



The Role of Stakeholders in The Development of Educational Technology-Based Agricultural Tourism

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Abstract

Ciherang Village, located in Nagreg District, Bandung Regency, West Java, has strong potential for the development of sustainable agricultural educational tourism, supported by its natural, cultural, and socio-economic resources. However, this potential has not been optimally developed due to limited coordination among stakeholders and uneven readiness in adopting educational technology. This study aims to analyze the roles and positions of stakeholders in developing agricultural educational tourism in Ciherang Village by integrating an educational technology perspective through the pentahelix approach. This research employs a qualitative descriptive method. Data were collected through observations, in-depth interviews, and documentation involving key stakeholders, including local government officials, tourism awareness groups (Pokdarwis), community members, business actors, academics, and media. The data were analyzed narratively and organized into matrices to examine stakeholder involvement, roles, responsibilities, and readiness in utilizing educational technology, including infrastructure and digital literacy. The findings indicate that effective collaboration among stakeholders is essential for strengthening agricultural educational tourism development. The use of educational technologies, such as digital applications, QR codes, social media, and AR/VR-based content, enhances visitors' learning experiences and improves the competitiveness of the tourism village. Nevertheless, challenges remain, particularly related to infrastructure limitations and disparities in technological capacity. This study provides insights for developing innovative and sustainable agricultural educational tourism through multi-stakeholder collaboration.

Keywords:

Stakeholders, Village Tourism, Educational Technology, Tourism Education.

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INTRODUCTION

Village tourism is a community-based development approach that aims to optimize local potential in order to improve community welfare through sustainable tourism practices (Paristha et al., 2022). One form of this approach is agricultural educational tourism, which integrates agricultural activities with educational experiences for visitors, allowing tourism to function not only as recreation but also as a medium for learning and knowledge transfer (Selvia et al., 2024). Ciherang Village has considerable potential to be developed as an agricultural educational tourism destination due to its strategic location and abundant natural resources



(Permatasari, 2022). The village is also supported by active local communities that play an important role in managing tourism activities and preserving local culture, which strengthens its attractiveness as a tourism village (Sari et al., 2024). These characteristics position Ciherang Village as a promising area for sustainable tourism development. Despite its potential, the development of agricultural educational tourism in Ciherang Village has not been fully optimized. Key challenges include limited coordination among stakeholders, unequal access to resources, and the need for more innovative development strategies (Sarudin, 2023). Addressing these challenges requires effective collaboration among multiple stakeholders to ensure that tourism development aligns with sustainability principles while maximizing social, economic, and educational benefits for the local community.

Beyond social and economic factors, global tourism development increasingly demonstrates the integration of educational technology within educational tourism. Concepts such as smart tourism and digital learning experiences have become important approaches in destination management, enabling more interactive and engaging visitor experiences (Gretzel et al., 2015). Technologies including augmented reality (AR), virtual reality (VR), mobile applications, and gamification have been widely applied to enrich learning processes in tourism activities (Tom Dieck & Jung, 2017; Gajdosik, 2019). In the context of agricultural educational tourism, educational technology can be utilized to introduce agricultural practices interactively, for example through QR codes that provide cultivation information or digital simulations of plant life cycles (Han et al., 2019).

Despite this global trend, studies on agricultural educational tourism in Indonesia remain largely focused on social, cultural, and economic aspects, with limited attention to how stakeholder collaboration supports the adoption of educational technology (Wicaksono, 2022). At the same time, the development of agricultural educational tourism in Ciherang Village faces concrete challenges, including weak marketing strategies, limited human resource capacity, and insufficient coordination among stakeholders. These conditions indicate a clear research problem: the lack of an integrated understanding of stakeholder roles in supporting the implementation of educational technology for agricultural educational tourism development. Therefore, this study aims to analyze the roles of stakeholders in developing agricultural educational tourism in Ciherang Village while examining their readiness and capacity to adopt educational technology as a strategy to enhance sustainability and competitiveness.

This study aims to examine the roles of key stakeholders in the development of agricultural educational tourism in Ciherang Village, with particular attention to patterns of collaboration among government, academic institutions, local communities, and the private sector. By identifying existing coordination challenges and stakeholder capacities, this research seeks to formulate strategic recommendations to strengthen stakeholder involvement in a more integrated and effective manner (Duha et al., 2024). These strategies are expected to support more directed, sustainable, and competitive development of agricultural educational tourism in Ciherang Village (Gusdi et al., 2024).

