



The Power of Heritage and Agricultural Attractions in Driving the Development of Agri-Tage Tourism Destination

*Iransy Windhyastiti

Faculty of Economics and Business, Universitas Merdeka Malang, Indonesia

rany_unmermlg@yahoo.co.id

Umu Khouroh

Faculty of Economics and Business, Universitas Merdeka Malang, Indonesia

umu.khouroh@unmer.ac.id

Sri Wahyu Lelly Hana Setyanti

Faculty of Economics and Business, Universitas Jember, Indonesia

lelyhana@gmail.com

Syarif Hidayatullah

Faculty of Economics and Business, Universitas Merdeka Malang, Indonesia

syarif.hidayatullah@unmer.ac.id

Abdul Waris

Business Administration Department, Politeknik Negeri Malang, Indonesia

waris_sip@yahoo.com

Christina Sri Ratnaningsih

Faculty of Economics and Business, Universitas Merdeka Malang, Indonesia

cristina.sri@unmer.ac.id

*Corresponding Author: rany_unmermlg@yahoo.co.id

Abstract:

This research was conducted in a tourist area that combines agricultural and heritage (agri-tage) tourism. This study aims to: 1) analyze the influence of tourist attractions on the development of tourism destination, 2) analyze the influence of tourism support facilities on the development of tourism destination, 3) analyze the influence of image and promotion on the development of tourism destination, 4) analyze the influence of the role of government on the development of tourism destination, and 5) analyze the influence of community engagement on the development of tourism destination. Sekaran Hamlet, Sekarpuro Village, Malang Regency offers cultural tourism potential, namely ancient sites (pre-Majapahit sacred buildings) and agricultural panoramas. The population was a rural community, and the sample size was 373 respondents. The data were analyzed using multiple regression. The result shows: 1) Tourist attractions have a significant effect on the development of tourism destination, 2) Tourism support facilities don't have a significant effect on the development of tourism destination, 3) Image and promotion have a significant effect on the development of tourism destination, 4) The role of government has a significant effect on the development of tourism destination, and 5) Community engagement on the development of tourism destination. Heritage and agricultural attractions have a dominant influence on tourism development, as most respondents considered the Sekaran Site and its history to be the primary draw for tourists. Furthermore, the natural scenery, including expansive rice fields and agricultural activities, directly accessible to tourists, creates a very different atmosphere from many other tourist destinations that prioritize modern entertainment. These factors offer a more in-depth experience and foster educational aspects and awareness of the importance of sustainability. Supporting tourism facilities are not as influential as cultural and agricultural attractions in the development of tourism destination in Sekarpuro Village. This can be explained because educational tourism based on culture and agriculture prioritizes direct experience and interaction with nature and local culture and does not rely entirely on physical facilities such as parking or restaurants. While adequate facilities are still necessary, the primary appeal of this tourism lies in the educational experiences offered by the Sekaran Site and the surrounding agricultural areas.

Keywords: Community Engagement, Government Role, Heritage and Agriculture Attraction, Image and Promotion, Tourism

1. Introduction

Sekarpuro Village is located in Pakis District, Malang Regency with an area of 200 Ha divided into 7 hamlets with a population of 11,961 people (Pemdes 2022). Several hamlets in this village have agricultural advantages and one of the hamlets, Sekaran Hamlet, has an ancient site discovered in the Malang - Pandaan Toll Road construction project in November 2018. The results of the BPCB (Cultural Heritage Preservation Agency) excavation show that this site is a pre-Majapahit sacred building. By relying on agricultural potential (where 30% of the Village Treasury Land (TKD) has also been designated for tourism areas and managed by Bumdesa) and the ancient site, the Sekarpuro Village Government has begun to develop its area into a tourism area by building green houses, jogging tracks, photo spot bridges in agricultural areas and culinary centers around the site.

Unfortunately, not many people know about this tourist destination, and the lack of promotion also contributes to the under-utilization of tourist attractions in this area. Therefore, an innovative model based on cultural attractions related to the history of the ancient sites in Sekaran Hamlet is needed, expanding the reach of tourist access through smart branding of Edu-Agritourism, and increasing community involvement to enhance the creativity of the attractions offered, as well as promoting the combination of agricultural and heritage tourism areas in Sekaran Hamlet, Sekarpuro Village. A well-managed tourist destination can increase tourist appeal and have a positive economic impact on the area (Hall and Page 2014). A tourism system is a set of interconnected and integrated facilities (attractions, transportation, entertainment) (Clare A Gunn, Taylor, and Francis 1994). Destination marketing refers to the implementation of various activities aimed at positioning a tourist destination profitably, where destinations promote their offerings and seek to attract tourism based on the uniqueness of the destination through their brand image and identity (Avraham and Ketter 2017).

