

AGROECOTOURISM DEVELOPMENT AS A STRATEGY FOR RURAL AGRIBUSINESS GROWTH

Komang Shanty Muni Parwati^{1*}, Komang Wirawan², Firlie Lanovia Amir³
IPBI^{1,3}

Universitas Hindu Indonesia²

*Email Correspondence: komang.shanty@ipb-intl.ac.id

Received: 01-06-2026 | Revised: 20-06-2026 | Accepted: 30-06-2026 | Published: 15-07-2026

Abstract

Rural agribusiness continues to face various challenges, including limited market access, low value-added agricultural products, environmental degradation, and the need to improve community welfare. Agroecotourism has emerged as an integrated development strategy that combines sustainable agricultural practices, environmental conservation, and tourism activities to strengthen rural economic resilience. This study aims to examine the strategic role of agroecotourism development in promoting rural agribusiness growth through a comprehensive review of recent scientific literature. The research employs a qualitative literature review approach by analyzing peer-reviewed journal articles, books, and relevant institutional reports published within the last decade. The collected literature was synthesized using thematic analysis to identify the major dimensions of agroecotourism development and its implications for agribusiness sustainability. The findings indicate that agroecotourism contributes to rural agribusiness growth by diversifying farmers' income sources, increasing the value of agricultural products, expanding market opportunities, encouraging local entrepreneurship, preserving environmental resources, and strengthening community participation in rural development. Furthermore, digital promotion, stakeholder collaboration, innovation in tourism-based agricultural products, and supportive government policies are identified as critical factors influencing the successful implementation of agroecotourism. The study concludes that agroecotourism represents a sustainable development strategy capable of integrating economic, environmental, and social objectives while enhancing the competitiveness and long-term resilience of rural agribusiness. These findings provide valuable insights for policymakers, rural entrepreneurs, and researchers in designing integrated rural development policies that support sustainable agribusiness transformation.

Keywords: Agroecotourism, Rural Agribusiness, Sustainable Rural Development, Agricultural Diversification, Community-Based Tourism

INTRODUCTION

Rural development is a strategic agenda for achieving inclusive and sustainable economic growth (Pelegrín Entenza et al., 2022a). As centers of agricultural production, rural areas possess the potential of natural resources, human resources, and local cultural richness, which can serve as key assets for improving community welfare. However, many rural areas still face complex challenges, such as low added value of agricultural products, limited market access, fluctuating commodity prices, limited business innovation, and low diversification of community income sources. Dependence on conventional agricultural cultivation activities leaves most agribusinesses vulnerable to climate change, market uncertainty, and global economic dynamics (Rana et al., 2024a). These conditions demonstrate that rural agribusiness development requires more innovative, adaptive, and sustainability-oriented strategies to increase competitiveness and strengthen community economic resilience.

The development of the sustainable development paradigm has driven changes in approaches to agricultural sector management. Agribusiness is no longer viewed solely as a system for the production and distribution of agricultural products, but also as part of a local economic system capable of creating added value through integration with various other sectors (Kumar et al., 2021a). One approach gaining increasing attention is the development of agroecotourism, a concept that integrates agricultural activities,

environmental conservation, education, and tourism into a mutually supportive development system. This approach provides opportunities for rural communities to optimize local potential without neglecting environmental sustainability and natural resource sustainability (Sangnak et al., 2025a).

Agroecotourism is developing as a form of business diversification that can provide economic benefits while promoting ecosystem preservation (Safarov et al., 2024a). Tourism activities based on agricultural land, plantations, livestock, and conservation areas provide tourists with educational experiences about agricultural production processes, environmental management, and local cultural values inherent in rural life. Through these activities, communities generate income not only from the sale of agricultural products but also from tourism services, the provision of processed products, local culinary delights, homestays, and various other creative economic activities. Diversifying income sources is an important strategy for improving the economic stability of farming households while reducing dependence on a single commodity (Zoirovich, 2026f).

In various countries, agroecotourism has demonstrated a positive contribution to local economic development. The integration of the agricultural and tourism sectors can expand market opportunities for agribusiness products by increasing direct interaction between producers and consumers. Tourists not only act as visitors but also become consumers of agricultural products, processed products, and various community-based services. This situation encourages increased product added value, strengthens local supply chains, and enhances the competitiveness of micro, small, and medium enterprises developing in rural areas (AGRO-ECOTOURISM AS A MODEL FOR RURAL DEVELOPMENT IN THE MOUNTAINS REGION, n.d.). In addition to providing economic benefits, agroecotourism also contributes to the preservation of local culture, increases environmental awareness, and strengthens the region's identity as a natural resource-based tourism destination.

In the context of sustainable development, agroecotourism has growing relevance because it integrates three key dimensions of sustainability: economic, social, and environmental. From an economic perspective, this approach increases productivity and adds value to agribusiness through product innovation and diversification of business activities. From a social perspective, agroecotourism strengthens community participation in local resource management, creates new jobs, and enhances the entrepreneurial capacity of rural communities. Meanwhile, from an environmental perspective, the implementation of environmentally friendly agricultural practices and natural resource conservation are integral to maintaining ecosystem sustainability. The integration of these three dimensions makes agroecotourism a development model capable of supporting the achievement of sustainable development goals in rural areas (Zoirovich, 2026b).

Despite its significant potential, the implementation of agroecotourism still faces various challenges. Limited supporting infrastructure, low quality human resources, weak destination promotion, minimal tourism product innovation, and suboptimal collaboration between stakeholders often hamper the development of agroecotourism areas. Furthermore, the rapid digital transformation demands that agribusinesses utilize information technology as a means of promotion, marketing, and managing tourist destinations more effectively. The use of digital platforms, social media, online reservation systems, and technology-based marketing are crucial factors in increasing the competitiveness of agroecotourism amidst changing tourist behavior, which increasingly relies on digital information access.

The success of agroecotourism development is also influenced by the quality of governance involving the government, communities, businesses, educational institutions, and non-governmental organizations. Synergy between stakeholders is necessary to create policies that support investment,

infrastructure development, community capacity building, and product innovation based on local potential. This collaboration is the foundation for building an agribusiness ecosystem that is not solely oriented towards short-term economic profit but also considers environmental sustainability and long-term community welfare (Djuwendah et al., 2023a).

Various previous studies have discussed the contribution of agritourism, ecotourism, and rural tourism to local economic development. However, studies specifically integrating the perspective of agroecotourism as a rural agribusiness growth strategy are relatively limited. Most studies have focused on tourism or agriculture separately, thus failing to provide a comprehensive picture of the relationship between agribusiness diversification, environmental conservation, product innovation, community empowerment, and local economic development within a unified conceptual framework. Furthermore, recent literature indicates a shift in approaches to agroecotourism management, increasingly influenced by digitalization, the creative economy, and sustainable development principles. Therefore, a synthesis is needed to update understanding of the factors determining successful implementation (Djuwendah et al., 2021a).

