crisis in 1998, the number of tourists in the three destinations has decreased but then followed by an increase. However, Toraja remains behind Bali and Toba. One of the reasons is the geography factor, i.e. quite far to reach, and increasingly short visit time of foreign tourists to Toraja, especially from European tourists. The foreign tourists visit Toraja from Makassar by land, taking about 8 to 9 hours drive (320 km), either using a rented minibus or regular

intercity bus. Nevertheless, for the increasingly shorter foreign tourists' visits to Indonesia, they prefer other tourist destinations, such as Yogyakarta, Lombok, and Wakatobi Islands (Gatranews, April 23, 2014).

Lokot Ahmad Enda, the Secretary-General of Tourism Destination Development, Ministry of Tourism and Creative Economy (Kemenparekraf, in Gatranews, April 2014), said that Toraja has only been known for its cultural tourism with funeral ceremony, material culture – for example, indigenous cemetery and Toraja traditional house (Tongkonan) – that's why Toraja government conducts a promotional tour with a focus on the cultural tradition of Toraja. In addition, the tour packages arranged and offered by Tour and Travel Bureau in South Sulawesi still offer tourist attraction as the main attraction in promotional activities, such as Lemo (new cemetery on the cliffs), Kete-Kesu (Tongkonan house settlement), Londa (a cave for storing coffins), Sangalla (Tongkonan home settlement, and Sa'dan to Barana (central weave).

Solutions done by the government of South Sulawesi Province is constructing new airports, replacing the old airport located on a hill which depends on the weather, and the foreign tourists visit, especially foreign tourists, can be improved. The 2,500 meters-long new airport located in Buntu Kunyi, Mengkendek District, Tana Toraja Regency, will be able to accommodate large aircraft, such as Boeing. It is estimated that the end of 2015 will complete the development of IDR 400 billion-worth Toraja airport. Therefore, Toraja travel transport lines can be opened directly to Bali, Hong Kong, Singapore or other international airports, and the level of tourist visits might return to 170 thousand visits per year. Besides air travel, land travel is also improved. The previously one-lane road infrastructure is made into two-lane roads with separators. That 25-meter

wide provincial roads are built across Makassar to Pare Pare – which is approximately 100 kilometres - are entirely concrete. The rest, from Parepare to Tana Toraja, is included two-lane district roads for the two-way vehicle (www.torajaparadise.com/).

A survey supported the NGO Swisscontact in August 2014 declares that travellers choose nature as the biggest attraction of Toraja. The funeral procession which has always been the appeal in the promotion is not the primary purpose. According to tourists' preference, they like the nature of Toraja more, which is still considered pristine, such as the scenery of paddy fields, coffee and clove plantations, and the daily life of Toraja people as farmers. The tourists travelled to Toraja do not only wish to watch Rambu Solo, but also to explore the paddy fields, planting paddy, trekking to the coffee plantations or picking coffee, cloves, feeding livestock (buffaloes and pigs), and enjoying local drink, such as sweet palm wine and coffee and traditional food (www.torajaparadise.com/).

Referring to the survey, one of the elements of the agricultural sector, which is not optimally managed, is cultural-based agrotourism. The concept of agrotourism is tourism activity involving the use of agricultural land or facilities related to the main attraction for tourists. The potential of agrotourism is fairly perspective. Apart from being one of the most significant economic growth, it is also likely able to be the growth driver of other construction sectors, such as plantation, agriculture, trade, industry and others. Agrotourism potential is addressed from the natural beauty of agriculture and production in the agricultural, which is entirely developed in Toraja. Cultural-based agrotourism is a series of tourist activities that utilize the agrarian potential as a tourist attraction, be it the agricultural area scenery, its uniqueness, diversity of production activities and agricultural technology, and culture of Toraja people (farmers). Agrotourism activities are aimed to broaden the knowledge, recreational experiences and business relationships in agriculture, including food crops, plantation, fishery and livestock. Also, what included in agro-tourism is agricultural and forest resources that can be explored as a potential cultural-based agrotourism destination. If properly organized and seriously handled, the mixture of the natural beauty, village people's lives and agricultural potentials can be developed into a tourist attraction.

In the area of Toraja (Toraja Regency and North Toraja), cultural-based agrotourism attraction remains undeveloped, despite its considerable agrotourism potentials, because the activities are supported by cultural values (wisdom) applied in everyday life of the Toraja people - for instance, the events in paddy fields, coffee and clove plantations, and buffalo ranch.