This tourism is expected to increase tourist attraction, which will have an impact on improving the economy, community welfare, and reducing unemployment. The value of physical attributes can also be linked to destination branding, where branding has also been proven to be needed to attract tourist visits to a tourist destination (Alvianna et al. 2022). The average income level of the Sekarpuro Village community is still below average, which is around Rp. 1.5-2 million, and the unemployment rate is 2,344 (20%). This unemployment rate is high compared to the TPT in Malang Regency, which is only 5.13% (BPS Kabupaten Malang 2023). In addition, it is hoped that the large number of tourists visiting Sekarpuro Village will encourage the government to immediately complete further excavations and restoration of the ancient sites, thereby further increasing tourist attraction and making Sekarpuro Village a national tourist destination. Therefore, this study aims to analyze the perceptions of the community around tourist locations regarding what aspects are needed for the development of tourist destinations

2. Literature Review

A well-managed tourist destination can increase tourist appeal and have a positive economic impact on the area (Hall and Page 2014). A tourism system is a set of interconnected and integrated facilities (attractions, transportation, entertainment) (Clare A Gunn et al. 1994). Destination marketing refers to the implementation of various activities aimed at positioning a tourist destination profitably, where destinations promote their offerings and seek to attract tourism based on the uniqueness of the destination through their brand image and identity (Avraham and Ketter 2017). Tourist attractions have exerted a magnetic attraction on people since classical times (Gunn 1988). This attraction encompasses not only the interests and preferences of visitors, but also the quality of the design, development, and operation of the attraction. Tourist attractions give meaning to the modern existence of a new leisure class (MacCannell 1999). Tourist attractions are an empirical relationship between tourists, sights, and "signifiers." This definition suggests that attractions must be consumed through tourism, but they can also exist without significant sights. Therefore, Leiper formulated a more general model, namely that tourist attractions are systems consisting of three elements: the tourist/human element, the core/central element, and the signifier element (Leiper 1990). Based on a survey of over 6,000 visitors to cultural attractions. The results provide strong support for both the general structure of the model and the idea that visitors are 'driven' to attractions by their motivations. Visitation was found to be strongly related to visitor motivations, attraction markers, the use of different media, and trip characteristics (Richards 2002)). Cultural heritage and local attractions are inextricably linked. Visitors and cultural tourists seek to discover and admire unique and extraordinary cultural forms, and local residents recognize the meaning and symbolic value of their heritage, which inspires pride and a sense of belonging. Furthermore, cultural tourism contributes to local economic conditions and resources to support the costs of maintaining and preserving cultural heritage (Cerisola and Panzera 2024).

Local cultural potential can be a tourism trademark, but the problems that occur in each local cultural tourism potential that is found are generally not managed systematically and are only managed sporadically by certain community groups so that for further development it is necessary to synergize with related fields and involve the government (Sholikhah et al. 2022). Related to cultural attractions, representation theory involves an understanding of how cultural meanings are formed and conveyed through various media and communication practices in society. This involves a coding process, where producers of representations select, edit, and package certain meanings in symbols and signs (Widayat, Syahputra, and Satiti 2022). One implementation of Stuart Hall's representation theory is how the Jember Fashion Carnival cultural event can then form, represent, and interact with cultural identity (Hall and University 1997). Related to the facility aspect, a study revealed that infrastructure mediates the relationship between trust in institutions and sustainable tourism and between trust in institutions and tourist satisfaction (Munir et al. 2025). Other research analyzes their importance and compliance with the current phase of tourism development in the destination (TALC). There is a significant correlation between TALC and number of arrivals, overnights, the current state of the infrastructure and facilities. Findings suggest growing demand and expectations regarding infrastructure and facilities in the examined destination can be related to a destination position in tourism development (Mandic, Mrnjavac, and Kordic 2018). Other research shows that there are 10 tourism facilities provided in the Asinan tourist village that provide comfort and show economic, socio-cultural and environmental sustainability efforts (Halawa and Listyorini 2025).

