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Rural Community Empowerment Model in Agrotourism Development

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Abstract. The government needs to continue to appreciate by giving awards to agrotourism villages that continue to preserve and develop local potential including those who excel in food security so that they become role models for agents of change to improve welfare by developing community entrepreneurship. The research uses a qualitative case study method with an intrinsic case study type that discusses the dynamics and models of rural community empowerment in developing unique, interesting agrotourism and preserving local wisdom in Kaligua Agrotourism, Brebes Regency, Central Java Province. Data collection through observation, documentation and interviews with purposively selected informants, namely Agrotourism administrators and employees, farmer groups and small entrepreneurs, and visitors. Using case study analysis with the stages of reducing, categorizing, verifying and triangulating data. The results found that there are still problems in the development of agrotourism, namely increasingly narrow productive agricultural land, a decreasing generation of farmers because they are less interested and considered not prospective to become farmers, food products are increasingly difficult and expensive, the threat of imported products, and industrialization progress that does not support the agricultural sector. This requires a community empowerment program model for agrotourism development based on identifying and analyzing local needs, problems, and potential, with an action plan to strengthen the motivation and institutional orientation of community businesses, and ongoing outreach through training in financial administration, tourism, promotion, and marketing. Furthermore, the mentoring program will involve establishing a dialogic communication forum for planning, evaluating, and monitoring programs with various stakeholders.

Keywords: Agrotourism, Community empowerment, Institutional management, Rural development.

1. INTRODUCTION

The dynamics of development are associated with many interrelated problems, such as population growth, unemployment, poverty, import-dependent productivity of basic commodities, and malnutrition, which make it difficult to meet daily needs due to rising prices of basic commodities. Large-scale industrialization also has other causes that do not align with the results of environmental impact analyses. These include inappropriate land conversion, environmental pollution such as chemical waste and air pollution, and declining support for the agricultural sector due to a lack of agricultural land, declining interest in the agricultural sector among the younger generation, and threats to food security as a basic need for society.

Industry can impact human life in various ways, including social and non-social changes, such as physical changes in cities and environmental pollution. Furthermore, unemployment, low productivity, a decrease in productive land, poor product marketing, and strong imports can occur. Industrial impacts include road damage, traffic congestion, waste, air pollution, inappropriate land conversion, and the drying up of water sources. Industrial activities can increase water, air, and soil pollution. However, no environmental prevention efforts have been undertaken to stop the pollution (Sousa et al., 2020; Sharma, 2023; Xin Xu et al., 2023; Zaki et al., 2025; Zhang et al., 2024).

In considering the long-established policy, namely Law No. 41 of 2009 concerning Sustainable Agricultural Land Protection, these issues are important to note, namely: (1) Population growth, economic progress, and industry have led to fragmentation, conversion, and degradation of agricultural land, which has threatened the ability of the national territory to maintain food independence, resilience, and sovereignty. (2) Threats to food security have encouraged Indonesia to frequently import food products to meet the needs of its people. (3) A continuously increasing population, threats to food production, may require Indonesia to obtain more food supplies and agricultural land. Population growth, economic progress, and industry have led to fragmentation, conversion, and degradation of agricultural land, which has threatened the ability of the national territory to maintain food independence, resilience, and sovereignty. (4) Threats to food security have encouraged Indonesia to frequently import food products to meet the needs of its people.

With its large population and diverse natural resources, Indonesia must be able to meet the demands of food sovereignty and security. The National Development Planning Agency of the Republic of Indonesia states that stabilizing food production for sustainable food security is a key strategic development issue. The organization prioritizes poverty reduction and food security.

The National Medium-Term Development Plan in Indonesia focuses on (1) Increasing food availability, better distribution, better diversification, and monitoring fresh food security. (2) Increasing economic growth and reducing poverty as part of social, cultural, and economic development. (3) Building sustainable food housing areas in villages, (4) Strengthening community food distribution institutions, including farmer groups (5) Building community food warehouses, and (6) Building food security areas.

Community empowerment, development of potential, and improvement of community welfare, especially at the village level, can help address food security issues. Improving food security at the household level is crucial

because malnutrition in both urban and rural communities impacts productivity and the quality of human resources. (Muhtarom et al., 2021; Sabiq et al., 2020; Windiasih et al., 2023)

Village development is crucial for the success of regional and national development because villages possess a variety of resources to meet community needs, such as agricultural products, plantations, livestock, fisheries, and tourism. Villages are no longer merely objects of development, abandoned by communities due to urbanization and the burden of urban development; they can maintain their food security potential through community empowerment programs to meet basic needs and become leading commodities as a source of income and community welfare.