Based on these conditions, this study aims to comprehensively examine the role of agroecotourism development as a strategy to encourage rural agribusiness growth through a literature review approach. This study analyzes various empirical and conceptual findings regarding the contribution of agroecotourism to income diversification, increasing the added value of agricultural products, expanding market access, community empowerment, environmental conservation, and strengthening collaboration between stakeholders. The results of the literature synthesis are expected to provide a stronger conceptual basis for the development of sustainability-oriented rural development policies and serve as a reference for academics, government, and practitioners in designing adaptive, innovative, and competitive agribusiness development strategies in the future.

LITERATURE REVIEW

Concept and Dimensions of Agroecotourism Development

Unlike conventional agrotourism, which generally emphasizes recreational aspects in agricultural areas, agroecotourism prioritizes a balance between economic benefits, natural resource conservation, local cultural preservation, and improving community welfare as its primary development objectives. This concept developed in response to the growing need for rural development models that not only increase community incomes but also maintain the sustainability of agricultural ecosystems and preserve local identity (Kumar et al., 2021b). From a sustainable development perspective, agroecotourism is viewed as an approach that connects the agribusiness sector with the tourism sector through the utilization of natural resources, environmentally friendly agricultural practices, and educational experiences that directly involve tourists (Hazarika, 2025a).

Conceptually, agroecotourism adopts ecotourism principles combined with the characteristics of agribusiness systems. Tourists not only act as consumers of tourism services but also gain learning experiences about agricultural production processes, environmental conservation, local wisdom, and the cultural values of rural communities (Safarov et al., 2024b). Therefore, the success of agroecotourism is measured not only by the number of tourist visits or increased revenue, but also by the destination's ability to maintain environmental quality, enhance the capacity of local communities, and create a harmonious relationship between economic activities and natural resource conservation. This approach transforms

agricultural areas into spaces for learning, recreation, and sustainable economic development based on local potential.

Agroecotourism development has several key interrelated dimensions. The economic dimension emphasizes increasing the added value of agricultural products through business diversification, job creation, micro and small business development, and expanding market access for local products. The presence of tourists encourages the development of various supporting economic activities, such as culinary specialties, traditional crafts, homestays, tour guide services, and the marketing of processed agricultural products. This creates a multiplier effect that strengthens the rural economy and enhances the competitiveness of agribusiness in a sustainable manner.

The environmental dimension focuses on maintaining ecosystem sustainability through the implementation of environmentally friendly agricultural practices, biodiversity conservation, waste management, efficient use of natural resources, and the protection of areas of high ecological value. Agroecotourism encourages farmers to adopt more sustainable cultivation systems because environmental quality is one of the main attractions of tourist destinations (Djuwendah et al., 2023b). Thus, environmental preservation is no longer viewed as a burden on development but rather as a long-term investment that simultaneously supports the sustainability of the agricultural and tourism sectors.

Beyond economic and environmental aspects, the socio-cultural dimension plays a crucial role in the development of agroecotourism. Local community involvement in the planning, management, and evaluation of destinations is a key factor in creating inclusive development. Community participation fosters a sense of ownership in tourist destinations, thereby increasing commitment to preserving the local environment and culture. Furthermore, agroecotourism also contributes to the preservation of agricultural traditions, arts and culture, local cuisine, and traditional knowledge that define a region's identity. Interactions between tourists and the community create a knowledge exchange that strengthens educational value and enhances appreciation for local culture (Zoirovich, 2026d).

Over time, institutional and governance dimensions have also become crucial factors in determining the success of agroecotourism. Destination development requires synergy between the government, farmer groups, business actors, academics, local communities, and the private sector through planned collaboration. Effective governance includes policy development, infrastructure development, human resource capacity building, the use of digital technology for promotion, and a monitoring system that ensures the sustainability of destination management. Therefore, the concept and dimensions of agroecotourism cannot be separated from each other because all these aspects reinforce each other in creating competitive, sustainable rural development that can encourage agribusiness growth without neglecting environmental sustainability or the well-being of local communities.

Rural Agribusiness Growth

The growth of rural agribusiness is a process of developing agricultural-based business activities that focuses not only on cultivation activities but also encompasses the entire range of activities within the agribusiness system, from the provision of production facilities, production processes, product processing, distribution, and marketing. The concept of rural agribusiness positions the agricultural sector as the primary driver of local economic development through the utilization of natural resources, human resources, and the social potential of rural communities (Surya et al., 2020a). Rural agribusiness is characterized by a strong link between economic activities and local environmental and cultural conditions, the dominance of small

and medium-scale enterprises, a high dependence on agricultural commodities, and direct community involvement in business management. Furthermore, rural agribusiness is characterized by adaptability to changing market needs through the use of technological innovation, institutional strengthening, and capacity building of business actors to produce more competitive and value-added products.

Rural agribusiness growth is influenced by various interrelated factors that determine business competitiveness and sustainability. The quality of human resources is a key factor, as technical skills, entrepreneurial spirit, managerial skills, and the ability to adapt to technological developments are crucial for successful business development. Capital availability, access to financing, land ownership, the use of agricultural technology, and supporting infrastructure such as roads, irrigation, transportation, and communication networks also play a crucial role in increasing production efficiency and expanding market access (Kinsey, 2023). Furthermore, institutional support through farmer groups, cooperatives, financial institutions, agricultural extension services, and government policies can strengthen the capacity of agribusinesses to navigate market dynamics. Other factors include access to market information, the development of digital technology, and the ability to build partnership networks that enable businesses to expand marketing opportunities and improve product competitiveness at the regional and national levels.

The success of rural agribusiness growth is increasingly determined by the ability to create added value, expand markets, and diversify businesses. Added value can be realized through processing agricultural products into products with better quality, longer shelf life, and higher economic value than primary products. This process not only increases business income but also reduces post-harvest losses and strengthens the product's bargaining position in the market. Market expansion is achieved through improving product quality, implementing quality standards, using attractive packaging, utilizing digital marketing, and developing a broader distribution network (Mhaskey & Upadhyay, 2024). Meanwhile, business diversification is a crucial strategy to reduce dependence on a single commodity by developing various supporting economic activities such as agro-industry, agro-tourism, food processing businesses, and the provision of agriculture-based services. This diversification can increase income stability, strengthen business resilience to price fluctuations and climate change, and create new economic opportunities for rural communities (Unjia et al., 2024).

The performance of sustainable rural agribusiness is measured not only by increased production and economic profits, but also by its contribution to social development and environmental conservation. Economic performance indicators include increased productivity, farmer income, business efficiency, product competitiveness, and the sustainability of business activities. From a social perspective, agribusiness success is demonstrated by increased employment opportunities, strengthened community institutions, increased human resource capacity, community participation, and equitable distribution of economic benefits. Meanwhile, environmental indicators include efficient use of natural resources, implementation of sustainable agricultural practices, land and biodiversity conservation, and reduction of negative environmental impacts (Bhandari, 2024). Therefore, rural agribusiness growth needs to be understood as a development process that integrates economic, social, institutional, and environmental dimensions in a balanced manner to create a resilient, competitive, and sustainable agribusiness system that supports rural development.