The value of physical attributes can also be linked to destination branding, where branding has also been proven to be needed to attract tourist visits to a tourist destination (Alvianna et al. 2022). Other study revealed that tourism promotion methods positively impact the city's image and visiting intentions. City image also mediates the relationship between tourism promotion methods and visiting intentions. Furthermore, tourism experience moderates the relationship between promotion methods and city image and between promotion methods and visiting intentions (Zhou, Ho, and Mieiro 2024). The power that produces something fantastic/extraordinary is coercive power. In this study, government power is also placed as a lever for the tourism industry, which is expected to mobilize all tourism industry stakeholders. The role of government in economic development includes aspects of planning, policy, regulation, and development of public facilities to support the tourism industry. Research in Kulonprogo shows the role of government in the field of tourism economic development, namely the development of tourism destination facilities, tourism marketing, tourism industry, and integrated related institutions as well as the establishment of regulations for 5 strategic tourism areas (KSPD) in Kulonprogo (Rahajeng 2017). This research is in line with research in Batu City where the progress of the tourism industry is inseparable from the role of the government, which when the tourism industry "slumped" used "power" to force investors to stay in Batu City and encouraged the opening of various tourist attractions (Windhyastiti and Diah 2016). Research in the Mediterranean region also shows that the active role of government is important in attracting and controlling investment demand in the tourism sector in developed countries in the Mediterranean (Kunst 2011). The government also has an interest in supporting tourism development such as foreign exchange earnings, contributions to government revenues, job creation and regional development stimulus (Jenkins 2020).

One of the other factors that contribute to the failure of tourism projects is the lack of community involvement (Nozomi Saito Lisa Ruhanen and Axelsen 2018). Tourism depends on the goodwill and cooperation of local communities (Murphy 1985) (Hidayatullah et al. 2022). Encouraging local communities to participate in tourism planning and management can improve sustainable local development (Esichaikul and Chansawang 2022). In the context of tourism, community empowerment is seen as one way to achieve sustainable tourism development (Li and Hunter 2015) (Boonmeerit 2017). Community empowerment is creating an atmosphere/climate that allows the community's potential to develop and play an active role in developing empowerment and tourism in a sustainable manner (Joo, Cho, and Woosnam 2019) (Adebayo and Butcher 2023). Based on the results of previous research, a hypothesis was formulated:

H1: Tourist attractions have a significant positive effect on the development of the Sekaran site tourism area

H2: Tourism support facilities have a significant positive effect on the development of the Sekaran site tourism area

H3: Image and promotion have a significant positive effect on the development of the Sekaran site tourism area

H4: The role of government has a significant positive effect on the development of the Sekaran site tourism area

H5: Community engagement has a significant positive effect on the development of the Sekaran site tourism area.

3. Method

The sampling used in this study was based on a sample size of at least 5–10 times the number of indicators (observed variables) (HAIR 2022). There were 31 indicators in this study. The number of respondents who received data was 379, but of the 379 who completed the questionnaire, 6 respondents provided incomplete data. Therefore, these 6 respondents were eliminated to ensure data validity. Ultimately, 373 respondents completed the questionnaire, and these were the ones used for analysis in the study. The population was a rural community, and the sample size was 373 respondents. The data were analyzed using multiple regression

