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The Strategy of Agritourism in Green Economy and The Impact to Natural Resources and Human Resources

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Abstract

The Earth currently is in a dangerous situation, global warming is happening everywhere. Each country contributes at least few percent of global warming. The effect of global warming is happened to all countries in the world. One of the effects is the weather is getting hotter, in tropical country, weather forecast in unpredictable. To solve this problem, we need to preserved the natural resources, we need to preserved the forest, stop the illegal logging, and start the deforestation and agriculture. Tourist attraction like shopping centre, skyscraper, contributes many harmful chemicals that can lead to global warming. To balance between agriculture and tourism, we can implement agritourism. Agritourism concepts is offering the agriculture area as the tourist attraction. Indonesia has plenty of natural resources, local citizen can utilise it to economic purpose. It has a great impact to the natural resources and human resources. Agritourism can preserved the natural resources and open employments opportunities and raised the local tax. This implementation can lead to green economy and can achieve the Zero Gas Emissions (ZGE).

Keywords: Agritourism; Green economy; Impact

1. Introduction

In a modern situation, there is a lot of shopping center, skyscraper, and other tourist attraction that can cause global warming. Nowadays, shopping center uses many air conditioners, and as we know before, air conditioners produce CFCs (Chlorofluorocarbons). CFCs (Chlorofluorocarbons) is very dangerous for the Earth, because CFCs could destroy the stratospheric ozone layer that protects the Earth from harmful ultraviolet radiation. Current situation, more UV radiation reach the Earth surface which increase the possibility of skin cancer and ruining the vegetation. CFCs can be produced by many items, such as air conditioner, refrigerator, and many more.

Global warming is a significant challenge, affecting weather patterns and increasing temperatures worldwide. Tourist attractions such as shopping centers and skyscrapers contribute to this problem due to their heavy reliance on energy-intensive appliances like air conditioners, which produce harmful chlorofluorocarbons (CFCs) that damage the ozone layer [1]. As a solution, agritourism has emerged as a sustainable alternative that combines tourism with environmental conservation. This concept aligns with the principles of the green economy, which emphasizes sustainable development and environmental stewardship [2].

Tourist attraction are one of the country's biggest sources of income. ASEAN includes 10 countries, such as Thailand, Indonesia, Myanmar, Singapore, Vietnam, Malaysia, Brunei Darussalam, Cambodia, Laos, and Philippines.

Each of ASEAN countries, has their own attraction, a lot of tourist visit ASEAN because of the culture, cuisine, diversity, and scenery. Tourist attraction, uses a lot of electrical products that can produce harmful chemical that is dangerous for the Earth. To solve this problem, there is an alternative to keep the economy stable while still protecting the Earth. This solution is called as the green economy. Green economy is a sustainable economy developing without destroying the Earth. Green economy can be realized through agritourism. Agritourism is tourist attraction that offer the natural resources as the main attraction without exploitation. Agritourism brings a lot of benefit whether to the country or the citizen. Through agritourism, citizen will look after the natural resources to confirm that it is in a good condition which lead to environmental conservation.



Figure 1. Asean Countries

Agritourism utilizes agricultural areas as tourist destinations, offering economic and environmental benefits. For instance, it encourages the preservation of natural resources and creates employment opportunities while reducing harmful emissions [3]. By integrating green economy principles into agritourism, regions like ASEAN can achieve sustainable development goals [4].

A green economy is an economic activity that can reduce the risk of environmental damage and improve human welfare and social balance. Therefore, a green economy is an economic activity that not only considers community welfare as the main goal of economic activity, but also has an impact on achieving justice, namely tribal justice, society and natural resources themselves. No matter how hard you try, problems will still occur from time to time. Relying on mining to develop a country is said to create a low-quality economic model. The OECD (Organization for Economy Operation and Development) has a path towards a green economy.