Agroecotourism as a Strategy for Sustainable Rural Agribusiness Growth

Agroecotourism has emerged as a strategy that integrates agribusiness activities with sustainability principles through the utilization of natural resources, local culture, and agricultural activities as tourist attractions. This approach is not only oriented towards increasing tourist visits but also seeks to create added value for the agricultural sector by diversifying rural income sources (Olagunju, 2024). In the context of regional development, agroecotourism serves as an instrument that strengthens the relationship between the primary and service sectors, thereby creating a local economic system that is more adaptive to market changes and environmental challenges. This integration provides opportunities for farmers to act not only as producers of agricultural commodities but also as providers of educational, recreational, and cultural experiences that have higher economic value.

The success of agroecotourism in driving rural agribusiness growth depends heavily on the application of sustainability principles, which encompass economic, social, and environmental dimensions in a balanced manner. From an economic perspective, agroecotourism development can increase the added value of agricultural products through processing, direct marketing to tourists, and the development of creative products based on local resources. Community income no longer depends solely on seasonal harvests, but also comes from various tourism services such as agricultural education, homestays, culinary specialties, and the sale of processed products. This diversification of income sources contributes to increasing the economic resilience of farming households while reducing the risks associated with fluctuations in agricultural commodity prices. Furthermore, increased direct interaction between producers and consumers strengthens market confidence in the quality of local products and expands agribusiness marketing networks (Kumar et al., 2021c).

From a social perspective, agroecotourism plays a role in increasing community participation through a community-based approach. Community involvement in the planning, management, and evaluation of tourist destinations fosters a sense of ownership over the local resources utilized. This strengthens social capital, increases human resource capacity, and creates employment opportunities for women, youth, and micro-entrepreneurs in rural areas. Furthermore, agroecotourism activities serve as a means of preserving local culture, as tourists gain firsthand experience with agricultural traditions, local wisdom, and resource management practices that have been passed down through generations (Alfarizi et al., 2026a). Thus, agribusiness development is not only oriented towards economic growth, but also strengthens the social and cultural identity of village communities.

From an environmental perspective, agroecotourism encourages more environmentally friendly agricultural practices through land conservation, efficient water use, organic waste management, and biodiversity protection. Agroecotourism destinations that implement sustainable agricultural systems are more attractive because tourists are increasingly considering environmental aspects when choosing a destination (Rana et al., 2024b). Consequently, farmers are encouraged to adopt organic farming practices, agroforestry, and sustainable agricultural technologies that maintain long-term land productivity. These practices not only improve environmental quality but also strengthen the image of local agricultural products as healthy, safe, and sustainably valued. This synergy between environmental conservation and economic activity is a crucial foundation for building rural agribusinesses that are resilient to climate change and natural resource degradation (Zoirovich, 2026c).

In its implementation, the effectiveness of agroecotourism as a sustainable agribusiness growth strategy requires the support of various stakeholders through a collaborative approach. The government has

a role in providing infrastructure, regulations, and strengthening community capacity, while the private sector can support investment, product innovation, and expanding market access. Universities and research institutions contribute through innovation development, community mentoring, and technology transfer tailored to the characteristics of rural areas. Furthermore, the use of digital technologies, such as social media-based marketing, online reservation platforms, and tourist destination information systems, can expand the promotional reach and increase the competitiveness of agroecotourism at the national and international levels (Pelegrín Entenza et al., 2022b). By integrating economic, social, environmental, institutional, and digital innovation aspects, agroecotourism becomes a strategy that not only increases rural agribusiness growth but also supports the achievement of sustainable development by improving community welfare, preserving the environment, and strengthening regional competitiveness in a sustainable manner.

METHOD

This research uses a qualitative approach with a literature review method to analyze agroecotourism development as a strategy to encourage rural agribusiness growth. The research data consists of secondary data obtained from reputable scientific articles, academic books, proceedings, and reports from national and international institutions relevant to the topics of agroecotourism, rural agribusiness, sustainable development, and community-based tourism. The literature was selected based on its relevance, scientific quality, and recency, with emphasis on sources published within the last ten years to reflect the latest developments in the concept and implementation of agroecotourism.

Data analysis was conducted through the stages of identification, selection, grouping, and synthesis of findings from various literature sources. All literature was analyzed thematically to identify key concepts, factors influencing agroecotourism development, and its contribution to rural agribusiness growth. The results of the synthesis were then interpreted descriptively to generate a comprehensive understanding of the relationship between agroecotourism development, business diversification, increasing the added value of agricultural products, community empowerment, and sustainable rural development, as a basis for developing conceptual implications and research recommendations.

RESULTS AND DISCUSSION

Agroecotourism Development: Concepts, Dimensions, and Sustainability Principles

Conceptually, agroecotourism is a synthesis of three main concepts: agribusiness, ecotourism, and sustainable development (Sekar et al., 2024). Agribusiness serves as the foundation for agricultural commodity production and development, while ecotourism emphasizes environmental conservation, community empowerment, and responsible tourism experiences. These two concepts are then combined within a sustainable development framework that prioritizes a balance between economic growth, social welfare, and environmental sustainability (Djuwendah et al., 2023c). Therefore, the success of agroecotourism is measured not only by increasing the number of tourists or economic income, but also by the ability to maintain ecosystem quality, enhance the capacity of local communities, and preserve the cultural identity that makes the area attractive.

The economic dimension is a key aspect of agroecotourism development because it is directly related to increased community income and the growth of local businesses. The presence of tourists opens new market opportunities for agricultural products, processed products, crafts, traditional culinary delights, and various supporting services such as transportation, tour guides, and homestays (Jumiyati & Frimawaty, 2024). This diversification of income sources can reduce farmers' dependence on seasonal harvests, thereby

increasing household economic resilience. Furthermore, agroecotourism encourages the creation of a longer agribusiness value chain through the development of value-added products and experience-based marketing. The economic value generated comes not only from the sale of primary commodities but also from educational, recreational, and environmental interpretation services, expanding community income sources.

Besides the economic dimension, social aspects play an equally important role in ensuring the sustainability of agroecotourism. The development of agricultural-based tourism areas positions local communities as key actors in the planning, management, and evaluation of tourism activities. Community participation is a crucial factor in determining success, as they are resource owners, guardians of local culture, and providers of various tourism services. Active community involvement strengthens a sense of ownership of development programs, fostering a shared responsibility for maintaining the sustainability of the area. In addition to increasing employment and entrepreneurship opportunities, agroecotourism also strengthens social cohesion through collaboration between farmers, tourism awareness groups, micro-entrepreneurs, traditional institutions, and young people involved in various creative economic activities (Zoirovich, 2026a).