The development of cultural-based agrotourism in Toraja does not only focus on natural tourism (beautiful panorama of paddy fields, Tongkonan houses, coffee and clove plantations) but is also associated with cultural values of Toraja, such as the tradition of planting and harvesting rice, picking coffee beans, coffee-drinking culture, providing Toraja cuisine, etc.). Tourists can enjoy the daily activities of

the Toraja people as farmers in remote areas by tour-tracking (Hasyim et al, 2019).

Efforts to develop cultural-based agrotourism in Toraja which utilize the agricultural potential and involve villagers can be community empowerment, in line with tourism-based community empowerment. Community empowerment in question is agrotourism that might include the role and aspirations of Toraja people alongside the utilization of the potentials of its natural and human resources.

2. Research Problems

The questions of the problems proposed in this research are: How is the perception of foreign tourists towards tourist attractions in Toraja? Does cultural-based agrotourism have the potential to be developed, and what are the variants and attractions in Toraja? How is the development model of cultural-based agrotourism in Toraja?

The development of cultural-based tourism in Toraja has the purpose to explore the agricultural and cultural potentials of agrotourism, to construct a development model for cultural-based agrotourism, to provide knowledge on agrotourism as one of the alternatives, and to foster the community in realizing the tourism synergy using agriculture that can result in the growth of social, economy and organizations of the city.

Meanwhile, the benefits to be achieved by the development of cultural-based agrotourism are: to be suggestions for the government on various activities in the planning and development of agrotourism; a media to broaden the insight of the community, employers and the government on multiple types and forms of agro-tourism; an attempt to synergize the agriculture, tourism and culture (values of local wisdom).

The research on the development of cultural-based agrotourism is a way of finding a solution in improving the activities of the tourism sector in Toraja which keeps declining (since 1998) in terms of tourist number, mainly foreign tourists giving impacts on economic activities in Toraja, such as hotel and restaurant business.

The finding targets reached are implementing a management model for agrotourism by connecting Toraja culture, so that the tourists do enjoy not only the cultural traditions (funeral) but also the nature tourism and agrotourism.

3. Literature Review

3.1 Agrotourism

As an agricultural country, Indonesia has diverse natural resources and biodiversity, and if they are appropriately managed, they will be able to become a mainstay of the national economy. Agro-climatic condition in Indonesian territory is highly suitable for the development of tropical commodities and some of the sub-tropical altitude, from zero to thousands of meters above sea level. Agricultural products, including food crops, horticulture, plantation, forestry,

animal husbandry and fishery with high diversity and uniqueness, strengthened by the highly diverse culture, have a strong attraction as agrotourism. All of which has a great chance to be a mainstay in the Indonesian economy.

In the last decade, tourism development in Indonesia and foreign countries shows a tendency to increase. The consumption of services in the form of tourist commodities for people in developed countries and Indonesia has become a necessity as a result of rising incomes, aspirations and welfare. Preference and motivation of tourists develop dynamically. The tendency for the necessity fulfilment, i.e. enjoying specific objects such as fresh air, beautiful scenery, traditional product processing, modern and distinct agricultural products, demonstrates a rapid increase.

This tendency is a signal of the high demand for agro-tourism and opens up opportunities for the development of agribusiness products, either in the region or farm products having a specific attraction. Agro Tourism is one of the businesses in agriculture with an emphasis on selling services to consumers. These services can be in the form of beauty, comfort, peace and education. The development of agrotourism business requires excellent management between the sub-systems, namely the tourism availability of facilities and infrastructure, the object being sold, as well as sale and services (www.panduan-bisnis-internet.com/).

Agrotourism is part of the tourist attraction utilizing agriculture as a tourist attraction. Agrotourism is tourism activities which are used lately by the travel business to increase tourist visits in some areas of agrotourism destinations. Tirtawinata et al. (1996) propose that ecotourism or agricultural tourism was underestimated initially, but now there are people paying attention to it. Many countries in Western Europe, America, and Australia are competing for their agrotourism market. And Indonesia does not want to miss the opportunity. Moreover, Indonesia is an agricultural country with massive potential for the development of agro-tourism.

The definition of agrotourism in the Joint Decree of the Minister of Agriculture and Minister of Tourism, Post and Telecommunication No. 204/ KPTS/ 30 HK/ 050/ 4/1989 and No. KM. 47/ PW.DOW/ MPPT/ 89 on Coordination of Development of Agro Tourism, is defined "as a form of tourism activities that utilize agro-business as a tourist attraction to expand knowledge, travel, recreation and business relationships in the agriculture".