Community empowerment is carried out in a participatory manner, meaning that comprehensive and sustainable activities such as program planning, implementation, monitoring, and evaluation of development must involve village communities. The goal of empowerment is to enable communities to play a key role in sustainably utilizing productive, economic, social, and ecological resources. The government must be more proactive in communicating development initiatives that encourage participation and cooperation (Sugito et al., 2019; Sulaiman, 2018; Suswanto et al., 2018; Windiasih et al., 2022).

Communities should create agendas for open and harmonious meetings or discussions with community members. Sustainable development methods serve as social and ecological systems to help create visions and networks for achieving strategic development goals and implementation, as well as for monitoring and evaluation across various sectors.

Integrated community sustainability planning is essential for sustainable development. This requires the participation of all stakeholders in policymaking. This is based on previous research findings, which are useful for identifying similarities and differences, actualities, and research developments (Chusmeru et al., 2024; Fikriman et al., 2022; Kindangen et al., 2023; Rochman, 2025).

Thus, the aim of the research is to design models and programs for empowering rural communities in developing agrotourism as a form of agricultural development in food security which is very important and strategic, especially at the local level, such as villages, to help the growth of surrounding areas and cities both resulting from the enforcement of supply, agriculture, plantations, animal husbandry, and tourism.

Agrotourism is correlated with the concept of environmental insight regarding the conservation of natural resources and the environment. Agrotourism is the development of cultural and agricultural potential, as well as tourist locations and festival events. The development of rural agrotourism that utilizes agricultural potential and involves rural communities has the potential to function as community empowerment similar to tourism-based community empowerment. By developing horticultural potential, food security, and local wisdom, this research can support and make it agrotourism and educational tourism in rural areas.

Based on the background and objectives of the study, the following research questions can be formulated, namely (1)How is the development of Agrotourism Based on Local Wisdom and Food Security? (2) What is the model for empowering rural communities in developing Agrotourism?

2. CASE STUDY METHOD

A case study is a research approach that focuses on an in-depth understanding of a “case” within a real-life context. In his work, The Art of Case Study Research, Stake (1995) explains that case studies are used when researchers want to understand the complexities and specifics of a particular case.

Meanwhile, Robert K. Yin (2018) defines a case study as an empirical investigation that investigates a contemporary phenomenon in a real-life context, especially when the boundaries between phenomenon and context are not clearly visible.

The intrinsic case study type is conducted because the researcher has a special interest in the case, not to test a theory or produce broad generalizations. This means that the focus of the research is: the uniqueness of the case, the complexity of the context, and a deep understanding of the specific experience or phenomenon. The characteristics of an intrinsic case study are that it focuses on a single case, the case is chosen because of its uniqueness, it is not oriented towards broad generalizations, the analysis is descriptive and interpretative and contextual and holistic.

The stages of intrinsic case study research include identifying and selecting cases to determine which are unique or interesting and defining the boundaries of the case. The focus and research questions are formulated. The questions are exploratory and focused on the "how" and "why."

Data collection using commonly used techniques, namely through in-depth interviews, participatory observation, documentation, and archival documentation of field notes on informants selected purposively, namely Agrotourism administrators and employees, farmer groups and small entrepreneurs as well as visitors at the Kaligua Agrotourism location, Brebes Regency, West Java Province.

Data were analyzed using verification and triangulation to increase data credibility, followed by direct interpretation, categorical aggregation, pattern seeking, pattern matching, explanation building, and time-series analysis. Conclusions and interpretations were then drawn to present an in-depth narrative, provide contextual descriptions, and emphasize meaning over generalization. Analysis in intrinsic case studies is holistic, meaning the case is understood as a unified system. Contextually, the phenomenon is not separated from its social, cultural, or institutional context. Interpretive, with the researcher acting as the primary instrument in

understanding meaning.

3. RESULTS AND DISCUSSION

3.1. Development of Agrotourism Based on Local Wisdom and Food Security

Based on several research results in scientific journals, there are trends in the main or important and interesting findings, one of which is about the development of agrotourism based on local wisdom and food security (Hamyana et al., 2021; Indrawati et al., 2020; Kader, 2021; Kinasih et al., 2020; Muksin et al., 2021; Siregar et al., 2023; ; Sulmiah et al., 2024), namely agrotourism is pioneered by building transit or temporary rest areas via alternative strategic routes, then further development includes community services, education and training, skill games, camping, agricultural practices, and research from government and non-government institutions, universities, and community development agencies.