The environmental dimension is a characteristic that distinguishes agroecotourism from conventional forms of tourism. Area development must be based on the principles of natural resource conservation, biodiversity protection, and land use that takes environmental carrying capacity into account. Sustainable agricultural practices such as the use of organic fertilizers, agricultural waste management, soil and water conservation, agroforestry, and energy efficiency are integral to destination management. This approach aims to maintain environmental quality so that it remains productive for agricultural activities while also being attractive as a tourist destination (Zoirovich, 2026e). Thus, agroecotourism not only provides short-term economic benefits but also maintains the sustainability of ecological functions, which are the primary capital for rural area development.

The institutional dimension also plays a crucial role in ensuring the sustainability of agroecotourism development. Strong institutions enable coordination between the government, communities, the private sector, academia, financial institutions, and civil society organizations. This collaboration is necessary for policy formulation, infrastructure provision, human resource capacity building, destination promotion, and the development of innovations based on local potential. The government plays a regulatory and facilitator role through the provision of regulations, incentives, and financial support. Meanwhile, universities contribute through research, mentoring, and technology transfer, while the private sector plays a role in investment, marketing, and business network development. The synergy between these actors creates governance that adapts to market dynamics while maintaining a balance between economic, social, and environmental interests (Alfarizi et al., 2026b).

In addition to institutional aspects, the educational dimension is an element that strengthens the strategic value of agroecotourism. Tourists not only enjoy the beauty of the agricultural landscape but also gain knowledge about crop cultivation, environmental conservation, local culture, agricultural processing, and sustainable agricultural practices. These educational activities can raise public awareness about the importance of natural resource conservation and responsible agricultural consumption. Furthermore, local communities also have the opportunity to improve their competencies through training in entrepreneurship, tourism services, digital marketing, business management, and product innovation. This two-way learning process makes agroecotourism a medium for knowledge transformation that supports human resource development in rural areas (Rana et al., 2024c).

All of these dimensions must be implemented based on the principles of sustainable development so that the resulting benefits can be enjoyed sustainably by current and future generations. The first principle is a balance between economic growth, environmental preservation, and social welfare to prevent overexploitation of resources. The second principle is community participation in all stages of development as a form of empowerment and strengthening of local capacity. The third principle is natural resource conservation through responsible land management, biodiversity protection, and environmental impact management. The next principle is equitable distribution of economic benefits so that the benefits of tourism activities can be enjoyed fairly by local communities. Furthermore, the principle of adaptability is also crucial considering that climate change, technological developments, and changing tourist preferences require innovative and flexible destination management.

The success of agroecotourism development is inseparable from the complementary roles of various stakeholders. The government is responsible for creating policies that support investment, infrastructure development, destination promotion, and environmental protection. Local communities play a key role in implementing tourism activities and safeguarding cultural values and natural resources. The private sector provides support through investment, marketing network development, and tourism service innovation. Universities and research institutions contribute by providing scientific data, developing appropriate technology, and increasing community capacity through education and training. Meanwhile, tourists also have a responsibility to practice responsible tourism behavior, respect local culture, and preserve the environment while engaging in tourism activities (Samadova et al., 2026).

Various factors influence the success of agroecotourism development in rural areas. Unique natural resource potential is fundamental, but it must be supported by adequate accessibility, quality infrastructure, availability of tourism facilities, human resource capacity, and government policy support. Equally important are the community's ability to develop product innovations, utilize digital technology for promotion and marketing, build partnership networks, and maintain quality service to tourists. Success is also influenced by the consistent application of environmental conservation principles and the ability to manage conflicts of interest between involved actors (Wirata et al., 2026). Therefore, agroecotourism development requires a holistic, collaborative, and locally-based approach to create inclusive economic growth, improve community welfare, strengthen agribusiness competitiveness, and maintain long-term environmental sustainability.

The Contribution of Agroecotourism to Rural Agribusiness Growth

Agroecotourism has evolved into a rural development approach that integrates agricultural activities, environmental conservation, and the tourism industry into a mutually supportive system. This approach not only transforms agricultural areas into tourist attractions but also creates broader economic relationships by increasing the value of products, services, and experiences offered to tourists ("Role of Development of the Agro-Industrial Complex to Create Areas of Agritourism," 2022). In the context of rural agribusiness, agroecotourism provides opportunities for farmers to obtain more diverse sources of income, thereby reducing dependence on the sale of primary commodities. Income diversification is a crucial factor in strengthening the economic resilience of farming households, particularly when agricultural commodity prices fluctuate due to market and climate changes. Through agro-based tourism activities, farmers earn income not only from their harvests but also from providing tourism services, agricultural education, selling processed products, renting facilities, and organizing various local cultural activities related to agrarian life.

This creates a more stable income structure and can sustainably increase the economic capacity of rural communities (S & A, 2023).

Agroecotourism's contribution to agribusiness growth is also reflected in the increased added value of agricultural products. Until now, most agricultural products in rural areas have been marketed as raw materials with relatively low economic value. The advent of agroecotourism has encouraged businesses to innovate by processing agricultural products into products with more attractive quality, packaging, and local identity. Products such as processed foods, herbal drinks, organic plantation products, honey, coffee, tea, and various crafts based on local natural resources have gained higher sales value because they are marketed as part of the tourism experience. Tourists not only purchase products for consumption but also as souvenirs with cultural value and stories about the production process (Surya et al., 2020b). Thus, the economic value of a commodity is no longer determined solely by production volume, but also by the experience, uniqueness, and local identity inherent in the product. This transformation has encouraged the development of home industries and micro-enterprises in rural areas, creating a more productive agribusiness ecosystem.

The development of agroecotourism has also significantly contributed to expanding market access for local agribusiness products. Limited distribution networks have long been a major obstacle for farmers in increasing their business competitiveness. The presence of tourists directly opens new markets without having to rely entirely on intermediaries or long distribution chains. Interaction between producers and consumers occurs directly at tourist sites, increasing consumer confidence in the quality of the products produced. In addition to direct sales, tourism activities also serve as an effective promotional medium through the dissemination of information from tourists, digital media, and social media platforms. Positive experiences gained by tourists often encourage word-of-mouth promotion and digital marketing, which can reach consumers on a wider scale. As a result, local agribusiness products have the opportunity to enter regional and even national markets, supported by a positive image built through agroecotourism activities (Rana et al., 2024d).

From an agribusiness value chain perspective, agroecotourism strengthens the linkages between economic actors in rural areas. Tourism activities require a variety of goods and services involving farmers, farmer groups, small businesses, cooperatives, transportation providers, culinary entrepreneurs, artisans, and homestay managers. The involvement of these various actors creates a more integrated local economic network, ensuring that economic benefits are not enjoyed solely by a single group but are distributed across all levels of society. This strengthening of the value chain also increases distribution efficiency, expands collaboration between businesses, and encourages stronger partnerships between the agricultural and service sectors. In the long term, this synergy creates an agribusiness system that is better able to adapt to changing market conditions while enhancing the economic resilience of rural areas (Djuwendah et al., 2023d).