Agrotourism, in Indonesian dictionary, Purwodarminto (1999), is defined as tourism of which goal is agriculture (plantation, forestry, etc.). Agro activities have a definition as agricultural effort in a broad sense, i.e. agrarian commodities, including food crops, horticulture, plantation, forestry, animal husbandry and fishery. Thereby, the understanding of agrotourism is tourism utilizing agricultural objects.

1. In general, the scope and potential of agro-tourism can be developed as follows:
2. Plantation. The plantation business activities include crops and other plants, managed by either private, national or

foreign large farms. Various activities of plantation attraction plantation may be in the form of pre-production (nursery), production, and post-production (processing and marketing). The appeals of the estate as a tourist resource are:

3. The historical attraction of plantations that have been cultivated for a long time;
4. Several farms located in the mountainous areas give beautiful scenery and fresh air;
5. Traditional ways in cropping patterns, maintenance, management and processes, and the development of existing management technique.
6. Crops and horticultural plants. The scope of crops tourism activities includes rice, pulses, and horticultural business, i.e. flowers, fruits, vegetables, and herbs. Various activity processes, ranging from pre-harvesting, post-harvesting like the processing activity until marketing activities can be agrotourism object.
7. Fishery. The scope of fishery tourist activities may include aquaculture activities and post-harvest process. The appeal of the fishing as a tourist resource includes traditional pattern in fishing and other activities such as fishing.
8. Livestock. The attractiveness of the livestock sector as tourism resource includes farming pattern, conventional ways of farming, ranching and aquaculture. (Tirtawinata, 1996).
9. Forestry. In some literature about the nature of ecotourism, forestry tourism object is included in the group of ecotourism, which is essentially a form of the tourism experience.

3.2 Cultural-based Agrotourism

Agrotourism-based culture is one type of agrotourism activities, with emphasis on the cultural aspects of the community in doing their daily work as a farmer. Agrotourism-based culture is not focused on agricultural commodities as a tourist attraction, but on artistic activity in managing products in agriculture, for example, Toraja as a coffee producer. Agrotourism focused here is that in addition to enjoying scenery or panorama of coffee plantations on mountains, the tourists can also enjoy coffee from Toraja. Besides, the tourists can obtain knowledge of the culture to manage the coffee, such as how to pick coffee beans. They can get involved in activities of picking coffee beans.

3.3 The area of Toraja

Toraja is the regency in South Sulawesi Province with its capital in Makale. Before the expansion, the regency has an area of 3,203 km² and a population of 221,081 (2010). The Toraja tribe inhabits the mountainous region and maintains a unique lifestyle and still shows the original Austronesian lifestyle and the culture similar to Nias. This area is one of the tourist attractions in South Sulawesi. Based on Law No. 28 of 2008, the northern part of the regency is expanded into North Toraja Regency with Rantepao as its capital. Most of the Toraja people live as farmers. The superior commodities of Toraja are paddy, vegetables, coffee, clove, chocolate and vanilla.

The economy of Toraja regency is driven by six traditional markets with the rotation system every six days. These six markets are Makale, Rantepao, Ge' tengan, Sangalla, Rembon and Salubarani.

Toraja regency is one tourist attraction Indonesia, inhabited by Toraja Tribe in mountainous areas. They maintain a unique lifestyle and still show the original Austronesian lifestyle and a culture similar to Nias. This region is one of the tourist attractions in South Sulawesi. Several tourist attractions that have always been tourist visits are: (1) Buntu Kalando.