Further developments in agrotourism facilities include flower gardens, playgrounds, mazes, campsites, outbound activities and homestays, trekking, agro-kids, ATVs, and suspension bridges. The potential of agro-tourism village communities depends heavily on their natural beauty and socio-cultural modalities. Agrotourism is an industry that leverages natural beauty and uniqueness, agricultural productivity and uniqueness, and the activities offered, such as unique arts and cultural potential.

Some tourist villages also have the potential to produce a primary agricultural commodity, namely coconuts, used to make powdered brown sugar. One unique small business that supports agrotourism is an entrepreneurial group focused on organic brown sugar production. They receive coconuts and brown sugar from other groups through training and mentoring to meet export standards.

Apart from having similar achievements in food security which have the potential to support the development of agrotourism and educational tourism (edutourism) areas, both tourist villages also have local wisdom, namely:

(1) the habit of planting horticultural plants from generation to generation as a way to maintain local food security around the yard to meet the needs of families and high-quality commodities for commercial purposes as a form of joint venture;

(2) the decision-making process is always carried out through discussions between the community and the village head to jointly agree and decide on high-quality commodities from horticultural plants collectively and commercially;

(3) The community is well-united to cooperate with each other with little competition because high-quality horticultural crops are determined, the process of planting, caring for, harvesting, and selling is carried out together through discussion. In addition, profits and losses are shared, so that no group gains or loses separately.

(4) having a bond of brotherhood of mutual trust and a long-standing mutual relationship between the community and middlemen to transact commodity products. Therefore, people refrain from opening or offering new access to the horticultural market because they do not want to damage their good relationship with middlemen;

(5) People involved in agricultural associations collect voluntary funds every day and consider them as shared savings which are used to help others when their crops fail or are damaged, as well as for social and communal activities.

Agrotourism is a fundamental concept of education and tourism (edutourism). Agrotourism serves as a medium and educational object for learning and acquiring knowledge, experience, and skills to participate in the processing and preservation of natural resources, horticulture, agriculture, food security, post-harvest food and beverage products, livestock farming, and rural environments with unique social and cultural life.

Therefore, to create edutourism, many parties must collaborate and work together, including academics, local governments, the private sector, and non-governmental organizations (NGOs). This includes designing and implementing edutourism programs and training and developing local tourism managers, instructors, and facilitators. Furthermore, teachers and facilitators assist visitors and private individuals who wish to improve their knowledge and skills to become entrepreneurs. To become instructors or facilitators of counseling and training programs such as horticultural cultivation, managing food security at home, making food and beverages based on food security, and outbound training, training is required for the local community (Arbi, 2023; Erya et al., 2018; Ike et al., 2019; Mubarokah et al., 2024; Munthe et al., 2024; Roslina et al., 2022).

Edutourism aims to transform tourism locations into educational, training, and vocational training venues, particularly those related to agriculture, food security, local wisdom, nature conservation, and community awareness programs for all groups, from elementary schools to universities, as well as private and social institutions. In the future, the development of agrotourism and edutourism could be managed by community groups themselves, acting as instructors and assistants for visitors seeking to travel while gaining experience and skills in food security, agriculture, and agricultural processing.

In tourism villages and agrotourism in Indonesia, there is local wisdom from various research literature in scientific journals (Isnendes, 2019; Sedyowati et al., 20923; Soni, 2021; Supana, 2019; Tamrin & Kadarudin, 2023; Touwe, 2020) namely (1) the community has its own initiative, mutual cooperation to optimize their capital and land, and independent management to develop agricultural land, plantations, and livestock in a participatory manner. (2) There is a strong family bond in the community so that there is no business competition between farmer groups and business groups because they unite into one group and do many things together. (3)

Community leaders, farmer groups, and business groups together with the local government are committed to advancing the village with social capital such as solidarity, mutual cooperation, and solidity.

Local wisdom is defined as the principles and practices embraced, understood, and applied by local communities in their interactions with their environment. These values and norms established by these communities are known as customary systems. Local wisdom is defined as a community's commitment to maintaining, enhancing, and developing the surrounding human and natural resources. Local wisdom is a worldview, knowledge, and life strategies demonstrated in the actions taken by local communities in response to various problems.