Another crucial contribution is increasing the competitiveness of local products through the implementation of quality standards, innovation, and product differentiation. Increasingly fierce market competition demands that agribusinesses produce products that are not only high-quality but also unique and difficult for other regions to replicate. Agroecotourism encourages the development of products based on local characteristics, such as organic farming, traditional cultivation systems, superior regional varieties, and environmentally friendly agricultural practices. This authenticity creates a competitive advantage that increases tourist interest and strengthens the position of local products in the market. Furthermore, tourists' demand for safe, healthy, and sustainable products encourages farmers to improve production standards through the implementation of better agricultural practices, high-quality post-harvest management, and the

use of technology that supports efficiency and sustainability (Lupi et al., 2017). Thus, agroecotourism serves as a catalyst for improving the overall quality of agribusiness.

Beyond its economic impact, agroecotourism also contributes significantly to the empowerment of rural communities. Agroecotourism development models generally prioritize community participation as key actors in the planning, management, and evaluation of tourism activities. This community involvement increases human resource capacity through various training programs on tourism services, digital marketing, agricultural processing, business management, environmental conservation, and institutional strengthening. This increased competency results in a more independent, creative, and adaptive community that adapts to economic changes. Furthermore, community empowerment also strengthens social capital through intergroup cooperation, increased trust, and the development of a culture of mutual cooperation in managing village potential. Strong social capital is a crucial factor in maintaining the sustainability of agroecotourism development while increasing the effectiveness of community-based agribusiness development (Sangnak et al., 2025b).

Agroecotourism development also creates new and diverse employment opportunities for rural communities. Tourism activities require workers in service, tour guides, homestay management, local transportation, marketing, food processing, handicrafts, and tourism destination management. This diversification of job opportunities can reduce underemployment in the agricultural sector and provide alternative employment for young people who tend to migrate to urban areas. The emergence of new job opportunities also increases women's participation in economic activities through the development of culinary, craft, and creative industry businesses based on local resources (Suryandari et al., 2020). With increased employment opportunities, income distribution becomes more equitable, thereby strengthening the overall village economic structure.

Agroecotourism is also an effective means of encouraging the growth of local entrepreneurship. Interaction with tourists opens up opportunities for communities to develop various new businesses that creatively utilize local potential. Entrepreneurship is not only developing in the agricultural sector, but also in supporting sectors such as transportation services, regional culinary specialties, craft products, the provision of educational tour packages, and digital technology-based product marketing. The increasingly dynamic business environment encourages communities to innovate in creating highly attractive products and services. This growth in entrepreneurship expands the village economic structure, eliminating reliance on a single type of economic activity. In addition to increasing individual incomes, the development of micro and small businesses also strengthens local economic competitiveness through increased investment, productivity, and the creation of broader business networks (Khanal & Shrestha, 2019).

Ultimately, all of agroecotourism's contributions lead to improved rural community well-being, the primary goal of sustainable economic development. Increased income, increased employment opportunities, the development of local businesses, and the enhancement of human resource quality create improved socioeconomic conditions. Furthermore, the agroecotourism approach maintains environmental conservation principles, ensuring responsible use of natural resources without compromising ecosystem sustainability. The balance between economic growth, environmental preservation, and social empowerment makes agroecotourism a development model capable of generating long-term benefits for rural communities. Therefore, agroecotourism development needs to be supported through institutional strengthening, community capacity building, multi-stakeholder collaboration, marketing innovation, and government

policies that support local-based agribusiness development. With this support, agroecotourism can become a strategic instrument in accelerating the growth of inclusive, competitive, and sustainable rural agribusiness.

Strategies for Optimizing Agroecotourism Development to Achieve Sustainable Rural Agribusiness

Sustainable agroecotourism development requires a strategy that not only focuses on increasing tourist visits but also strengthens the rural agribusiness system as a whole. A synthesis of various studies shows that the success of agroecotourism is largely determined by the ability of all stakeholders to integrate agricultural potential, environmental conservation, innovation, and community empowerment into a mutually supportive system (Yusuf & Wulandari, 2023). Therefore, agroecotourism optimization strategies need to be directed at increasing the added value of agricultural products, strengthening local institutional capacity, adopting digital technology, and creating a collaborative ecosystem that can sustainably enhance the competitiveness of rural areas. This approach aligns with the concept of sustainable development, which prioritizes balancing economic growth, environmental preservation, and social welfare as the primary goals of regional development (Tuwu et al., 2025).

One strategy gaining increasing attention in various studies is the use of digital technology as an instrument to expand market access and increase the effectiveness of agroecotourism promotion (Pujiasmanto et al., 2021). Digital transformation has changed tourist behavior, with tourists now relying more heavily on digital platforms to search for information, compare destinations, make reservations, and even provide reviews after visits. This presents an opportunity for agroecotourism operators to leverage social media, interactive websites, content-based digital marketing, geospatial technology, and travel apps to more widely promote the region's potential. In addition to increasing destination visibility, digitalization also enables agribusinesses to build closer relationships with consumers through two-way communication, experiential marketing, and the development of a stronger local brand identity. Furthermore, the application of digital technology also supports business management efficiency through transaction recording systems, visitor monitoring, tourist preference analysis, and customer satisfaction evaluations, which can be used as a basis for strategic decision-making (Safarov et al., 2024c).

The next strategy relates to agricultural-based product innovation as an effort to increase economic value while enriching the tourist experience. Agroecotourism is no longer viewed simply as an activity of enjoying agricultural scenery, but rather is evolving into a destination offering integrated educational, cultural, and recreational experiences (Djuwendah et al., 2023e). Therefore, product diversification is a crucial aspect in enhancing destination attractiveness. Various forms of innovation can be realized through the development of agricultural educational tourism packages, harvest tours, cultivation technology demonstrations, agricultural processing training, the provision of value-added local food products, and the development of a creative economy based on village resources. This diversification can extend the length of tourist visits while increasing community income opportunities. In addition to providing economic benefits, product innovation also strengthens local identity because each tourism activity is built on the environmental characteristics, culture, and superior commodities of each region (Djuwendah et al., 2021b). Thus, agroecotourism serves as a medium to introduce the richness of local agriculture while strengthening the sustainability of production systems based on local wisdom.

Optimizing agroecotourism also depends heavily on the quality of the human resources involved in destination management. Various studies confirm that the success of an agriculture-based tourism area is determined not only by the availability of natural resources but also by the community's competence in

professional business management (Gherdan et al., 2025). Therefore, human resource capacity building is necessary through education, training, mentoring, and strengthening community entrepreneurship. Capacity building programs should not only focus on technical agricultural skills but also encompass tourism service delivery, digital marketing, cross-cultural communication, business financial management, environmental conservation, and product innovation. This capacity building will increase community confidence in managing destinations independently and encourage the creation of new entrepreneurs capable of developing various business units supporting agroecotourism. Ultimately, improved human resource quality will strengthen regional competitiveness and enhance the economic sustainability of rural communities.