Tongkonan/the house of Puang Sangalla (King Sangalla). It is a resting place of Puang Sangala and a palace for governing Sangalla Kingdom at that time. Tongkonan Buntu Kalando is titled "tando tananan langi' lantangna Kaero tongkonan layuk". Currently, Tongkonan Buntu Kalando is used as a Museum for placing prehistoric objects and relics of Sangalla Kingdom. (2) Pallawa. Tongkonan Pallawa is one of tongkonan or traditional houses which is very attractive and located among bamboo trees on the hilltop. The tongkonan was decorated with many buffalo horns attached at the front part of the traditional house. It is located about 12 km to the north of Rantepao. (3) Londa. Londa is steep rocks at the special graveside of Tana Toraja. One of which is located on a high place from the hill in front of the cave. Inside the cave, the coffins are arranged according to the family line. On another hillside, it is left open before the green field. This place is located about 5 km to the south of Rantepao. (4) Kete Kesu. The enchanting objects in this village are Tongkonan, granary and the surrounding boulders. About 100 meters behind the settlement, there are cliffs with hanging cemetery and tau-tau in a fenced stone building. Tau-tau shows the appearance of its owners. This village is also known for carving skills of its inhabitants, and it is a great place to shop for souvenirs. It is located about 4 km from to southeast of Rantepao. (5) Tumonga Stone. In this area, you can find about 56 menhir stones in a loop with four trees in the centre. Most menhir stones stand about 2-3 meters. From this place, you can see the beauty of Rantepao and its surrounding valley. It is located in Sesean with a height of 1300 meters above sea level. (6) Lemo. The place is often referred to as the home of the spirits. In Lemo cemetery, we can see the bodies stored in the open air, in the centre of steep rocks. The cemetery is a mixture of death, art and ritual. At certain times, people will change the clothes of these bodies during Ma'Nene ceremony.

3.4 Pangopango, natural tourism and agrotourism

Toraja develops environmental-based tourism. These innovations mark the Pangopango area as a natural and agrotourism object. Pangopango is located on the border of Sapan District and To'sapaan, South Makale District, or approximately seven kilometres away from Makale City, the capital city of Tana Toraja. Pangopango also is in the centre of several districts' borders. In the north, it is bordered by Makale City, east by Mengkendek District, west by Bongkokaradeng District, and south by Ganasil District.

Pangopango is an area of tropical rain forest which is very potential to be developed as a natural tourist attraction. The natural air coolness is felt once entering the field of Pangopango. Either side of the roads is filled with various species of beautiful forest plants. Along the way, the visitors can see the natural panorama with towering blue mountains on the background. On Pangopango's peak with a height of approximately 1,100 meters above sea level, the visitors can see a variety of natural panoramic beauty. Rice fields, limestone hills, and towering blue mountains are smothered by fog in the view. Whenever the weather is sunny, the face of the whole city of Makale and $\frac{3}{4}$ of Rantepao City, the capital of North Toraja is seen clearly from the Pangopango's peak. To develop Pangopango's potential as an environmental-based tourist attraction; the regency government of Tana Toraja keeps structuring themselves. Currently, access roads leading up to Pangopango tourist areas are being built.

In addition to the potential of becoming a natural tourist attraction, Pangopango also has potential as a regional agrotourism. Around Pangopango, there are everlasting springs. The water source is used for drinking and agriculture by the local community, supported by fertile land. Agricultural and plantation outcome of the local community has never been contaminated to date, as they use pesticides and non-organic fertilizers. The processing of agricultural and plantation still uses the traditional method as well. Tana Toraja Local Government plans to make Pangopango as an agrotourism area. Every visitor who visits Tana Toraja can immediately enjoy the agricultural and plantation products by picking them straight from the gardens of the community. In fact, in the area surrounding Pangopango will serve as a pilot area of vines, tamarillo, and carrots.

3.5 The Development of Coffee Agrotourism in North Toraja

Forestry and Plantation Service of North Toraja Regency utilize coffee plantations of ± 4 ha belonging to the community as agrotourism areas. It is located in the valley of To'rea, Tikala District, the coffee plantations are being managed by North Toraja Forestry and Plantation Service, owned by Pa'pakuan Coffee Farmer Group which is being built as an object of Toraja Arabica Coffee agrotourism and receives funding from the Ministry of Rural Development (PDT) by 0.5 billion Rupiahs. Technically, several gazebos and walkways will be built, as a place for visitors to enjoy coffee made directly from plantation while enjoying the beautiful scenery in front of Mount Sesean and typical rural view, terraced fields, in the region of Landorundun.

The visitor target in agrotourism area in the future is local and foreign tourists, and it positively will contribute to the local community. Besides, Toraja Arabica coffee is a superior product of North Toraja Regency, he said. Coffee plantation of To'rea agrotourism can be reached by two-wheeled and four-wheeled vehicles with good road condition, with the travel time approximately 1 hour from Rantepao City.

Place table titles above the tables.

4. Research Methods

Research is a scientific activity to solve the problem. That is why the steps to be taken should be relevant to the issues formulated. Some of the aspects of research methods are research methods, site and time, sampling technique, variables, types and sources of data, data collection technique and data analysis.