Figure 1. Conceptual Framework

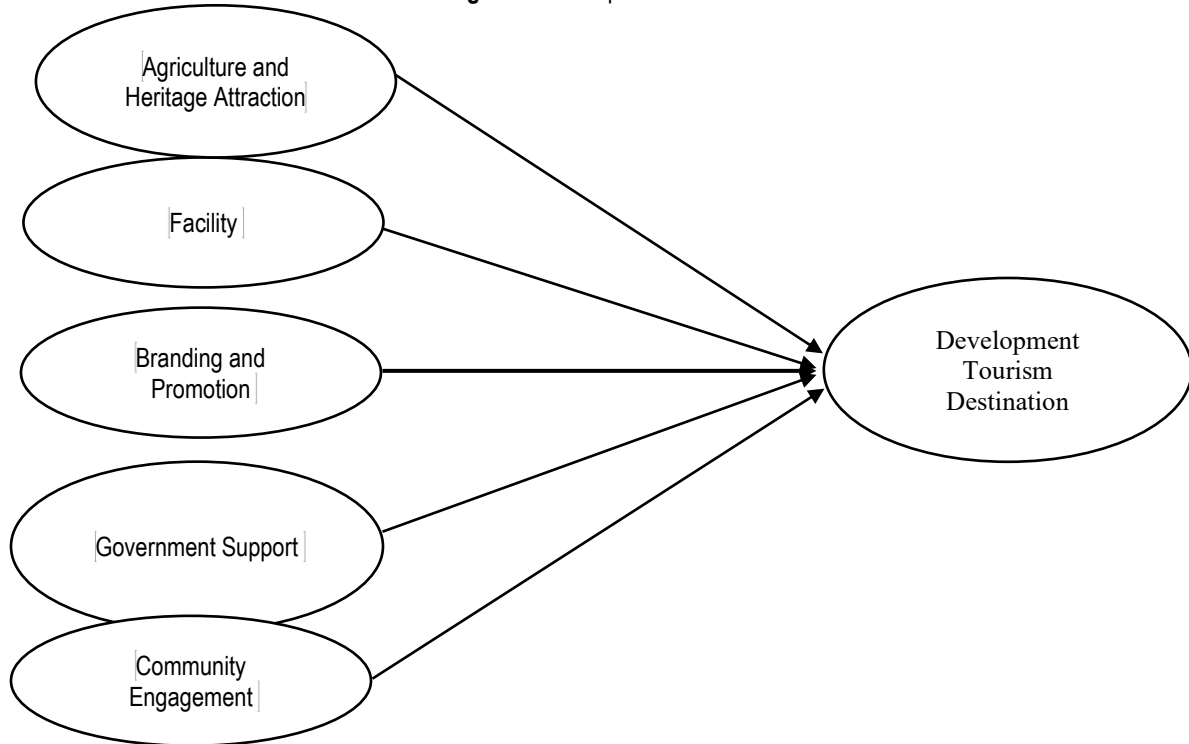


Table 1. Variable Indicator

Variable	Indicator
Agriculture and Heritage Attraction (Middleton, V.T.C., & Clarke 2001)	Sekaran Site History of Sekaran Site Local Culture view of rice fields/farms Agriculture education
Facility (Middleton, V.T.C., & Clarke 2001)	Culinary facilities Attractive photo spots Parking Road access. Toilets at the Sekaran Site are adequate. Supporting infrastructure
Branding and Promotion (Aaker 2009)	The identity and uniqueness. A catchy slogan Promotion by social media A digital brochure Accessible of Information
Government Support ((Rahajeng 2017) (Kunst 2011) (Jenkins 2020)	Support of development Support of regulations and policies Support of infrastructure Support of training programs. Supported of promotion
Community Engagement (Esichaikul and Chansawang 2022)	Actively involved in tourism activities Economics benefits for local community

	Manages the tourism area. Collaboration with tourism operators
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4. Findings and discussion

Tabel 2. Respondent Data

Information	Number	(%)
Gender		
Male	171	45,84
Female	202	54,16
Age		
< 20 years	39	10,46
21–40 years	140	37,53
41–60 years	168	45,04
< 61 years	26	6,97
Education		
Elementary School	61	16,35
Junior High School	62	16,62
Senior High School	159	42,63
Diploma	15	4,02
Bachelor	74	19,84
Postgraduate	2	0,54
Occupation		
Farmer	6	1,61
Civil Servant	6	1,61
Private Employee	88	23,59
Entrepreneur	101	27,08
Housewife	88	23,59
Other	84	22,52

Based on Table 2, the characteristics of some respondents 54.16% are female, aged 41-60 years are 45.04%, 42.63% education of respondents is senior high school and 27.08% the occupation of respondent is entrepreneur. The result of validity test, this can be proven that all statement items in each variable have an r-count greater than r-table (0.361) and have a significant value <0.05, this means all items used in the research instrument can be said to be valid, meaning that the statements proposed can be used to measure the variables studied. Based on the results of the reliability test obtained, it can be seen that cultural and agricultural attractions, tourism support facilities, image and promotion, government roles and support, community involvement and the development of agricultural and cultural educational tourism have a Cronbach's Alpha value > 0.60, it indicates that the answers to the questions are reliable.

