

Harvesting Harmony of Socio-Economic Interactions in Fostering Sustainable Agrotourism: A Case Study in Tambi Tourism Village, Wonosobo, Central Java

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Abstract

Sustainable agrotourism development depends not only on environmental preservation but also on the effective integration of socio-economic dynamics in rural communities. This study explores how social and economic interactions support sustainable agrotourism in Tambi Tourism Village, Central Java, known for its historic tea plantations and strong agrarian identity. Using a qualitative case study method, supported by field observations, stakeholder interviews, and SWOT analysis, the research identifies how collaboration among local actors ensures tourism growth while maintaining social inclusion and environmental balance. The SWOT analysis highlights key strengths such as strong community engagement, preserved agro-cultural heritage, and structured management through Village-Owned Enterprises (BUMDes). Challenges include limited infrastructure, digital illiteracy, and seasonal dependency. Opportunities lie in the rising demand for ecotourism, government policy support, and the potential of digital platforms to strengthen rural branding. Threats include climate change, cultural commodification, and increasing competition. The study proposes a sustainability model based on three pillars: inclusive economic participation through cooperatives and training; eco-conscious tourism grounded in local agricultural practices; and adaptive innovation through multi-stakeholder partnerships and digital integration. Tambi's case illustrates that fostering socio-economic harmony is key to building resilient agrotourism, offering both local benefits and broader relevance for sustainable rural development across the Global South.

Keywords: Agrotourism Sustainability, Socio-Economic Synergy, Rural Resilience

1. INTRODUCTION

Agrotourism represents a synergistic integration of the agricultural and tourism sectors, offering not only experiential learning and recreational value but also sustainable economic prospects for rural communities. Within the broader agenda of sustainable development, agrotourism has proven to be a strategic instrument for promoting ecological conservation, preserving local cultural identity, and empowering community-based economies (Turčinović et al., 2025). Tambi Tourism Village, situated in the highlands of the Dieng Plateau, is endowed with natural and cultural assets including traditional tea plantations, highland farming systems, and a cohesive local culture that position it as a viable site for sustainable agrotourism. However, physical and ecological advantages alone are insufficient. The long-term success of agrotourism is fundamentally shaped by the dynamics of socio-economic interactions among local stakeholders such as farmers, tourism operators, village administrators, and visitors.

These interactions influence decision-making, resource distribution, and collaborative governance (Doberstain, 2016). Despite observable signs of community collaboration in

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Tambi Village, scholarly examination of how these social and economic relationships support sustainable agrotourism remains limited. Therefore, the primary aim of this study is to identify, analyze, and optimize the forms of socio-economic interaction that contribute to sustainable agrotourism development in Tambi. The outcomes of this research are expected to provide a conceptual model that can guide participatory policy-making and inform the replication of community-driven tourism strategies in other rural contexts across the Global South.

The global tourism sector has undergone a significant paradigm shift in recent decades, moving away from mass tourism toward more responsible and sustainable forms of travel (Weaver, 2007). Amid this dynamic, agritourism has emerged as one of the most promising segments, particularly for agrarian nations like Indonesia. Agritourism does not merely showcase beautiful natural landscapes; it integrates agricultural activities, local culture, and education into a holistic visitor experience. However, the success of agritourism cannot be measured solely by surges in tourist arrivals or growth in Village Original Income (PADes). The true sustainability of agritourism heavily relies on how socio-economic interactions among various stakeholders are managed to ensure they run harmoniously and in balance.

Tambi Tourism Village, located in the Kejajar District of Wonosobo Regency, Central Java, serves as a concrete representation of both the potential and challenges in developing plantation-based agritourism. Situated on the slopes of Mount Sindoro at an altitude of approximately 1,400 meters above sea level, Tambi is blessed with vast, rolling tea plantations, cool mountain air, and a rich Javanese cultural heritage. The transformation of Tambi from a conventional tea plantation area into a nationally recognized tourism village reflects a collective effort toward rural economic diversification. On one hand, the presence of agritourism opens new employment opportunities, stimulates the growth of Micro, Small, and Medium Enterprises (MSMEs) such as homestays, local culinary businesses, and tour guiding, and ultimately boosts the income of the local community.