Tourist villages have other characteristics (1) Maintaining the tradition of planting horticultural plants in the yard for daily needs or for commercial interests, as well as local wisdom which is a characteristic and attraction to support the development of agro-tourism. In the face of the financial crisis, rising prices of basic commodities, and rising oil prices, planting horticultural commodities in the yard can even be a solution for local food security. The effects of this crisis may not be significant for the lives of the people of the Tourist Village.

(2) Tourist villages are attractive not only as agrotourism areas but also as edutourism or education and tourism areas because of their uniqueness, beauty, and support of charming natural resources, local wisdom, and food security, such as typical horticultural products. Edutourism is a place with a lot of potential and tourism spots that include natural and environmental beauty, unique social communities, and economic products produced to become places for developing knowledge, insight, and character building through education, training, study, research, and practice.

(3) Agrotourism and educational tourism areas are often used as venues for various educational and training programs with various activities, such as outbound, camping, research programs, and scientific visits for research, practice, and community service by university students. Tourism villages are also considered as venues for empowerment programs, such as counseling and training programs from the central government, local governments, and provincial governments. Tourism planning strategies can see "customer service" training programs for local companies to hold training together with other activities such as tourism, camping, research, education and training, as well as natural beauty and recreation. Local wisdom-based tourism areas offer and depend on the natural beauty and local culture.

Agrotourism villages possess superior horticultural products, which represent a unique and distinctive food security feature that remains underutilized. In particular, strawberries and brown sugar are sold directly to middlemen in the agrotourism villages due to long-standing kinship relationships, and it is customary to profit directly from them.

According to several research studies, food security has many problems in the development of agrotourism, namely (Harsanto et al., 2022; Manik et al., 2024; Nurdiansyah et al., 2024; Riady et al., 2024; Rosardi et al., 2021; Sjarif et al., 2024) (1) The need for food continues to increase along with population growth. (2) Fulfillment, production capacity and distribution of food are very limited, which causes food instability between national needs and fulfillment. As a result, not all food needs can be met. (3) Although Indonesia has many potential agricultural resources, its population is still unable to meet its nutritional needs. Therefore, family food and nutritional security must be improved by families being able to utilize land to grow vegetables.

(4) The problem with home yard utilization programs is that they are not yet widely known and are still considered as side jobs; the program is not market-oriented; there is no specific technology for yard utilization; and officers do not provide sufficient assistance. (5) Various resources, including natural, human, cultural, technological and financial resources, are not utilized effectively to increase food availability, address food insecurity, increase food accessibility, stabilize food prices and develop food distribution systems; and to increase excessive food consumption.

Other gaps in the findings (Erfan, 2025; Haerunianti, & Hasrin, 2024; Jumiyati & Frimawaty, 2024; Nurzein & Safeyah, 2024; Suswadi et al., 2024; Utama, 2023) are (1) Transactions with middlemen can offer several advantages, such as crops that can be sold easily, no transportation costs, and no risk of long-distance distribution because middlemen take the harvest directly. The relationship between farmers and middlemen helps each other because they can provide loans for seeds, fertilizers, or other commodities as business capital.

(2) The dominance of one group of community workers who always receive empowerment programs results in insufficient events for beneficiaries of empowerment programs because information and coordination of access to the community are owned by groups and parties who have close ties with village government authorities. Women do not have equal opportunities to participate in village decision-making processes, policies, and empowerment programs. Persistent gender discrimination or inequality in development causes loss of income, low productivity, malnutrition, and increased poverty. The role of institutions and program implementation in the community is still dominated by men, which results in low participation of women in the decision-making process. Women lack the confidence to argue and think critically and are very busy taking care of household activities. Ensuring women's participation in the development process is an important goal and policy in village development. One important aspect of democracy in development is the involvement of various parties to participate.

(3) Empowerment programs are usually offered by various institutions, but they are less sustainable and comprehensive and lack monitoring and evaluation of activities. This means that there are many counseling and

training programs; however, they are not comprehensive, synchronized, or integrated, and the organizers of the empowerment programs do not report audit results. Therefore, each institution carries out empowerment partly because of its own interests; poor evaluation of results; poor cooperation; and poor institutional partnerships. The organizers of the empowerment program can identify and evaluate the implementation of development programs given to other parties, and are expected to collaborate and cooperate with other parties because the village government does not pay attention to the sustainability of the empowerment program. It is important to accelerate the development of tourism villages by involving all stakeholders so that they can have a strategic role in the development of tourism villages. This is expected to enable them to participate in improving the capacity of local communities to encourage local community empowerment.