In addition to strengthening individual capacity, the success of agroecotourism requires effective collaboration between the government, communities, academia, and the private sector through a pentahelix approach. A literature analysis shows that agroecotourism development that relies solely on a single actor tends to face various obstacles, including financing, marketing, innovation, and institutional management. The government plays a role in providing regulations, infrastructure development, investment facilitation, and providing incentives for business actors. Academics contribute through research, technology transfer, community mentoring, and evaluation of development programs. The private sector plays a role in expanding market access, investing, developing business networks, and implementing management innovations. Meanwhile, local communities are key actors in maintaining the sustainability of natural resources while preserving the cultural values that are the main attractions of agroecotourism. This synergy between stakeholders creates collaborative governance that can increase the effectiveness of development program implementation while strengthening the economic resilience of rural areas (Alfharizi et al., 2026c).

Policy aspects are also a strategic factor in optimizing agroecotourism development. Various studies indicate that the sustainability of rural agribusiness requires cross-sectoral policies that integrate agricultural development, tourism, the environment, and community empowerment into a single regional development framework. Supportive policies need to be directed at strengthening basic infrastructure, facilitating access to financing for micro-enterprises and farmer groups, protecting productive agricultural land, developing a local product certification system, and providing incentives for environmentally friendly agricultural practices. Furthermore, the government should encourage the development of agroecotourism management standards that address service quality, natural resource conservation, tourist safety, and local community participation. Policies that adapt to climate change, technological developments, and global market dynamics will enhance the region's ability to face future development challenges (Hazarika, 2025b).

Based on a literature synthesis, the effectiveness of agroecotourism development strategies is not determined by the implementation of each strategy in isolation, but rather by the ability to integrate all components into a sustainable agribusiness development system. Digitalization will yield more optimal results when supported by quality product innovation, competent human resources, strong institutional governance, and consistent policies. Similarly, collaboration between stakeholders will yield greater impact when based on a shared development vision oriented toward improving community welfare while preserving the environment. This integration enables the creation of a more efficient agribusiness value chain, increased business productivity, diversification of community income sources, and strengthening local economic resilience to various external changes.

The conceptual implications of this literature synthesis suggest that future agroecotourism development strategies need to shift from a destination-based approach to an integrated agribusiness ecosystem approach. Agroecotourism is positioned not only as a supporting sector for tourism but also as an

instrument for rural economic transformation capable of creating added value throughout the agribusiness chain, from production, processing, distribution, and marketing. This approach encourages closer relationships between farmers, businesses, educational institutions, government, and consumers in building a more inclusive and competitive local economic system. Therefore, an agroecotourism development strategy that prioritizes innovation, collaboration, digitalization, community capacity building, and policy support will be a crucial foundation for realizing a resilient, adaptive, and sustainable rural agribusiness amidst the dynamics of global economic, social, and environmental change.

CONCLUSION

This research demonstrates that agroecotourism development is an effective strategy for supporting rural agribusiness growth through the integration of agricultural activities, tourism, and environmental conservation within a sustainable development framework. Based on a synthesis of various literature, agroecotourism can diversify community income sources, increase the added value of agricultural products, expand market access, and strengthen the competitiveness of local agribusinesses. In addition to providing economic benefits, this approach also encourages community empowerment, natural resource conservation, and strengthened collaboration among stakeholders, thereby supporting more inclusive and sustainable rural development.

Optimizing agroecotourism development requires integrated governance support through synergy between the government, business actors, communities, academics, and relevant institutions. The use of digital technology, strengthening human resource capacity, product innovation based on local potential, and policies that support regional development are crucial factors in increasing the success of agroecotourism implementation. Therefore, agroecotourism serves not only as an alternative business diversification but also as a rural agribusiness development strategy that can increase economic resilience, maintain environmental sustainability, and strengthen community welfare in the long term.

REFERENCES

- AGRO-ECOTOURISM AS A MODEL FOR RURAL DEVELOPMENT IN THE MOUNTAINS REGION: AMEDY REGION AS CASE STUDY* - ProQuest. (n.d.). Retrieved July 12, 2026, from <https://www.proquest.com/openview/d23ebf3711d4d75ad0661c43c1c8db7e/1?pq-origsite=gscholar&cbl=2031968>
- Alfharizi, M. F., Sitorus, S. R., Febriani, E. A., & Pratama, I. L. (2026a). Integration of Ecotourism Concepts Into Community-Based Agrotourism Models: Development Strategy Analysis of Keju Lasi Canduang, Agam Regency, West Sumatra. *Sumatra Journal of Disaster, Geography and Geography Education*, 10(1), 102–119. <https://doi.org/10.24036/sjdgge.v10i1.697>
- Alfharizi, M. F., Sitorus, S. R., Febriani, E. A., & Pratama, I. L. (2026b). Integration of Ecotourism Concepts Into Community-Based Agrotourism Models: Development Strategy Analysis of Keju Lasi Canduang, Agam Regency, West Sumatra. *Sumatra Journal of Disaster, Geography and Geography Education*, 10(1), 102–119. <https://doi.org/10.24036/sjdgge.v10i1.697>
- Alfharizi, M. F., Sitorus, S. R., Febriani, E. A., & Pratama, I. L. (2026c). Integration of Ecotourism Concepts Into Community-Based Agrotourism Models: Development Strategy Analysis of Keju Lasi Canduang, Agam Regency, West Sumatra. *Sumatra Journal of Disaster, Geography and Geography Education*, 10(1), 102–119. <https://doi.org/10.24036/sjdgge.v10i1.697>
- Bhandari, R. (2024). Agribusiness Opportunity for Rural Development in Nepal. *Intellectual Journal of Academic Research*, 2(1), 23–36. <https://doi.org/10.3126/ijar.v2i1.72796>