The penetration of tourism activities into rural life often triggers complex socio-economic dynamics (Piras & Pedes, 2025). When economic profit orientation becomes overly dominant, the risks of cultural commercialization, income inequality, and environmental degradation become inevitable (Wang et al., 2022). Furthermore, a lack of preparedness among local communities facing the influx of tourism modernization can potentially create social friction with corporate managers or tourists. Therefore, harvesting harmony in tourism becomes an absolute necessity. This harmony refers to a condition where economic growth goes hand in hand with the strengthening of social capital, the preservation of local wisdom, and the inclusive participation of all community layers.

Previous studies on agritourism have frequently focused partially on either economic impacts or environmental feasibility in isolation. There remains a paucity of research that deeply dissects how the reciprocal interactions between social and economic aspects can be mobilized to strengthen the resilience and sustainability of agritourism at the grassroots level. Understanding the patterns of socio-economic interactions in Tambi Tourism Village is crucial, given that this village involves intense multi-actor interactions, ranging from PT Perkebunan Tambi (the plantation corporation), local governments, and village administrations, to the Tourism Awareness Group (Pokdarwis) and the general public who depend on both agriculture and tourism for their livelihoods.

Based on this background, this article aims to analyze in depth how the dynamics and harmony of local socio-economic interactions contribute to fostering sustainable agritourism in Tambi Tourism Village. Utilizing a case study approach, this research explores the community's social adaptation mechanisms, forms of equitable economic collaboration, and contemporary challenges faced in maintaining the balance of the rural ecosystem. The findings of this study are expected to not only provide theoretical contributions to the literature on rural development and sustainable tourism but also offer practical recommendations for policymakers in formulating inclusive, community-based, and long-term oriented agritourism management strategies.

2. METHOD

Penelitian ini menggunakan metode This research employs a descriptive qualitative approach aimed at gaining an in-depth understanding of the forms of social and economic interaction that contribute to the development of sustainable agrotourism in Tambi Tourism Village, Kejajar Subdistrict, Wonosobo Regency. The study was conducted on May 5, 2025, with the primary objective of exploring how local stakeholders interact and collaborate in agrotourism management. The population consists of all parties directly involved in agrotourism activities, including farmers, local tourism entrepreneurs, village government officials, members of the tourism awareness group (Pokdarwis), and visiting tourists. From this population, a purposive sampling technique was applied to select 3 key informants chosen for their active roles and knowledge in agrotourism development.

Data were collected through three methods: (1) literature review, to establish a theoretical and empirical foundation; (2) in-depth semi-structured interviews, to capture narratives and perspectives from key actors; and (3) documentation, including photographs of activities, village archives, promotional materials, and field notes. The data analysis used the interactive model by Miles, Huberman, and Saldaña (2014), which includes data reduction, data display, and conclusion drawing/verification, conducted simultaneously throughout the research process. Furthermore, a SWOT analysis model was integrated to examine internal (strengths and weaknesses) and external (opportunities and threats) factors. This model provided a strategic lens to evaluate how socio-economic interactions can be leveraged or challenged in sustaining community-based agrotourism in Tambi.

3. RESULTS AND DISCUSSION

Result

1. Social Integration and Community Empowerment in Sustainable Agrotourism

Tambi Tea Resort, located in Wonosobo, Central Java, is one of Indonesia's historic tea plantations established in 1865. Operated under PT Perkebunan Tambi, this resort not only offers scenic highland accommodations but also serves as a center of tea production and agrotourism. During our visit and interview with the management, we gained insights into the plantation's operations, marketing strategies, export distribution, and its contribution to both local economic development and international trade.



Figure 1. Export Destination Countries of Tambi Tea

Source: Field documentation in Tea Tambi Resort, May 2025

This image shows a display of the primary export destinations for tea produced by PT Perkebunan Tambi. The listed countries include the United States, Russia, the Netherlands, the United Arab Emirates, India, and Japan. This highlights the global reach of Tambi's tea products and reflects the plantation's significant contribution to Indonesia's export economy in the agricultural sector. The social sustainability of agrotourism in Tambi Tourism Village is deeply grounded in community integration, solidarity, and company-wide social responsibility. A significant proportion of the tea plantation's workforce especially in planting, harvesting, and processing are local residents, ensuring that economic benefits remain within the community. A plantation worker explained, *"Most of the people who work here are the villagers themselves, from planting to harvesting, everything is done by the residents"*. Only in highly technical fields such as IT services and agronomy does PT Tambi bring in external experts, who are accommodated in company- provided housing facilities. This arrangement ensures that innovation and modernization do not exclude or displace local participation. Beyond employment, PT Tambi is known for its strong social ethos and active role in communal life. The company routinely engages in local events and contributes during times of hardship. One resident stated, *"If a resident passes away, PT Tambi always sends assistance and tea to the bereaved family. It has become a customary practice."*