The research employed a descriptive research type. The present study did not always require a hypothesis (Kusmaryadi and Sugiyarto, 2000). Furthermore, according to Arikunto (1990), it is emphasized that detailed research is not aimed to test a specific hypothesis, but only to describe the 'truth' of variables, symptoms or circumstances, and it does not require any administration or control over treatment.

Concerning the expansion of Toraja into two regencies, the research was carried out in two regencies; Tanah Toraja and North Toraja. These two regencies are tourist attractions, although when viewed in terms of tourism mapping, the travel destinations (tourist attractions) are mostly found in North Toraja. The research would be conducted from August to December 2016. The study was conducted in Tana Toraja and North Toraja. These regencies are making tourism as a significant potential in increasing economic activity.

The sampling technique in the opinion of Nawawi (2001), is a method to determine the number of samples following sample measurement to be made into the actual data source, by paying attention to properties and distribution of population to obtain representative samples, which is genuinely representing the population. Agrotourism areas were being designed in the two regencies. First, the natural attraction of Pango-Pango which was being managed as agrotourism, located in Tana Toraja Regency; and other coffee plantations in Lembang Tore, North Toraja Regency. In this research, the sampling was done by random sampling, by selecting respondents from local people and visitors of tourist attractions, both domestic and foreign visitors. Besides, the respondents were selected from the department of tourism and culture, the tour and travel agents that serve foreign tourists in Toraja.

5. Results

5.1 Tour Toraja Package

The data collection results of a tour package, offered by tour & travel agents to foreign tourists are: Bugis Toraja Tour Package (7 Days), Toraja Tour Package (4 days), Toraja Tour Package (3 days), and Toraja Tour Packages (5 days). Based on interviews with guides working in the travel, the tour packages mostly ordered is Toraja tour Package for four days.

The Toraja tourist attraction being offered for two days in Toraja are: Day one: Lemo (cemetery object), Kambira (infant cemetery object), Londa (cemetery object), Kete Kesu (Tongkonan Object and Cemetery and Siguntu (Tongkonan Object); day two: Pallawa (Tongkonan Object), Sa'dan To

Bara (Weave and Tonglonan), Bori (Cemetery and Menhir), Naggala (Tongkonan) and Rantepao (souvenir business centre).

The travel route for four days Toraja Tour is: (1) Day One: Makassar – Toraja. Travel by car (bus) from Makassar/ Airport to Toraja via Pare-pare. (2) Day Two: Touring Lemo (cemetery object), Kambira (infant cemetery object), Londa (cemetery object), Kete Kesu (Tongkonan Object and Cemetery and Siguntu (Tongkonan Object). (3) Day three: Touring

Pallawa (Tongkonan Object), Sa'dan To Bara (Weave and Tonglonan), Bori (Cemetery and Menhir), Naggala (Tongkonan) and Rantepao (souvenir business centre). (4) Day four: Toraja – Makassar. A trip back to Makassar / airport via the same route (Pare-pare)

From the results of data collection with interviews and literature data (brochure), the majority of tourist attractions offered is only two, namely cemetery and traditional house of Toraja, Tongkonan.

5.2 The Results of Foreign Tourist Questionnaires Respondents

Next is to explore the prospects of cultural-based agrotourism, as a variant of tourist attractions based on foreign tourist perspective in Toraja. Therefore, this research data are derived from questionnaires distributed to foreign tourist respondents (European tourists). The respondents interviewed are 42 people, including France (32 people), Nederland (3), Germany (2), Italy (1), Spain (2), Belgium (2).

From the questionnaires and interviews, the results found in the foreign tourists' perspective are: (1) Foreign tourists are highly satisfied with tour activity on day one. The object visited is cemetery and Tongkonan house. (2) Foreign tourists are struck with boredom when entering day two, with similar objects: Cemetery and Tongkonan. (3) International tourists want variants of tourist attraction. (4) Options of tourist attractions based on tourism perspective are natural tourism and agrotourism. (5) Foreign tourists want cultural-based agrotourism, such as coffee, cocoa and clove plantations, rice fields and natural tourism.