- Djuwendah, E., Karyani, T., & Wulandari, E. (2021a). Potential Development Strategy for Attraction and Community-based Agrotourism in Lebakmuncang Village. *E3S Web of Conferences*, 249, 01004. <https://doi.org/10.1051/e3sconf/202124901004>
- Djuwendah, E., Karyani, T., & Wulandari, E. (2021b). Potential Development Strategy for Attraction and Community-based Agrotourism in Lebakmuncang Village. *E3S Web of Conferences*, 249, 01004. <https://doi.org/10.1051/e3sconf/202124901004>
- Djuwendah, E., Karyani, T., Wulandari, E., & Pradono, P. (2023a). Community-Based Agro-Ecotourism Sustainability in West Java, Indonesia. *Sustainability*, 15(13), 10432. <https://doi.org/10.3390/su151310432>
- Djuwendah, E., Karyani, T., Wulandari, E., & Pradono, P. (2023b). Community-Based Agro-Ecotourism Sustainability in West Java, Indonesia. *Sustainability*, 15(13), 10432. <https://doi.org/10.3390/su151310432>
- Djuwendah, E., Karyani, T., Wulandari, E., & Pradono, P. (2023c). Community-Based Agro-Ecotourism Sustainability in West Java, Indonesia. *Sustainability*, 15(13), 10432. <https://doi.org/10.3390/su151310432>
- Djuwendah, E., Karyani, T., Wulandari, E., & Pradono, P. (2023d). Community-Based Agro-Ecotourism Sustainability in West Java, Indonesia. *Sustainability*, 15(13), 10432. <https://doi.org/10.3390/su151310432>
- Djuwendah, E., Karyani, T., Wulandari, E., & Pradono, P. (2023e). Community-Based Agro-Ecotourism Sustainability in West Java, Indonesia. *Sustainability*, 15(13), 10432. <https://doi.org/10.3390/su151310432>
- Gherdan, A. E. M., Bacter, R. V., Ciolac, R., Iancu, T., Maerescu, C. M., Dodu, M. A., Chereji, A. I., Herman, V. G., Ungureanu, A., & Bacter, D. P. (2025). Sustainable Agritourism Development in Romania's North-West Mountain Region: A TOPSIS-Based Evaluation of Strategic Priorities. *Agriculture*, 15(6), 601. <https://doi.org/10.3390/agriculture15060601>
- Hazarika, S. (2025a). *Agro-ecotourism and Sustainable Agriculture: A Symbiotic Relationship* (pp. 16–28).
- Hazarika, S. (2025b). *Agro-ecotourism and Sustainable Agriculture: A Symbiotic Relationship* (pp. 16–28).
- Jumiyati, S., & Frimawaty, E. (2024). APPLICATION OF EDU-AGROTOURISM AND AGROFORESTRY: PATTERNS OF LAND USE ON CONSERVATION IN THE BUFFER AREA. *International Journal of Conservation Science*, 15, 657–672. <https://doi.org/10.36868/IJCS.2024.01.19>
- Khanal, S., & Shrestha, M. (2019). Agro-tourism: Prospects, importance, destinations and challenges in Nepal. *Archives of Agriculture and Environmental Science*, 4(4), 464–471. <https://doi.org/10.26832/24566632.2019.0404013>
- Kinsey, B. H. (2023). *Agribusiness and Rural Enterprise*. Routledge. <https://doi.org/10.4324/9781003385431>
- Kumar, P., Desai, A., Vadivel, A., Gupta, M., Venkatesh, P., Rajkumar, S., S R, M., gb, S., Mahajan, G., Shishira, D., Janjal, A., & Desai, S. (2021a). A conceptual framework for agro-ecotourism development for livelihood security. *Indian Journal of Agronomy*, 66, 184–190.
- Kumar, P., Desai, A., Vadivel, A., Gupta, M., Venkatesh, P., Rajkumar, S., S R, M., gb, S., Mahajan, G., Shishira, D., Janjal, A., & Desai, S. (2021b). A conceptual framework for agro-ecotourism development for livelihood security. *Indian Journal of Agronomy*, 66, 184–190.
- Kumar, P., Desai, A., Vadivel, A., Gupta, M., Venkatesh, P., Rajkumar, S., S R, M., gb, S., Mahajan, G., Shishira, D., Janjal, A., & Desai, S. (2021c). A conceptual framework for agro-ecotourism development for livelihood security. *Indian Journal of Agronomy*, 66, 184–190.
- Lupi, C., Giaccio, V., Mastronardi, L., Giannelli, A., & Scardera, A. (2017). Exploring the features of agritourism and its contribution to rural development in Italy. *Land Use Policy*, 64, 383–390. <https://doi.org/10.1016/j.landusepol.2017.03.002>
- Mhaskey, A., & Upadhyay, S. (2024). *EMERGI-IPDF 240107 161706* (pp. 159–165).

- Olagunju, O. O. (2024). Agrotourism: A Catalyst for Rural Revitalization and Sustainable Tourism in Nigeria. *East Asian Journal of Multidisciplinary Research*, 3(2), 691–702. <https://doi.org/10.55927/eajmr.v3i2.8244>
- Pelegri n Entenza, N., V zquez P rez, A., & Pelegri n Naranjo, A. (2022a). Rural Agrotourism Development Strategies in Less Favored Areas: The Case of Hacienda Guachinango de Trinidad. *Agriculture*, 12(7), 1047. <https://doi.org/10.3390/agriculture12071047>
- Pelegri n Entenza, N., V zquez P rez, A., & Pelegri n Naranjo, A. (2022b). Rural Agrotourism Development Strategies in Less Favored Areas: The Case of Hacienda Guachinango de Trinidad. *Agriculture*, 12(7), 1047. <https://doi.org/10.3390/agriculture12071047>
- Pujiasmanto, B., Aliyah, I., Miladan, N., & Margana. (2021). Development of organic agro tourism for optimizing agricultural resources in Ngawi, East Java, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 637(1), 012061. <https://doi.org/10.1088/1755-1315/637/1/012061>
- Rana, J. C., Bisht, I. S., Mathur, P., Fadda, C., Mittra, S., Ahlawat, S. P., Vishwakarma, H., & Yadav, R. (2024a). Involving Rural Youth in Agroecological Nature-Positive Farming and Culinary Agri-Ecotourism for Sustainable Development: The Indian Scenario. *Sustainability*, 16(21), 9417. <https://doi.org/10.3390/su16219417>
- Rana, J. C., Bisht, I. S., Mathur, P., Fadda, C., Mittra, S., Ahlawat, S. P., Vishwakarma, H., & Yadav, R. (2024b). Involving Rural Youth in Agroecological Nature-Positive Farming and Culinary Agri-Ecotourism for Sustainable Development: The Indian Scenario. *Sustainability*, 16(21), 9417. <https://doi.org/10.3390/su16219417>
- Rana, J. C., Bisht, I. S., Mathur, P., Fadda, C., Mittra, S., Ahlawat, S. P., Vishwakarma, H., & Yadav, R. (2024c). Involving Rural Youth in Agroecological Nature-Positive Farming and Culinary Agri-Ecotourism for Sustainable Development: The Indian Scenario. *Sustainability*, 16(21), 9417. <https://doi.org/10.3390/su16219417>
- Rana, J. C., Bisht, I. S., Mathur, P., Fadda, C., Mittra, S., Ahlawat, S. P., Vishwakarma, H., & Yadav, R. (2024d). Involving Rural Youth in Agroecological Nature-Positive Farming and Culinary Agri-Ecotourism for Sustainable Development: The Indian Scenario. *Sustainability*, 16(21), 9417. <https://doi.org/10.3390/su16219417>
- Role of Development of the Agro-Industrial Complex to Create Areas of Agritourism. (2022). *Journal of Environmental Management and Tourism (JEMT)*, XIII(8(64)), 2311–2319. <https://www.cceol.com/search/article-detail?id=1114629>
- S, M., & A, G. (2023). THE ROLE AND SIGNIFICANCE OF AGRO-ECO PARKS IN THE DEVELOPMENT OF AGROECO TOURISM. *The Scientific Heritage*, (105), 97–99. <https://cyberleninka.ru/article/n/the-role-and-significance-of-agro-eco-parks-in-the-development-of-agroeco-tourism>
- Safarov, B., Amirov, A., Mansurova, N., Hassan, T. H., Hasanov, H., Pere , A. C., Bilalov, B., & Turdibekov, K. (2024a). Prospects of Agrotourism Development in the Region. *Economies*, 12(12), 321. <https://doi.org/10.3390/economies12120321>
- Safarov, B., Amirov, A., Mansurova, N., Hassan, T. H., Hasanov, H., Pere , A. C., Bilalov, B., & Turdibekov, K. (2024b). Prospects of Agrotourism Development in the Region. *Economies*, 12(12), 321. <https://doi.org/10.3390/economies12120321>
- Safarov, B., Amirov, A., Mansurova, N., Hassan, T. H., Hasanov, H., Pere , A. C., Bilalov, B., & Turdibekov, K. (2024c). Prospects of Agrotourism Development in the Region. *Economies*, 12(12), 321. <https://doi.org/10.3390/economies12120321>
- Samadova, O., Rahimova, M., Mammadli, Y., Akbarova, S., & Xalilova, E. (2026). Evaluation of the use of Alternative Energy Sources (NPP) in Agroecotourism as a Stage of Our Republic’s Transition to a “Green Economy.” *Scientific Work*, 20, 213–222. <https://doi.org/10.36719/2663-4619/127/213-222>