This demonstrates the company's ingrained presence as both an economic and social actor. Furthermore, every month, each worker receives one and a half kilograms of tea as a form of appreciation a gesture that reinforces communal bonds and cultural identity. Such acts not only reflect the company's commitment to social welfare but also enhance trust and harmony between the enterprise and the village community. In Tambi Tourism Village, various forms of socio-economic interaction demonstrate significant potential to support sustainable agrotourism. One prominent form is cooperative interaction between local tea farmers and PT Perkebunan Tambi, manifested through shared responsibilities in tea cultivation, eco-tourism planning, and visitor education programs. This aligns with Tönnies' concept of *Gemeinschaft*, where relationships are grounded in tradition, close kinship, and mutual trust the elements crucial for long-term environmental stewardship.

Moreover, the involvement of villagers in diverse tourism roles such as homestay operators, local guides, and culinary providers reflects Parsons' theory of structural functionalism, in which each social role contributes to the maintenance of systemic stability. These functional roles collectively create a sustainable tourism ecosystem by ensuring local participation and equitable benefit distribution. Economically, reciprocal exchanges such as tourists buying local tea, joining harvests, and engaging in cultural workshops can be explained through Social Exchange Theory (Homans, 1958), where mutual benefits strengthen both social cohesion and economic resilience. These interactions also reflect Durkheim's concept of mechanical solidarity, as shared labor grounded in common values reinforces collective identity. The integration of traditional social networks, participatory tourism roles, and reciprocal markets embeds sustainability within local culture and economy. This aligns with findings that social capital, inclusive governance, and economic participation are critical for sustainable rural tourism (Riady et al., 2024; Nugraha & Subekti, 2021).

2. Economic Resilience and Institutional Synergy in Tea-Based Agrotourism

Economically, Tambi Tourism Village exemplifies a resilient and integrated agrotourism model centered on tea production a legacy sustained since 1865 under PT Tambi's management. With 60% of its tea exported to international markets such as Japan, the United States, Europe, and the Middle East, and the remaining 40% distributed domestically through well-established brands like Sariwangi and Jodandang, the company maintains a robust and balanced commercial strategy. As affirmed by the plantation operations manager:

“Our tea products are divided into two segments: 60% for export and 40% for the local market. This distribution helps maintain economic stability.”

This strategic division between export and domestic markets reflects Tambi's adaptive economic model in sustaining its agrotourism-based livelihood. By allocating 60% of production to international buyers, the village secures valuable foreign exchange and builds a reputation for high-quality tea. Simultaneously, maintaining 40% for the local market ensures consistent availability for domestic consumers and tourists, fostering local appreciation and economic circulation. This balanced market strategy not only reduces dependency on a single income stream but also enhances the village's resilience against global market volatility, ultimately supporting long-term sustainability in both agricultural and tourism sectors.



Figure 2. Interview Documentation at Tambi Tea Resort with manager

Source: Field documentation in Tea Tambi Resort, May 2025

This photo captures the interview session with the manager of Tambi Tea Resort, located in Wonosobo, Central Java. Established in 1865, the resort is part of PT Perkebunan Tambi and serves as both a hospitality facility and an educational site for tea production. During an interview with the manager of Tambi Tea Resort (May 5th, 2025), he explained that community members are actively engaged in both the farming and tourism aspects of the business. “They are not just workers; they are storytellers of our land and tea heritage.” His remarks reflect the notion of cultural embeddedness in agrotourism as highlighted by Lane & Kastenholz (2015), where tourism is intertwined with local identity and agricultural rhythms.