In other words, encouraging economic growth and development while maintaining a sustainable environment. According to the concept, a green economy is an economy that represents sustainable development with three pillars: the economic pillar, the social pillar, and the environment. The goal of green growth is to encourage economic growth and development through the use of natural resources, the efficiency of using natural resources, reducing pollution and environmental impacts, as well as disaster preparedness. It cannot be denied that current economic activity cannot be separated from environmental factors. Because most economic activity comes from nature. Therefore, becoming a responsible economic entity in line with the SDGs goals is of utmost importance.

Environmentalism and other forms of social progress are key pillars of green economic growth. Therefore, countries that are considered advanced and socially progressive are the countries that are best able to protect the environment. The importance of a green economy for development is very important today, so we also need to justify the speed of the economy in this direction. The problem is that public and industry awareness of green energy is still low, according to the Tusin Product Management Agency (PMA). This makes it difficult for the government to encourage people to use environmentally friendly products. The community plays an important role in creating prosperity. The community is the agent and goal of sustainable development. To achieve optimal conditions for the quality and quantity of migration as well as low environmental impact, good quality and quantity. Green economy is a concept that aims to improve economic conditions through development activities without ignoring environmental welfare. A green economy can be achieved by using the 3R principle (Reduce, Reuse, Recycle) which is one way of managing waste. Through its natural resources, Indonesia has the opportunity to develop green spaces. Bhima also said that Indonesia is very energy efficient, has abundant forest resources, and its fisheries are developing rapidly. The need of implementing a green economy is also important to maintain environmental health which affects human's life for present and future generations. Economic activities that generate wealth and create jobs must not come at the expense of environmental protection. If it is possible, economic sector production activities use environmentally friendly energy sources, to avoid damage to the ecosystem and reduce carbon emissions. Therefore, a green economy is needed to support people's lives and improve their quality of life.

ASEAN has an ever-changing quality that allows them to balance social change while preserving their ancestral culture. Enforcement and development are ASEAN's efforts to restore balance to the structure of life without causing social conflict. So that we can continue to respond to the increasing capabilities of society and the influx of science and technology, we must control technological development and progress. From the explanation above, a narrow understanding of the green economy or sustainable economy will cause us not to understand whether the actions we take support or even cause the various existing problems. Therefore, we are interested in conducting a more in- depth study of "The Strategy Of Agritourism In Green Economy And The Impact To Natural Resources And Human Resources"

2. Literature Review

2.1. Normal Asset Administration

Agritourism can advance more maintainable administration of common assets. For case, ranchers can utilize more maintainable soil administration hones, such as the utilize of natural fertilizer and edit water system. This may decrease superfluous utilize of chemicals and water, as well as diminish negative impacts on the environment. Agritourism promotes sustainable

resource management by encouraging practices like organic fertilization and efficient irrigation, which reduce environmental impacts [5]. For example, such practices minimize chemical usage and preserve soil quality, contributing to long-term sustainability [2].

2.2. Human Asset Administration

Agritourism can help progress instruction and instruction frameworks in provincial regions. Agriculturists can instruct graduates approximately more feasible cultivating hones, such as the utilize of organic fertilizer and trim water system. This will help diminish labour shortages in rustic zones and offer assistance make strides instruction and instructive frameworks within the locale. Agritourism enhances human resource development by providing education and training on sustainable farming practices. These initiatives address labor shortages in rural areas while fostering skill development and improving educational systems [6].

2.3. Economic Development

Agritourism boosts rural economies by diversifying income sources for farmers. By transforming agricultural areas into tourist destinations, communities can develop supporting facilities such as restaurants and lodging, thereby increasing local revenues and addressing economic disparities [7].

2.4. Social Development

Agritourism fosters social development by preserving cultural heritage and promoting community engagement. For instance, involving local communities in tourism activities strengthens social ties and supports the preservation of traditional knowledge [8].