(4) Barriers to the growth of agrotourism, particularly those related to post-harvest products, such as food and drinks typical of tourist villages, include the absence of culinary centers, or traditional food stalls, restaurants, and agribusiness markets (agrimarts). Therefore, collaboration is needed to encourage investment in the development of good infrastructure, such as culinary centers, agrimarts, and typical restaurants originating from food security, as well as wider and better road access to the location. Issues that arise in agrotourism are related to village laws, social institutions and cultural management, village size, land ownership, capital systems, resource utilization, and sales systems. Agro-tourism areas need support for the development of road infrastructure and facilities, available visit schedules, and tour package brochures.

3.2. Rural Community Empowerment Model in Agrotourism Development

The community empowerment model used to develop agrotourism and edutourism includes planning, socialization, implementation, mentoring through comparative studies, evaluation and monitoring, marketing and promotion strategies, collaboration, and independence creation activities (Efiyanti et al., 2021; Hadiyanto et al., 2021; Hartono et al., 2024; Makhrus et al., 2023; Novita et al., 2023; Rarasati & Priyadi, 2024; Rejekiningrum & Kartiwa,, 2018; Sasongko et al., 2019; Umiyati, 2018).

(1) Determining whether extension and training—also known as maintenance programs—should be provided to groups that have and have not yet joined the empowerment program, new findings include mentoring, monitoring, and evaluation. By visiting villages that have developed and are considered as pilot models, comparative studies can also be used to improve and enhance institutions.

(2) After successful training in product quantity and quality, it is necessary to provide assistance for promotional and marketing strategies. This includes counseling, packaging training, labeling, permits and certification from the health department to market products, and MUI Halal certification in accordance with development goals, especially for humans. Human-centered values and the potential offered by developing information-based technology are essential for transformation.

(3) The community should be seen as the center or main source of development. Planning, budgeting, implementation, and evaluation are the initial processes that demonstrate community-centered development. Communities that are largely motivated to participate voluntarily are the subject of various discussions. states that the identification of individuals, groups, and organizations involved in the decision-making process and actions influences social phenomena.

(4) Village participation in the planning, organizing, budgeting, and evaluation processes is considered less active in discussions. Discussions can ideally be used as a communication forum for development and empowerment with the aim of encouraging less active villagers to become more active. One form of active participation in the community is discussion. Community participation is needed in the process of making decisions and planning policies. The participation process involves the community in dealing with problems, situations, conditions, potentials, and needs at each stage of development by mutually formulating a number of systems and values to be understood.

(5) Pest control, development of agricultural production, and adoption and diffusion of innovations, such as hydroponic techniques, and planting engineering to anticipate extreme weather by providing greenhouses, high-quality strawberry seeds, and organic fertilizer, as well as storing harvests in large-capacity refrigerators, are some examples of empowerment programs.

(6) Post-harvest programs also include processing and packaging strawberries into syrup, strawberry leaf tea, dodol, and getuk. However, as a local food security, horticultural products are superior commodities with unique characteristics that have not been optimally utilized as products that can be sold commercially to visitors. For example, visitors can pick strawberries directly in their gardens, while other types of vegetable products are sold at Agrimart, a mini market that sells fresh vegetables and fruit in sophisticated packaging. Processed foods and drinks produced from post-harvest products can also provide added value for farmers, but production is not yet sustainable, so these typical foods are not always available to be enjoyed directly or given as souvenirs to tourists.

(7) Marketing of goods is supported by promotional strategies through social media and internet access used by more people, such as websites, Facebook, and Instagram, as well as television, newspapers, brochures, banners, and billboards placed in locations planned to be easily accessible to the public. the next stage of community empowerment implementation. Marketing and promotional strategy training for community groups can be used to create promotional media for entrepreneurial products.

(8) This training mainly focuses on creating promotional media for marketers and public relations officers

using internet technology. Arts and cultural festival performances are an additional promotional method. This has become an annual agenda followed by the community and attended by all relevant stakeholders.

(9) In promoting entrepreneurial products, the role of public relations is very important in building reciprocal relationships so that the public can accept and acknowledge the existence of the product.