The interview focused on the management practices, tourism potential, and historical significance of the tea plantation in supporting local economic development. Innovation within the tea product line such as the creation of 41 artisanal tea variants enhances market competitiveness while enriching the visitor experience. Tourism in Tambi revolves around plantation tours, tea education, and product tasting, all of which are deeply linked to tea culture and production rather than generalized hospitality. A manager shared:

“What tourists seek here is a direct experience from the plantation itself not merely from cafés or resorts. They are eager to learn how tea is harvested, how to select the leaves, and to taste the tea directly at its source”

While local labor dominates operational roles, PT Tambi brings in outside specialists for specific functions such as IT systems and agricultural science, illustrating a hybrid labor structure where local inclusion and technical innovation coexist. Institutional partnerships with cooperatives and BUMD support the broader economic structure through training and co-managed business models. This ecosystem is sustained not only through financial strategy but also through PT Tambi’s environmental philosophy “teh selamanya” which guides practices such as contour planting, organic composting, and rotational cropping. As one senior field worker remarked:

“Using machines can speed up the process, but hand-cutting with shears allows for greater care and precision, enabling the selection of only the finest tea leaves.”

This statement underscores how Tambi Tea Plantation prioritizes quality through skilled manual practices alongside modern standards. A key element in advancing sustainable agrotourism is the implementation of food safety and quality assurance systems, as evidenced by the HACCP- aligned certification (059/MS HACCP/2019) from Mutu International. Covering all stages from raw material intake to packaging this system guarantees both product safety and traceability. It not only builds consumer trust and enhances global market access but also reflects professionalism and modernization in rural agroindustry.

This certification reflects a commitment to hygienic, internationally standardized food processing practices, supporting the sustainable agrotourism development in Tambi Tourism Village. It show with the picture that we get in Tambi Tea Resort below.

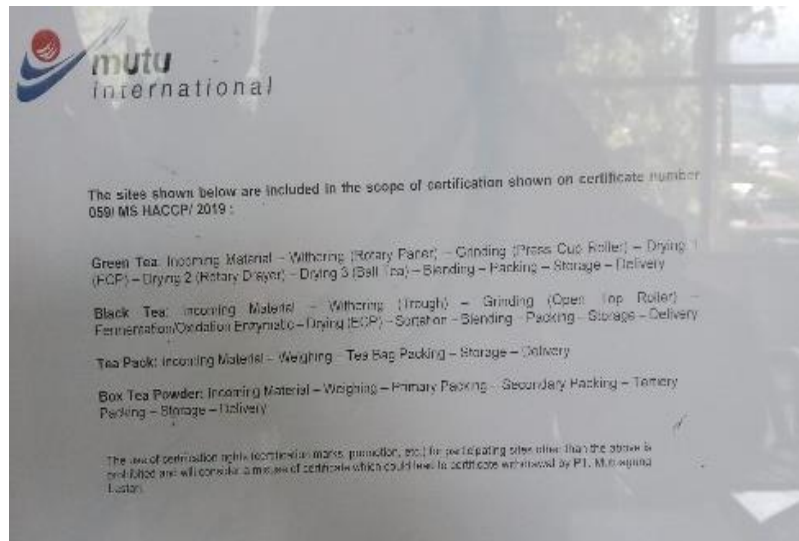


Figure 3. HACCP certification from PT Mutuagung Lestari covering the production processes of green tea, black tea, tea packs, and powdered tea.

Source: Field documentation in Tea Tambi Resort, May 2025

It empowers local farmers and tea workers by embedding them in a globally recognized framework of good manufacturing practices (GMP). Moreover, it adds experiential value to agrotourism activities, where visitors not only witness but also engage with certified processes strengthening the perception of Tambi as a model of ecological integrity and economic resilience. Thus, the interplay between certified food processing and community-based tourism exemplifies how harmonized socio-economic interactions can catalyze a sustainable agrotourism model grounded in both tradition and innovation. Certification and Production Standards.