2.5. Natural Advancement

Agritourism can help create the environment in country ranges. Ranchers can utilize more economical arrive administration hones, such as the utilize of natural fertilizer and trim water system. This will help decrease negative impacts on the environment and help make strides environmental systems within the locale. Within the setting of ASEAN characteristic assets and human assets, agritourism can help create the rural economy and help diminish labour deficiencies in country regions. This may help diminish financial lacks in provincial areas and help progress the financial framework in these regions. In addition, agritourism can help decrease negative impacts on the environment and help make strides natural frameworks in rural zones.

3. Research Method

3.1. Research Approach

The research approach used in this research is a qualitative field research approach (field understanding). Qualitative research is research that does not use statistical analysis methods, so it directly uses descriptive analysis. Qualitative research is generally rooted in its nature, relying on humans as research tools, using qualitative methods, carrying out inductive data analysis, and guiding research objects from the start to find concepts, descriptions, and carry out main projects based on qualitative research. results and results. A little. A set of criteria to ensure the validity of the data, that the research design has been established, and that the results are acceptable to the researcher and research subjects. Through this qualitative research method, we hope to obtain a deeper understanding and interpretation of the meaning of facts relevant to the field context. Find out how to overcome environmental damage through green economic practices in the ASEAN region. In the future, when economic scientists analyze data found in the field using green economic concepts, the relationships and gaps between levels will be revealed. The reason is interesting because although we can achieve a sustainable economy by focusing on the environmental impact of our economic activities, research on saving the environment continues to grow in the green economy. According to [9] non-participant observation is particularly relevant for this research. The researcher does not directly engage in the activities of the subjects but observes agritourism practices and how local communities utilize natural resources to support sustainable tourism. This method enables the researcher to gain deeper insights without interfering with the subjects' activities.

3.2. Type of Research

Qualitative research is characterized by direct and descriptive data sources, and the process is important before achieving results. Type of study uses the term "case study", which means that the research focuses only on one particular phenomenon and seeks to understand it thoroughly, ignoring other phenomena. In other words, case studies are a type of research carried out by casuistic researchers, which means they only focus on one particular case, for example, how the environment is restored through a green economy.

3.3. Time and place of observation

The first step in research is determining the research location. Determining the research location is important so that the research process can run optimally and obtain information in accordance with research needs, so that accurate definition of the

research location is very important in research. This research was conducted in the ASEAN Region. This area is one of the areas that develops agricultural tourism with a green economy concept. The reason for the placement of scientists is because of the success in empowering farmers in the area so that they can develop cities and opportunities for farmers to achieve a better standard of living. The economic situation of most farmers is relatively weak and their cultivation often fails. Apart from economic and social goals, there are also efforts to restore the environment due to abandoned forests, rising temperatures and the overflowing Bengawan Solo River which has an impact on the area. Based on this background, the researchers chose a location in the ASEAN region which they thought was very suitable for this research.

3.4. Data and data sources

The data used in this research are primary data and secondary data. Primary data interviews and secondary data supporting data in the form of reports from households or related institutions. According to Lofland, primary data sources in qualitative research are works and words. About literature Support .About this Sources and types of data in this research are works, written sources, words, images and statistics. First, words. The words quoted in this research are the words of people who were interviewed by other people. Researcher-produced photos are photos taken by researchers during the observation and participation process. Currently, images created by other people are images that the researcher did not participate in. Fifth, statistical data. In qualitative research, statistical data refers to available data that researchers use as additional sources of information. Examples include statistical data on government efforts to overcome flooding problems in the area, data related to problem topics, and so on.

3.5. Data collection techniques

Data in qualitative research includes interview data, field interviews, and other written or textual data. Participant observation, in-depth and written interviews.

1. Observation is a method of collecting data through observation. Do it well. Observations carried out as non-participatory observations only observe what happens and the researcher participates in the activities being observed.
2. In this research, researchers used a non-participatory approach. Non-participant observation is a carefully selected observation where the researcher does not participate in the activities of the subject under study when making the observation. This is because researchers cannot directly follow all farmer group activities, but only in a few cases, depending on the activities related to the situation and structure of the problem.