Tabel 3. Data Analysis

Variable	Information	Regression Coefficient	β	t_{hitung}	Sig	Conclusion
X ₁	Agriculture and Heritage Attraction	0,472	0,467	10,037	0,000	Significant
X ₂	Facility	0,003	0,005	0,094	0,925	Not significant

X ₃	Branding and Promotion	-0,106	-0,136	-2,061	0,040	Significant
X ₄	Government Support	0,224	0,278	4,528	0,000	Significant
X ₅	Community Engagement	0,136	0,130	2,268	0,024	Significant
Konstanta		6,730				
Adjusted R Square		0,370				
F _{hitung}		44,623				
Sig. F		0,000				
N		373				
t _{tabel}		1,960				
f _{tabel}		2,21				
Nilai α		0,05				
Y		Development Tourism Destination				

Based on Table 3, the result of hypothesis test: 1) Cultural and agricultural attractions have a positive and significant influence on the development of tourism destination, 2) Supporting tourism facilities have a positive but insignificant influence on the development of tourism destination, 3) Image and promotion have a negative but significant influence on the development of tourism destination, 4) Government role and support have a positive and significant influence on the development of tourism destination, 5) Community involvement has a positive and significant influence on the development of tourism destination, 6) Cultural and agricultural attractions have the most dominant influence on the development of tourism destination compared to media and academics, tourism supporting facilities, image and promotion, government role and support, and community involvement.

The Influence of Cultural and Agricultural Attractions on the Development of Tourism Destination

Cultural and agricultural attractions have a positive and significant influence on the development of tourism destination. These results are inseparable from the cultural and agricultural attractions, which possess several important elements, such as the Sekaran Site, history, local cultural attractions, views of rice fields/agriculture, and agricultural education. Most respondents considered the combination of history and natural beauty to be the main attraction of Sekarpuro Village. Based on the characteristics of respondents, the majority of whom were aged between 41 and 60 and had at least a high school education, they highly appreciated the potential for educational tourism that combines culture and agriculture. Respondents with a background as entrepreneurs, who are more likely to be connected to the economic and business development sectors, also see significant potential in developing agricultural and cultural-based educational tourism. This result lines with states that attraction is one of the main elements that is the main reason why tourists come to this destination (Middleton, V.T.C., & Clarke 2001). Tourist attractions have exerted a magnetic attraction on people since classical times (Gunn 1988). This attraction encompasses not only the interests and preferences of visitors, but also the quality of the design, development, and operation of the attraction. Tourist attractions give meaning to the modern existence of a new leisure class (MacCannell 1999). Tourist attractions are an empirical relationship between tourists, sights, and "signifiers." This definition suggests that attractions must be consumed through tourism, but they can also exist without significant sights. Therefore, Leiper formulated a more general model, namely that tourist attractions are systems consisting of three elements: the tourist/human element, the core/central element, and the signifier element (Leiper 1990).

As shown in Table 3, the majority of respondents agreed or strongly agreed with the statement that the Sekaran Site could become a major tourist attraction, and that agricultural history and education could add value to the tourism industry. Consistent with this, the results of multiple linear regression indicate that cultural and agricultural attractions contribute significantly to the development of educational tourism. Visitors interested in knowledge-based and cultural activities, as reflected in the characteristics of more educated respondents, could be the primary target for this educational tourism.

The Influence of Tourism Support Facilities on the Development of Tourism Destination

Tourism support facilities showed no significant impact on the development of tourism destination. In this study, tourism support facilities were measured using several items, such as the availability of culinary facilities, photo spots, parking areas, road access, restrooms, and other supporting infrastructure. The average scores obtained for several items related to supporting facilities varied quite a bit, indicating that some facilities were adequate, but many still needed improvement. Based on the questionnaire scores, culinary facilities and parking areas received lower ratings than other supporting infrastructure, such as photo spots and road access, which received more positive ratings. This reflects that although supporting tourism facilities exist, the quality and quantity of these facilities may still be perceived as inadequate by most respondents. The majority of visitors with the majority being

educated tends to have higher expectations for supporting tourism facilities. They desire facilities that enhance comfort and a better tourism experience. In this context, the regression results showing that supporting facilities did not have a significant impact can be explained by the fact that existing facilities may not fully meet the expectations of visitors who desire more complete and improved facilities. This also can be explained because educational tourism based on culture and agriculture prioritizes direct experience and interaction with nature and local culture, and does not rely entirely on physical facilities such as parking or restaurants. While adequate facilities are still necessary, the primary appeal of this tourism lies in the educational experiences offered by the Sekaran Site and the surrounding agricultural areas