Figure 4. Certificate of Conformity – HACCP (Hazard Analysis and Critical Control Point) of PT Perkebunan Tambi

Source: Field documentation in Tea Tambi Resort, May 2025

As a leading agricultural company in the tea industry, PT Perkebunan Tambi demonstrates a strong commitment to quality assurance and food safety. This is evidenced by its attainment of the Hazard Analysis and Critical Control Point (HACCP) Certificate, issued by PT Mutuagung Lestari (Mutu International). The certificate confirms that the company's production system complies with SNI CAC/RCP 1:2011, which refers to the Recommended International Code of Practice General Principles of Food Hygiene (CAC/RCP 1-1969, Rev. 4-2003, IDT). The certification covers the production of Orthodox Black Tea, Green Tea, Tea Packs, and Boxed Tea Powder at three key locations:

- a. UP Bedakah (Tlogomulyo Village, Kertek District),
- b. UP Tambi (Tambi Village, Kejajar District),
- c. UP Tanjungsari (Sedayu Village, Sapuran District).

The HACCP certificate was first registered on November 2, 2016, with the latest issuance dated January 6, 2020, valid until November 1, 2022. With this certification, PT Perkebunan Tambi has proven that its production process is not only output-oriented but also incorporates risk management at every critical stage to ensure consumer safety. This certification plays a vital role in supporting the development of tea-based agro-tourism in the Wonosobo region. Tourists can not only enjoy the scenic beauty and atmosphere of the tea plantations, but also gain assurance that the tea products they consume are produced under strict food safety standards. This adds significant value to the branding and competitiveness of Tambi tea products in both domestic and international markets.

Discussion

Tambi Tourism Village represents a compelling case of integrated rural development where socio-economic synergies centered on tea-based agrotourism are cultivated through an intricate interplay of market strategy, community participation, and environmental governance. The strategic dual-market orientation of PT Tambi, with 60% of its tea exported internationally and 40% retained for domestic consumption, illustrates a conscious hedging mechanism against global price volatility, aligning with recent studies on rural economic diversification as a resilience strategy in volatile commodity-based economies (Setiawan & Hapsari, 2021). This economic bifocality ensures income stability while maintaining national cultural relevance through iconic local brands (Palaniyandi & Sangeetha, 2024). Such positioning strengthens both Tambi's global competitiveness and local embeddedness. More significantly, the incorporation of 41 handcrafted tea variants into the agrotourism portfolio signals not just product diversification but a transition towards "experience economies" in rural tourism, a trend that has been increasingly emphasized in rural development literature (Chung & Leung, 2023). The strong inclusion of the local population constituting 80% of the labor force across tea cultivation, guiding, and hospitality demonstrates a clear commitment to endogenous development.

As highlighted by Wiranatha et al. (2020), local labor participation is vital not only for equitable benefit distribution but also for fostering emotional and cultural attachment to the land, thus mitigating rural-urban migration pressures. An emblematic case, like Pak Eko's transition from a reserved villager to a confident guide, showcases the transformative capacity of participatory tourism in developing human capital and community agency, in line with McGehee & Andereck's (2019) insights on empowerment through place-based tourism.

PT Tambi's operational model also reflects a robust form of embedded corporate social responsibility. Their consistent engagement in village rituals and welfare activities providing assistance during bereavements, distributing 1.5 kg of tea to each worker monthly transcends transactional relationships, creating a social contract built on reciprocity and trust. This aligns with the "embedded economy" theory, wherein economic actors are nested within social norms and community obligations (Granovetter, 1985; updated by Blokker, 2021).

Furthermore, while technology is selectively deployed primarily in IT and digital logistics via external professionals housed in company- provided accommodations manual labor remains central in high-skill tasks like tea leaf selection, revealing a deliberate calibration between mechanization and artisanal precision. This hybrid approach reflects contemporary findings in rural innovation studies, which suggest that sustainable adoption of technology in agrarian communities often requires respecting tacit knowledge systems and cultural preferences (Rigg et al., 2023; Glover & Lewis, 2022). The presence of school visits from regions as far as South Sulawesi and Yogyakarta reveals the site's educational tourism potential, reinforcing arguments by Ginting et al. (2021) that exposure to rural production systems can enhance environmental literacy and long-term sustainability consciousness among youth.

