

A Holistic Educational Agritourism Framework: Integrating SWOT–QSPM And Community Based Tourism

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ABSTRACT

Inland agrarian villages in Indonesia face the dual challenges of agricultural commodity price volatility and the absence of alternative income mechanisms. This condition makes communities structurally vulnerable to market fluctuations. Rural tourism literature in Indonesia rarely includes an integrated framework that simultaneously addresses seasonal factors, community empowerment, and experiential learning within a SWOT–QSPM analytical structure. This study designs a sustainable educational agrotourism model for Pancasila Sukoreno Village, Jember, by integrating the principles of Community-Based Tourism (CBT), Seasonal Adaptation, and Experiential Learning. This study uses a descriptive-qualitative approach involving 20 informants selected purposively from six stakeholder groups. The researchers collected data through in-depth interviews, participant observation, and two rounds of Focus Group Discussions (FGDs). The researchers assessed internal and external strategic factors using the SWOT matrix, then prioritized them using the Quantitative Strategic Planning Matrix (QSPM) through a stakeholder-based Attractiveness Assessment. Four alternative strategies were evaluated. The S–O strategy, namely the Development of Experiential Edutourism Packages, obtained a TAS of 5.74. The S–T strategy of Seasonal Product Diversification achieved a TAS of 5.83 after adjustment. The W–O strategy of Digital and Management Training achieved a TAS of 5.13. The W–T strategy of Basic Infrastructure Development achieved a TAS of 5.13 (tied). The resulting model operationalizes three interdependent pillars. The experiential edu-tourism pillar is based on orange and guava cultivation. The seasonal adaptability pillar is realized through value-added product processing and cultural programming. The community governance strengthening pillar is realized through synergy between Pokdarwis, BUMDes, and Karang Taruna. Data confirms the potential of agrotourism to stabilize income. Orange prices fluctuated sharply between IDR 2,500–IDR 8,000/kg during the 2022–2024 period. Furthermore, before the intervention, only 6% of village households participated in organized tourism activities. This research supports the achievement of SDGs 1 (No Poverty), 8 (Decent Work and Economic Growth), and 13 (Addressing Climate Change).

Keywords: *Pancasila Village, Diversification, QSPM, Tour Package, Tourism Education.*