The Influence of Image and Promotion on the Development of Tourism Destination

Image and promotion showed a negative and significant influence on the development of tourism destination. This means that while positive promotion and image can increase tourist appeal, in this case, some promotional aspects may actually reduce the effectiveness of educational tourism development in the area. This result lines with states that branding has also been proven to be needed to attract tourist visits to a tourist destination (Alvianna et al. 2022). Other study revealed that tourism promotion methods positively impact the city's image and visiting intentions. City image also mediates the relationship between tourism promotion methods and visiting intentions. Furthermore, tourism experience moderates the relationship between promotion methods and city image and between promotion methods and visiting intentions (Zhou, Ho, and Mieirol 2024). In this study, image and promotion were measured using several items related to identity, slogans, social media use, digital brochures, and ease of access to tourism information in Sekarpuro Village. Based on the questionnaire scores, most respondents gave a positive assessment of the use of social media and information technology, with an average score of 3.59, indicating that most visitors felt that tourism promotion through social media was quite effective. However, for the item "There is already an attractive slogan for Sekarpuro Village tourism promotion," with an average score of 3.28, many respondents felt that promotion through slogans still needed improvement. This aligns with the results of the regression analysis, which showed that even though promotions have been implemented, their quality and effectiveness are still perceived as less than optimal.

The Influence of Government Role and Support on the Development of Tourism Destination

The role and support of the government demonstrate a positive and significant influence on the development of tourism destination. This indicates that government support, whether in the form of policies, funding, or facilities, can encourage the development and logistics of agricultural and cultural educational tourism destinations. In this study, the role and support of the government were measured using several items, including support for tourism development, protection of cultural heritage preservation, provision of infrastructure, training programs for the community and tourism operators, and tourism promotion. Based on, the majority of respondents from the questionnaire scores, 54.16% agreed that the government has supported the development of tourism in Sekarpuro Village, with an average score of 3.85. This indicates that most respondents feel the government plays an active role in supporting and accelerating the development of this tourism area. This result lines with research in Kulonprogo, that shows the role of government in the field of tourism economic development, namely the development of tourism destination facilities, tourism marketing, tourism industry, and integrated related institutions as well as the establishment of regulations for 5 strategic tourism areas (KSPD) in Kulonprogo (Rahajeng 2017). The other research in Batu City found that the progress of the tourism industry is inseparable from the role of the government, which when the tourism industry "slumped" used "power" to force investors to stay in Batu City and encouraged the opening of various tourist attractions (Windhyastiti and Diah 2016). Research in the Mediterranean region also shows that the active role of government is important in attracting and controlling investment demand in the tourism sector in developed countries in the Mediterranean (Kunst 2011). The government also has an interest in supporting tourism development such as foreign exchange earnings, contributions to government revenues, job creation and regional development stimulus (Jenkins 2020).

Furthermore, the characteristics of respondents, who were predominantly aged 41–60 and had secondary to higher education backgrounds, indicate that they tended to be more sensitive to the importance of government support in improving the quality and desirability of a tourist destination. Respondents with occupational backgrounds as entrepreneurs and private sector employees, who are more closely associated with the economic sector and business development, also expected government support in terms of infrastructure provision and more

intensive promotion. This support is expected to create more business opportunities and jobs for the local community, in line with expectations raised in the open-ended questions, where many respondents mentioned the importance of government attention to basic infrastructure such as roads, parking lots, and other public facilities.

The Influence of Community Involvement on the Development of Tourism Destination

Community involvement demonstrated a positive and significant influence on the development of tourism destination. This means that the higher the level of community involvement, the greater the opportunity to improve the development and sustainability of agricultural and cultural-based educational tourism. In this study, community involvement was measured through several items, including active participation in tourism activities, economic benefits received by the community, the formation of a tourism management community, and collaboration between tourism operators and the community. Based on the the majority of respondents from the questionnaire scores, respondents gave a fairly positive assessment of community involvement. 52.01% of respondents agreed and 10.46% strongly agreed that the community surrounding the Sekaran Site is actively involved in tourism activities. This active involvement is reflected in activities such as community service, promotion through social media, and participation in cultural events.