Governance structures in Tambi also showcase polycentric cooperation, wherein PT Tambi collaborates with local cooperatives, BUMD (regional public enterprises), and local entrepreneurs through partnership-based models with profit-sharing mechanisms. These decentralized, inclusive models resonate with Ostrom's design principles for sustainable common-pool resource management (Ostrom, 2010), as well as more recent rural institutional frameworks that advocate for shared governance to ensure both ecological integrity and social equity (Hidayat & Sari, 2022). Notably, there is an absence of reported social conflict, which can be attributed to well-internalized communal regulation mechanisms what Suhartini et al. (2023) describe as "deliberative harmonization" within rural tourism landscapes. Environmental sustainability is not an add-on but a foundational principle in PT Tambi's philosophy, embodied in their "teh selamanya" (tea forever) vision and operationalized through best-practice techniques like contour planting, organic composting, and strategic crop rotation.

These align with the FAO's (2022) agroecological transition guidelines and signal a long-term commitment to climate adaptation and soil conservation, which increasingly influences global consumer markets seeking ethically produced goods. To strengthen sustainable agrotourism in Tambi Tourism Village, it is essential to understand how socio-economic interactions shape both the community's inherent capabilities and its vulnerabilities. These interactions ranging from communal cooperation in tea cultivation to the monetization of cultural and ecological experiences are the building blocks of local resilience and inclusivity. A SWOT (Strengths, Weaknesses, Opportunities, Threats) framework allows us to systematically assess internal factors (social cohesion, asset utilization, skill levels) and external influences (market demand, policy support, environmental risks). Recent studies confirm that strong community participation and infrastructure support remain critical success factors in Indonesian agrotourism (Utami et al., 2023), while skill gaps and seasonality continue to limit long-term potential (Mustofa., 2025).

By situating Tambi's local conditions within these broader scholarly insights, the following

SWOT analysis clarifies which socio- economic dynamics can be leveraged and what challenges should be addressed to ensure truly sustainable agrotourism development.

a. Strengths (S)

One of the primary strengths of Tambi Tourism Village lies in its deeply rooted social cohesion and tradition of gotong royong (mutual cooperation), which fosters a strong foundation for participatory tourism management. Community members are actively involved in tea plantation activities and tourism services, creating a sense of ownership and shared responsibility (Palaiyandi & Sangeetha , 2024). Additionally, Tambi benefits from a diversified local economy, where agricultural income from tea cultivation is complemented by earnings from homestays, guided tours, and agro-education programs. This economic plurality increases the village's resilience against market fluctuations (Mustofa, 2025).

The village's natural capital, including panoramic landscapes and cool climate, combined with cultural capital such as traditional harvesting rituals, provides a unique and authentic experience for visitors (Jiang & Liu, 2024). Furthermore, the existence of structured management through collaboration between local leaders, youth groups, and tea estate operators enhances institutional coordination and supports the long- term vision of sustainable tourism development.

b. Weaknesses (W)

Despite its strengths, Tambi Tourism Village faces several internal challenges that limit the full optimization of sustainable agrotourism. A notable weakness is the limited capacity and training of local residents in modern hospitality, digital promotion, and sustainable agricultural techniques. This skills gap reduces the competitiveness and quality consistency of services offered to tourists (Setiawan et al., 2023). Moreover, infrastructural limitations such as narrow access roads, minimal public transportation, and insufficient sanitation facilities constrain accessibility and visitor comfort, particularly during peak seasons (Puspitasari et al., 2024). The economic dependence on seasonal tourism cycles also creates income instability, especially during off-seasons or in response to external shocks like pandemics or climate disruptions (Yuliani et al., 2023).

Additionally, youth migration to urban centers for employment opportunities results in a reduced labor force and weakens the potential for long-term innovation in local tourism initiatives. Without targeted interventions, these internal limitations may slow down or even reverse the progress of agrotourism development.

c. Opportunities (O)

Tambi Tourism Village stands at a strategic intersection of increasing national and global attention toward rural-based sustainable tourism, creating opportunities for socio-economic transformation. The growing trend of eco-conscious travelers seeking authentic, community-led experiences opens a niche market for Tambi's agrotourism offerings (Rahmawati & Sukoco, 2023). In addition, the Indonesian government has launched several initiatives, such as the Desa Wisata Mandiri and Sustainable Tourism Development programs, providing policy and financial support to tourism villages like Tambi (Ministry of Tourism and Creative Economy, 2024).