4. Results and Discussion

4.1. Agritourism

4.1.1. Introduction of Agritourism

According to [5] Agritourism is a direct marketing activity that may provide special opportunities to growers, to reduce risks via diversification in a competing and urbanizing economic environment, which may share quasi-fixed inputs (e.g. information, machinery, labour etc) with other enterprises and enhance business efficiency and profitability.

Agritourism is one of the alternative ways for a country citizen to have more opportunities such as, job fields, skill, and the increasing of per capita income (PCI). Agritourism utilise agriculture area as tourist attraction. Indonesia is one of the countries with the most agriculture area. Tea, flower, strawberry gardens are one of the best spots for agritourism. Indonesia is a large country and also known as archipelago state, in Indonesia there are still many villages. Village has a beautiful scenery and comfortable atmosphere which attracts tourists. The point of agritourism is to utilise the natural resources without exploiting them. Agritourism will encourage citizens to maintain the cleanliness and beauty of the place where they live.

Agritourism is beneficial for both natural resources and human resources. Agritourism provide the basic education to people about how to preserves agriculture area. Agritourism also provide the local income, for instance, using rice field as the tourist attraction would be beneficial for the local people. They can get more employment opportunities, local income, and tourist can enjoy the scenery while relaxing. Rice field as the tourist attraction do not need a lot of electrical used, because rice field uses the natural resources. Tourist can be shown about how to preserve and respect the local place. The value of agritourism is to attract tourist with a relaxing and beautiful scenery which they never get in their own country, ASEAN countries like Indonesia is well-known for the mountain, beach, and else. Nowadays, there is a lot of people in Indonesia start implementing agritourism.

4.1.2. Implementation

Agritourism has been widely implemented in Indonesia. In Sumatera Utara, there is a village called as Berastagi, a plateau that has a beautiful scenery, a lot of trees, and cold temperature. A lot of tourists visit Berastagi to hike the mountain. Other than hiking, Berastagi is a place with many destinations such as tea garden, strawberry garden, and traditional market. Strawberry garden offers tourist to harvest their own fruit. Indonesian's native itself, often visit strawberry garden to harvest their own strawberry. This kind of activity is very attractive as the tourist attraction, strawberry garden is often used by a group of students to do a research or education.

4.1.3. Feedback

By implementing agritourism will brings more benefit than harm. Agritourism is a great option that can save the earth by reducing global warming, beneficial for every country, and it can produce equitable development between city and village. Agritourism can realize green economy. As it is said before, green economy is an option that can improve economic and social welfare without damaging the environment, otherwise it can preserve the environment. Implementing agritourism can lead to green economy.



Figure 2. Tourism Development December 2023

4.1.4. Impact

Agritourism brings a bunch of impact to natural resources and human resources. Natural resources are important, however, natural resources are often being exploited by human for the economic purpose. Human resources are a set of people that work in an industry or a business sector.

4.1.5. Impact Towards Natural Resources

The impact towards natural resources are they can be preserved and tourist can respect the natural habit. Tea garden is one of the best options for agritourism. Tea garden offers beautiful scenery and relaxing effect. Local people will preserve the tea garden because it is the tourist attraction that is beneficial for the local people. Therefore, the agriculture area will be preserved and enhanced in their beauty and usefulness.

4.1.6. Impact Towards Human Resources

The impact towards human resources are it can open the employment opportunities to local people. In each area, there must be a lot of people who is jobless. Implementing agritourism will provide the local people the job opportunities, it can increase the per capita income (PCI). Agriculture are commonly will be found in the village. Village usually has an extreme access to their area, but through this agritourism program, government will pay more attention to fulfil the village accommodations due to the tourist attraction. This will achieve equitable development.

4.2. Green Economy

Green economy is an economy system that is based on environmentalist principle. Green economy system can be realised by agritourism. Utilise the natural resources is a great option to save the Earth without damaging the environment. It is explained in the previous paragraph about the impact of agritourism towards natural resources and human resources. Agritourism is beneficial in any aspects. We can minimalize global warming by implementing agritourism and we hope that there will be more country feel the change and start implementing agritourism.