- Sangnak, D., Poo-Udom, A., Tamnanwan, P., Kongduang, T., & Chanthothai, S. (2025a). *Agritourism as a catalyst for sustainable rural development: Innovations, challenges, and policy perspectives in the post-COVID-19 era*.
- Sangnak, D., Poo-Udom, A., Tamnanwan, P., Kongduang, T., & Chanthothai, S. (2025b). *Agritourism as a catalyst for sustainable rural development: Innovations, challenges, and policy perspectives in the post-COVID-19 era*.
- Sekar, S., .S, B., Soundarraj, P., Paulraj, K., Mishra, A., Ponnusamy, D., & Mishra, I. (2024). Assessing the Impact of Agrotourism Initiatives on Rural Development and Community-based Agricultural Management. *JOURNAL OF ENVIRONMENT AND BIO-SCIENCE*, 37, 155–162. <https://doi.org/10.59467/JEBS.2023.37.155>
- Surya, B., Saleh, H., Hamsina, H., Idris, M., & Ahmad, D. N. A. (2020a). RURAL AGRIBUSINESS-BASED AGROPOLITAN AREA DEVELOPMENT AND ENVIRONMENTAL MANAGEMENT SUSTAINABILITY: REGIONAL ECONOMIC GROWTH PERSPECTIVES. *International Journal of Energy Economics and Policy*, 11(1), 142–157. <https://doi.org/10.32479/ijee.10184>
- Surya, B., Saleh, H., Hamsina, H., Idris, M., & Ahmad, D. N. A. (2020b). RURAL AGRIBUSINESS-BASED AGROPOLITAN AREA DEVELOPMENT AND ENVIRONMENTAL MANAGEMENT SUSTAINABILITY: REGIONAL ECONOMIC GROWTH PERSPECTIVES. *International Journal of Energy Economics and Policy*, 11(1), 142–157. <https://doi.org/10.32479/ijee.10184>
- Suryandari, R. T., Wicaksono, R. L., & Agustina, A. (2020). Is agro-ecotourism approach a potential to support climate change mitigation? *IOP Conference Series: Earth and Environmental Science*, 528(1), 012055. <https://doi.org/10.1088/1755-1315/528/1/012055>
- Tuwu, E. R., Kahirun, Gandri, L., Erif, L. O. M., & Mustaqim. (2025). SWOT analysis for optimizing sustainable agrotourism development in rural hill areas. *Ecotourism and Environment Conservation*, 2(2), 68–86. <https://doi.org/10.61511/ecotour.v2i2.2025.2344>
- Unjia, Y., Padaliya, S., Agrawat, Y., & Padaliya, M. (2024). Rural Development and Agribusiness Integration. In *Agribusiness Management*. Routledge.
- Wirata, I. N., Widaharthana, I. P. E., Citrawati, L. P., Sumadi, I. G., & Asmarani, I. R. (2026). Panji Edu Eco Festival: Event Concept as a Sustainable Ecotourism Attraction Development in Panji Tourism Village, Buleleng Regency. *Eduvest - Journal of Universal Studies*, 6(3), 3654–3662. <https://doi.org/10.59188/eduvest.v6i3.52412>
- Yusuf, E. S., & Wulandari, S. (2023). Agritourism Development: Designing an Effective Model for Sustainable Growth. *BIO Web of Conferences*, 69, 04023. <https://doi.org/10.1051/bioconf/20236904023>
- Zoirovich, K. O. (2026a). ENSURING ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY THROUGH AGRO-ECOTOURISM. *BG Pulse Journal*, 2(5), 493–499. <https://doi.org/10.5281/zenodo.20234037>
- Zoirovich, K. O. (2026b). ESTABLISHMENT AND MANAGEMENT ISSUES OF AGROECOTOURISM CLUSTERS. *International Journal of Technology and Academic Research*, 6(6), 517–521. <https://waerasia.org/index.php/ijtar/article/view/302>
- Zoirovich, K. O. (2026c). ESTABLISHMENT AND MANAGEMENT ISSUES OF AGROECOTOURISM CLUSTERS. *International Journal of Technology and Academic Research*, 6(6), 517–521. <https://waerasia.org/index.php/ijtar/article/view/302>
- Zoirovich, K. O. (2026d). THE INTERRELATIONSHIP BETWEEN AGROECOTOURISM AND ENVIRONMENTAL PROTECTION. *International Journal of Technology and Academic Research*, 6(6), 511–516. <https://waerasia.org/index.php/ijtar/article/view/301>
- Zoirovich, K. O. (2026e). THE INTERRELATIONSHIP BETWEEN AGROECOTOURISM AND ENVIRONMENTAL PROTECTION. *International Journal of Technology and Academic Research*, 6(6), 511–516. <https://waerasia.org/index.php/ijtar/article/view/301>

Zoirovich, K. O. (2026f). THE ROLE OF AGROECOTOURISM IN THE ECONOMIC DEVELOPMENT OF RURAL AREAS. *Arabian Journal of Science.*, 3(6), 1054–1059.
<https://www.arabianjournalofscience.com/index.php/AJSI/article/view/353>