Technological advancements also offer significant potential, digital platforms enable local businesses to reach broader audiences through social media, e-commerce, and virtual tours, especially among younger demographics (Luz, 2025). Moreover, partnerships with educational institutions and NGOs can facilitate capacity building, training programs, and environmental awareness campaigns that enrich the local knowledge base. These emerging opportunities, if strategically harnessed, can strengthen Tambi's agrotourism while enhancing community welfare and environmental stewardship.

d. Threats (T)

Despite its potential, Tambi Tourism Village faces significant external threats that may hinder the sustainability of its agrotourism development. One of the most pressing threats is the risk of environmental degradation, particularly due to increased foot traffic, poor waste management practices, and unregulated tourism expansion that could disrupt local ecosystems and tea plantation productivity (Azarmi et al., 2019). Moreover, climate change poses long-term challenges to tea cultivation, including unpredictable rainfall patterns, rising temperatures, and pest infestations, all of which can threaten both agricultural output and the attractiveness of the landscape (Spulerova et al., 2010).

The village is also vulnerable to economic competition from more established tourism destinations with better infrastructure and marketing strategies, potentially diverting visitors away from Tambi (Fadilah & Suhariman, 2024). Additionally, sociocultural shifts, such as the outmigration of young people and declining interest among youth in agriculture and community-based tourism, could erode the human capital essential for sustaining agrotourism innovation and management. Without timely policy intervention and adaptive local governance, these threats could undermine the long-term viability of Tambi as a sustainable agrotourism destination.

Altogether, Tambi Tourism Village is not merely a rural economy driven by tea production and hospitality, but a living laboratory of socio-economic resilience, where participatory governance, cultural continuity, technological adaptability, and environmental ethics converge. Its success demonstrates that sustainable agrotourism must be understood not as a sectoral strategy but as a multidimensional practice rooted in local identity, reinforced by inclusive governance, and scaled through strategic market engagement positioning Tambi as a vital model for regenerative rural development in Indonesia and beyond. To optimize social and economic interactions for sustainable agrotourism in Tambi Village, a multi-layered strategy rooted in community empowerment and institutional collaboration is essential.

Socially, strengthening bonding and bridging social capital among residents is fundamental. Bonding capital such as mutual cooperation (gotong royong) and communal decision-making fosters internal solidarity, while bridging capital through partnerships with universities, NGOs, and tour operators expands access to knowledge, technology, and markets (Putnam, 2000; Yuniawan et al., 2023). Economically, optimizing the local value chain such as by promoting agro-products, guiding services, and homestay businesses ensures that tourism income is distributed fairly and reinvested in the village economy (Astuti & Lemy, 2022). Transparent cooperative models and inclusive financial planning can reduce dependency on external investors and minimize income gaps. Furthermore, applying participatory planning models (e.g., Collaborative Rural Tourism Model) allows residents to be co-creators rather

than passive recipients of tourism programs, thus increasing their sense of ownership and long-term commitment (Suryani et al., 2024).

Finally, integration of environmental education and sustainable farming practices through intergenerational learning will strengthen both ecological awareness and the resilience of agricultural livelihoods, ensuring that tourism growth does not compromise the integrity of the landscape. If managed holistically, these optimized interactions will not only sustain agrotourism but also foster inclusive rural development.

4. CONCLUSION

Sustainable agrotourism in Tambi Village is strongly supported by cohesive socio-economic interactions rooted in local values such as gotong royong and participatory governance. Community involvement in both agricultural and tourism sectors promotes a sense of ownership, enhances local capacities, and contributes to equitable benefit-sharing among stakeholders. Economic diversification through tea farming, homestays, and agro-education strengthens rural livelihoods and increases resilience to market and climate fluctuations. Cultural and natural capital, including traditional harvesting rituals and scenic landscapes, enrich the village's agrotourism appeal and authenticity. The SWOT analysis indicates that strengths such as institutional coordination and local wisdom can be leveraged to overcome weaknesses like digital illiteracy and reliance on seasonal tourism. Collaboration between stakeholders including PT Tambi, local government, and community groups plays a vital role in strategic planning and ensures alignment with sustainability goals. This study highlights the importance of integrating socio-economic harmony, ecological consciousness, and adaptive innovation as pillars of a replicable model for sustainable agrotourism in the Global South.

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