(10) Commerce is the process of planning and implementing the design, pricing, promotion, and distribution of concepts related to goods or services to create exchanges in meeting individual and organizational goals. One component of marketing is promotion, which aims to inform customers about their needs and create an attractive product image for them to buy the product.

(11) Product quality, customer service, facilities offered, tourism variety, company location, promotional effectiveness, and capital are indicators of promotional and marketing strength. Marketing and promotional strategies known as Online Shop Viral Marketing consist of elements such as customer recommendations, newsletters, social media relationships with communities, free offers, customer lists, discussion rooms, reference lists, product descriptions, affiliate programs, and web search engines in online businesses.

(12) The next stage is mentoring to build collaboration and investment in the development of agrotourism and educational tourism with the government, private sector, and universities. All parties, including agrotourism managers, businesses, and farmer groups, must be proactive in building and expanding communication networks.

The formation of communities in the digital era to expand networks plays an important role in providing information, knowledge, and marketing networks to the wider community.

(13) Partnerships help improve the quality and quantity of products and their marketing. Partnerships include the provision of production facilities and infrastructure (Saprodi) such as seeds, fertilizers, agricultural medicines, agricultural tools and equipment, and machines for product packaging and labeling. In addition, partnerships also help build agricultural shops and greenhouses. Indicate the text you want to translate. In addition, it is necessary to develop and add tourism facilities, outbound, camping grounds, games, accommodation, restaurants, and road infrastructure.

Supported by institutional consolidation at the farmer, private, and government levels, sustainable development through business partnerships can ensure growth, efficiency, fairness, equitable distribution, and environmental awareness. It is likely that the foundation of sustainable development allows communities to participate in the process of achieving development goals by considering their potential and well-being (Aja & Kartono, 2022; Prasetyanto et al., 2023; Zeho et al., 2020).

The partnership program aims to support the promotion and sustainability of business marketing by enhancing the capabilities of small businesses, supported by capital and human resource training. The three basic principles of partnership are equality or a balance of rights and obligations, transparency, and mutual benefits between companies, governments, managers, and recipients of Corporate Social Responsibility (CSR).

The final stage of an empowerment program is the availability of independence for individuals, groups, and agricultural community institutions independent of external empowerment programs. Independence can serve as a role model, an inspiration for empowerment, or an actor to help communities elsewhere develop, improve, and prosper.

The strategy aims to implement a mentoring program in partnership and independence with the aim of improving the ability of the younger generation to manage agribusinesses to be more adaptive and prepared, as well as increasing ecological innovation in agribusinesses to offer more business options and increase market competitiveness. Farmers can develop independence, entrepreneurial competency, and adopt advanced technology without the support and response from local resources around the village.

Empowerment outcomes are considered to have the same goals as community independence: helping individuals and communities become more mature in how they think, act, and control their own actions. The goal of the mentoring program is to plan community development in a participatory manner and effectively mobilize local resources, organize communities and their creativity according to their potential to support community independence through productive efforts that have proven effective in creating and developing new practices and innovations generated by the community (Kinasih et al., 2020; Nurdiani, 2022; Prastiwi & Rohimat, 2020; Sulaiman et al., 2022; Toyibah et al., 2021).

Independence is an effort made by local communities through the institutional capacity of village government and community empowerment to collectively utilize village capabilities, initiatives and movements to develop potential resources as a tourist village.

Figure 1 shows the design based on the stages of community empowerment, especially in the development of agrotourism and tourist attractions that focus on food security and local wisdom.