5.3 The Development Model of Cultural-based Agrotourism in Toraja

From the results of research on tour package offered by travel agents, foreign tourists' perspective of the attractions in Toraja, a model of tourism is then developed in Toraja, i.e. a mixture of traditional culture attractions (Traditional Cemetery and Tongkonan) and natural tourism and agrotourism: (1). Traditional Culture as Main Object Attractions. Traditional culture, consisting of the cemetery and traditional houses, Tongkonan is the leading tourism in the Toraja region, and tourism of this traditional culture becomes the selling value to foreign tourists. Toraja area is famous in the world for its tradition cultural tourism. Problems found in tourism activity in Toraja is the lack of

object variant, which only includes Tongkonan house and cemetery, based on foreign tourists perspectives in questionnaires' answers. They want agrotourism and natural tourism as a variant. (2). Agrotourism and natural tourism variants of attraction. To anticipate the boredom of the tourists and improve services to make them want to revisit Toraja, what's important is to provide object variants, i.e. natural tourism and cultural-based agrotourism. Agrotourism objects with the potential to be developed are natural tourism and agrotourism in Pago-Pago, Makale, and coffee plantations in To'reang in North Toraja. Besides, the moving object for tourists is enjoying Toraja coffee that has not been appropriately managed.

Natural Tourism and Agrotourism in PangoPango

Pango-Pango is a natural tourist place in Highland. Therefore, there are many people, and the surrounding community call it as 'a nation above the clouds'. It is because Pango-Pango, which is a forest is located on the mountain top, where mount altitude reaches 1600 - 1700 Masl. Pango-Pango is a tourist attraction that combines the two elements of the tourist attractions: natural tourism and agrotourism. Pango-Pango natural tourism is located about 7 Km from Makale City, Tana Toraja Regency, South Sulawesi Province, Indonesia.

Pango-Pango is also an agrotourism attraction. In such an area, there are plant nursery activities, planting process, picking fruits and vegetable activities. The superior product in Pango-Pango is processed coffee to be sold later, and it is known as Toraja Coffee. The government has built the facility to support the tourists' convenience, including Gazebo to sit around and enjoy the coolness of the surrounding nature.

5.4 Agrotourism, Coffee Plantation in North Toraja

The area of Lembang To're in North Toraja Regency is coffee plantations of \pm 4 ha which can be used as agrotourism area. The coffee plantations are being managed by North Toraja Forestry and Plantation Service, owned by Pa'pakuan Coffee Farmer Group which is being built as an object of Toraja Arabica Coffee agrotourism and receives funding from the Ministry of Rural Development (PDT) by 0.5 billion Rupiahs. Technically, several gazebos and walkways will be built, as a place for visitors to enjoy coffee made directly from plantation while enjoying the beautiful scenery in front of Mount Sesean, typical rural view, and terraced fields, in the region of Landorundun.

5.5 Tourism Development Model: Combination of Traditional Culture and Agrotourism

To increase the number of foreign tourists, the tourism development model is needed in Toraja, including the combination of traditional culture and agrotourism. Based on the current tourism condition in the Toraja today, the famous cultural attraction is not enough to be introduced and visited by tourists. The alternative solution is to add another tourist attraction as object variant, namely natural tourism and

agrotourism, where both Tana Toraja and North Toraja have the potential for the development of agro-tourism.

Thereby, the Toraja tour packages (sold) by the government and the travel agents to foreign tourists are to create Varin Tour Package with a mixture of traditional culture tourism, agrotourism and natural tourism. Meanwhile, cultural-based agrotourism that can be developed is traditional culture tourism by arranging tour packages: offering regular culture tourist attraction, Tongkonan house, natural tourism and agrotourism. Therefore, tour programs to be prepared and offered are: Tour of traditional culture and Tongkonan cemetery, natural tourism and agrotourism, tour-tracking (walking) to agrotourism area, for example Pango-Pango and To'rean, tour to visit the coffee shops to enjoy Toraja coffee; tour to visit coffee, cocoa and coffee plantations; trip to plant paddy in mountainous paddy fields; and traditional music tour.

6. Conclusions

The results of this writing show that agrotourism has the potential to be developed in Toraja as a world's tourism, in addition to traditional culture tourism known so far. Based on the foreign tourists' perspective on Toraja tourism, agrotourism development is an object variant that complements the traditional culture travel (cemetery and Tongkonan house) as a significant tourist attraction. Even if agrotourism is an attraction complementing traditional culture, it also has the potential in tourism development at Toraja and can change foreign tourists' opinion that Toraja is known as traditional culture tourism. Therefore, roles of the local government of Tana Toraja and North Toraja are essential in developing and designing agrotourism models as the attraction variant that might attract more foreign tourists to visit Toraja and promote agrotourism and travel sectors.