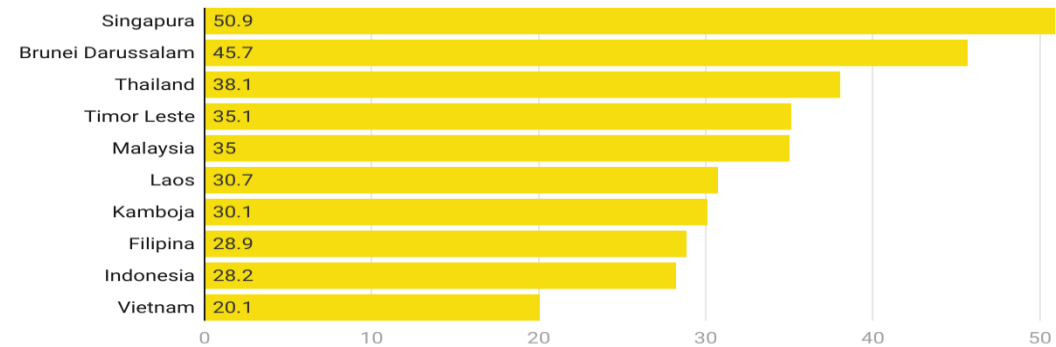
Singapore as the first rank of the most environmentally friendly. Gardens by the Bay, one of the tourist attractions in Singapore, implementing agritourism. In Garden by the Bay, there is a lot of plant, the concept of Garden by the Bay is to enhance greener and floral in the city. Every tourist that visits Singapore, often walk by to Garden by the Bay. This tourist attractions, contributes a lot the country's income.

Indonesia ranked second to last. Indonesia is one of the largest forests in the world, but as the second to last environmentally friendly country in ASEAN. Indonesia need to implement more the agritourism concept, because agritourism brings a lot of benefit for the country and citizen Indonesia.

By implementing agritourism, Indonesia can achieve as the picture above. Greenhouse gas emissions will be reduced, the increasing of gross domestic product, minimalize the emission intensity, achieve the zero emissions target, the increasing of gross national product, employment opportunities will increase.

Peringkat 10 Teratas Negara ASEAN Paling Ramah Lingkungan

Ini Dia Daftar Negara Kawasan ASEAN yang Ramah Lingkungan Tahun 2022



Dalam Point
Source: Environmental Performance Index (EPI) • Created with Datawrapper

Figure 3. Environment Friendly Rank



Figure 4. Garden By The Bay



Figure 5. The Economic Impact Through Green Economy

By implementing agritourism, Indonesia can achieve as the picture above. Greenhouse gas emissions will be reduced, the increasing of gross domestic product, minimalize the emission intensity, achieve the zero emissions target, the increasing of gross national product, employment opportunities will increase.

5. Conclusion

Agritourism offers a practical pathway to achieving a green economy by utilizing natural resources sustainably and supporting local communities. Initiatives like those in Berastagi and Singapore's Gardens by the Bay demonstrate the potential of agritourism to generate income, enhance environmental conservation, and provide educational opportunities [10]. Agritourism is the creative activity that the local citizen created through the agriculture area as the tourist attraction. Green economy is an economy system that is based on environmentalist principle. Green economy system can be realised by agritourism. Agritourism support the local people to creatively managing agriculture area to attract tourist in order for economic purpose. This can cause the raised of local tax, learning new skill, and socialize with foreigner. It is mention in this paper, Berastagi has started implementing agritourism. This showed that local people are able being creatively managing the area and turn it into café that offers beverages, food, and relaxing scenery. In Singapore, Garden by the Bay, the national park, has a very unique concept, it is part of the country's income. We hope that Indonesia government gives full support to the local people to pour their idea by providing language learning centre, craft studio, school, and facility such as adequate infrastructure, easy access through, and incentive.

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