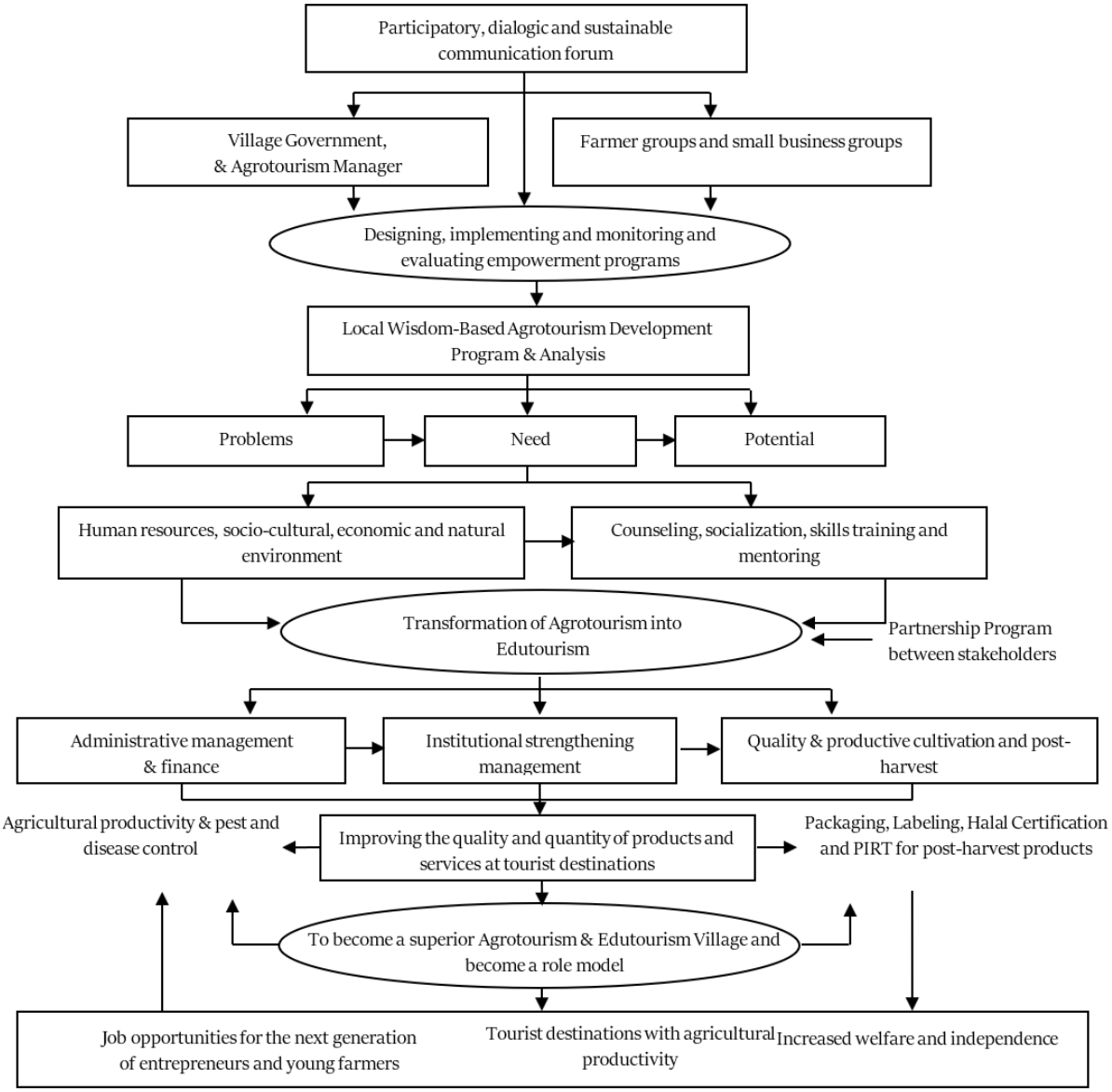


Figure 1. Model and Program for Rural Community Empowerment in Agrotourism Development.

4. CONCLUSION

Tourist villages have the potential and advantages of being in beautiful and cool mountainous areas with local wisdom, horticultural food security, and various tourist attractions and facilities.

Agricultural-based tourism villages or Agrotourism can also be used as Edutourism as a place of education because it is often used for educational and training activities, research, practicals, social and community services, outbound, and camping for universities, government institutions, and the private sector.

Edutourism, or educational tourism, has utilized and provided educational resources to promote tourism potential that focuses on the need for nature, food security, economic products such as village food and drinks, and local wisdom.

Edutourism aims to transform tourist destinations into places of education, training, and work experience, particularly related to agriculture, food security, environmental stewardship, and conservation. This goal applies to all groups, from elementary school children to universities, private institutions, and social organizations.

Agrotourism and educational tourism can be managed by community groups who want to visit tourist attractions while utilizing their experience and skills in food security, agriculture, and agricultural product processing.

The development of agrotourism and educational tourism, community empowerment programs have been implemented in the form of training and outreach, but have not been optimal at the stage of institutional development assistance and pest control.

In addition, the results of post-harvest entrepreneurship empowerment include unsustainable food and beverage products with . community empowerment programs must be implemented comprehensively and sustainably and must be integrated from planning to implementation, including counseling, training, mentoring, monitoring, evaluation, promotion, marketing, and partnerships.

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