References

- [1] Dedeh Ismayanti, Nani Suwarni, Rahma Kurnia Sri Utami. 2014. Pengembangan Agrowisata Balai Benih Induk Hortikultura Kec Amatan Pekalongan Kabupaten Lampung Timur. *Jurnal Pendidikan Geografi*, Vol 2 (7).
- [2] Gunn, C.A., 1997. *Vacationscape: Developing Tourist Area*. United States of America: Taylor & Francis.
- [3] Halida, Septamia. 2006. *Perencanaan Lanskap Bagi Pengembangan Agrowisata di Desa-Desa Pusat Pertumbuhan Kawasan Agropolitan Cianjur*. Bogor: Program Studi Arsitektur Lanskap, Fakultas Pertanian, Institut Pertanian Bogor.
- [4] Hasyim, Muhammad, Akhmar, Andi Muhammad, Wahyuddin & Kuswarini, Prasuri. 2019. Foreign Tourists' Perceptions of Toraja as a Cultural Site in South Sulawesi, Indonesia. *African Journal of Hospitality, Tourism and Leisure*. Volume 8 (3), 1-13.
- [5] I Gde Pitana & I Ketut Surya Diarta. 2009. *Pengantar Ilmu Pariwisata*. Yogyakarta : Andi Publishing.
- [6] I Ketut Sumantra, Anik Yuesti, A.A Ketut Sudiana. 2015. Pengembangan Model Agrowisata Salak Berbasis Masyarakat Di Desa Sibetan. *Jurnal Bakti Saraswati*. Vol 4 (2).

- [7] Judhite. 1998. "Tesis". Dampak krisis moneter terhadap kepariwisataan Bali. Surabaya: Petra Christian University.
- [8] Lobo, R.E., Goldman G.E. and others. 1999. Agricultural Tourism: Agritourism Benefits Agriculture in San Diego County, California Agriculture. California: University of California.
- [9] Oka A. Yoeti. 1996. Pengantar Ilmu Pariwisata. Bandung: Angkasa
- [10] Oka A. Yoeti. 2003. Tours and Travel Marketing. Pradnya Paramita. Jakarta
- [11] Oka A. Yoeti. 2002. Perencanaan Strategis Pemasaran Daerah Tujuan Wisata. Jakarta: Pradnya Paramita
- [12] Manurung, Hendarso. 2005. Metode Penelitian. Jakarta; Diktat
- [13] Murdaningsih dan Nurdiana, Nia. 2009. Kajian Potensi Pengembangan Agrowisata Kawasan Gunung Salak Endah. Jurnal Buana Sains: Vol 9 (1), 31-45.
- [14] Poerwadarminta, W.J.S. 1999. Kamus Bahasa Indonesia. Balai Pustaka; Jakarta
- [15] Rangkuti, Freddy. 2009. Analisis SWOT Teknik Membedah Kasus Bisnis. Jakarta : Gramedia Pustaka Utama.
- [16] Singarimbun, Masri., Efendi, Sofian. 1989. Metode Penelitian Survei. Jakarta : LP3ES
- [17] Smith, Stephen L. J. 1989. Tourism Analysis: A Handbook. England: Longman Scientific and Technical.
- [18] Suyitno. 2001. Perencanaan Wisata, Tour Planning. Yogyakarta: Kanisius
- [19] Subowo. 2002. Agrowisata Meningkatkan Pendapatan Petani.
- [20] Tirtawinata, Reza., dkk. 1996. Daya Tarik dan Pengelolaan Agrowisata. Jakarta: Penebar Swadaya.
- [21] <http://database.deptan.go.id/agrowisata>
- [22] http://www.panduan-bisnis-internet.com/bisnis/agro_bisnis.html
- [23] http://www.torajaparadise.com/2015/09/transformasi-toraja-memulihkan-pamornya_15.html
- [24] Pemerintah Kabupaten Tana Toraja: www.tanatorajakab.go.id/
- [25] Pemerintah Kabupaten Toraja Utara: www.torajautarakab.go.id/

Author Profile



Hasyim, Muhammad has got his master degree in communication science in 2006 and PhD of the linguistics program in Hasanuddin University, Indonesia. He focused on the semiotic and media research with semiotic approach and France language teaching at Hasanuddin University. Now, he works as a lecturer in Faculty of Cultural Sciences Hasanuddin University, Indonesia