This result is in accordance with other research that shows the failure of tourism projects is the lack of community involvement (Nozomi Saito Lisa Ruhanen and Axelsen 2018). Tourism depends on the goodwill and cooperation of local communities (Murphy 1985) (Hidayatullah et al. 2022). Encouraging local communities to participate in tourism planning and management can improve sustainable local development (Esichaikul and Chansawang 2022). In the context of tourism, community empowerment is seen as one way to achieve sustainable tourism development (Li and Hunter 2015) (Boonmeerit 2017). Community empowerment is creating an atmosphere/climate that allows the community's potential to develop and play an active role in developing empowerment and tourism in a sustainable manner (Joo, Cho, and Woosnam 2019) (Adebayo and Butcher 2023).

5. Conclusion and recommendation

The result of this research: 1) Cultural and agricultural attractions have a positive and significant influence on the development of agricultural and cultural educational tourism, 2) Supporting tourism facilities have a positive but insignificant influence on the development of agricultural and cultural educational tourism, 3) Image and promotion have a negative but significant influence on the development of agricultural and cultural educational tourism, 4) Government role and support have a positive and significant influence on the development of agricultural and cultural educational tourism, 5) Community involvement has a positive and significant influence on the development of agricultural and cultural educational tourism, 6) Cultural and agricultural attractions have the most dominant influence on the development of agricultural and cultural educational tourism compared to media and academics, tourism supporting facilities, image and promotion, government role and support, and community involvement.

Conceptually, the cultural and agricultural attractions of Sekarpuro Village encompass elements such as the Sekaran Site, history, local cultural attractions, views of rice fields/agriculture, and agricultural education. Based on the data, most respondents considered the Sekaran Site and its history to be the primary attraction attracting tourists. Furthermore, the natural scenery of rice fields and agricultural activities, directly accessible to tourists, creates a distinctly different atmosphere from many other tourist destinations that prioritize modern entertainment. Tourists are drawn to authentic experiences that connect them with nature and local culture. This factor is also reflected in the open-ended questionnaire responses, which indicate that many respondents value the site's combination of history and nature. The Sekaran Site's location as a historical site amidst an agricultural area makes it a destination offering a unique experience. Agricultural education is also highly valued by visitors, especially those from highly educated backgrounds and those working in the economic or entrepreneurial sectors, as demonstrated by the respondents' characteristics. Many appreciated the opportunity to learn firsthand about sustainable agricultural practices and the importance of cultural preservation. Therefore, cultural and agricultural attractions dominate the development of educational tourism in Sekarpuro because these factors offer a more in-depth experience and foster educational aspects and awareness of the importance of sustainability.

Supporting tourism facilities, while important for visitor comfort, are not as influential as cultural and agricultural attractions in the development of agricultural and cultural educational tourism in Sekarpuro Village. This can be explained because educational tourism based on culture and agriculture prioritizes direct experience and interaction with nature and local culture, and does not rely entirely on physical facilities such as parking or restaurants. While adequate facilities are still necessary, the primary appeal of this tourism lies in the educational experiences offered by the Sekaran Site and the surrounding agricultural areas.

The role and support of the government do have a significant influence on the development of educational tourism, but this role focuses more on providing infrastructure, training, and promotion that supports existing core attractions. While the government can play a significant role in providing better facilities and increasing promotion, the development of educational tourism remains dependent on the strength of the cultural and agricultural attractions themselves. Management of the Sekaran Site and the introduction of agricultural activities for tourists to enjoy should remain the primary focus, with government support serving as a catalyst, not a dominant factor. Therefore, while the government plays an important role, its influence is more supportive and accelerating, rather than a primary determining factor.

Community involvement plays a significant role in maintaining the site's sustainability and enhancing the tourist experience. However, community involvement is more related to site management and preservation, rather than being the primary factor in attracting tourists. Based on the results of the regression test, although community involvement has a positive and significant impact, its contribution to educational tourism development is still limited. While the local community plays an active role in activities such as community service, social media promotion, and maintaining the site's cleanliness, the cultural and agricultural attractions remain the primary elements that make Sekarpuro a unique destination. Community involvement enriches the tourist experience but does not replace the strength of the attractions themselves.

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