This article giving contribution academic with enrich study about stakeholder involvement in development village tour on based agriculture. From the side practical, research this can become reference for government, community local, and sector private in compile policy and management strategies effective tourism. With existence strong synergy between stakeholders, development tour education agriculture in the village Ciherang can more optimal. Besides that a good collaboration will help increase Power pull tour as well as welfare public local (Chriasmawati & Pramono, 2021). Success this can also become inspiration for other areas in develop potential tour on based agriculture (Nurrahman, 2018).

With understand the role and synergy of stakeholders in development tour education agriculture, research This expected can give applicable and innovative recommendations. Success development village tour no only depending on potential the nature that is owned, but also on management strategies that involve various parties (Adikampana, 2017). Therefore that, research This will highlight importance involvement active stakeholders in every stage development tour education agriculture (Rabbani, 2024). With thus, it is hoped Village Ciherang can become example success in implementation draft village sustainable tourism. The conclusion of study this can also give basis for policy development village tourism in Indonesia in general mores wide.

METHODS

Study this located in the Village Ciherang, District Nagreg, Bandung Regency, West Java. Village Ciherang is a village that has potential big in development tour education agriculture, supported by its location in the area edge Mountain Kaledong. Besides that, village this own diverse source power natural, cultural, and artificial that can be developed as attractions tourism. Based on the Decree of the Regent of Bandung in 2022, the Village Ciherang set as village tour pioneering, so that required mentoring for development more carry on.

This study employs a qualitative case study design conducted in Ciherang Village, Nagreg District, Bandung Regency. The case study approach was selected to allow an in-depth exploration of stakeholder roles and interactions in the development of agricultural educational tourism within a specific local context. Data were collected through field observations, semi-structured interviews, and documentation analysis. In addition to examining stakeholder roles, this research analyzes stakeholder readiness to adopt educational technology, particularly in terms of infrastructure availability and digital literacy. The collected data were analyzed descriptively to identify patterns of stakeholder collaboration and opportunities for integrating educational technology into agricultural tourism attractions.

Data collection in this study was conducted through non-participant observation, semi-structured interviews, and documentation analysis. Non-participant observation was carried out to directly examine the physical condition of Ciherang Village, tourism attractions, and supporting infrastructure related to agricultural educational tourism. The observation was conducted over a period of two months with repeated visits to capture variations in activities and stakeholder

interactions. Semi-structured interviews were conducted to obtain in-depth information while allowing flexibility to explore emerging issues. Informants were selected using a purposive sampling technique to ensure representation of key stakeholders involved in agricultural educational tourism development. The interviewees consisted, including village government officials, members of the tourism awareness group (Pokdarwis), local business actors (MSMEs), community representatives, and academics. These stakeholders were chosen because of their direct roles, decision-making authority, and involvement in tourism planning, management, and capacity building in Ciherang Village.

Documentation analysis was used to complement primary data by examining relevant policy documents, development plans, reports, and visual records related to tourism development in Bandung Regency. Primary data were obtained from field observations and interviews, while secondary data were derived from literature, official reports, and regulations to support and validate the research findings through data triangulation.

Data analysis techniques used in study This is analysis qualitative with approach descriptive. The data obtained from observation and interviews will analyze for understand the ongoing social processes in development village tourism. Analysis This will study to what extent is the role of each stakeholder in development attractions tour education agriculture in the Village Ciherang as well as obstacles faced in the process.

Development village tour based on agriculture need approach multidisciplinary involving various concepts, including theory development tourist sustainable development, stakeholder theory, and theory power pull tourism (Trimurti Ningtyas et al., 2022). According to theory development tourist sustainable development tour must notice balance between aspect economic, social and environmental in order to give benefit term long for public local. In context Village Ciherang, principle this become base in manage potential tour agriculture with still guard sustainability environment and culture local.

Theory also becomes framework important in study This Because development tour education agriculture involving various parties, such as government area, community local, academics, and actor business (Panjaitan, 2023). Each stakeholder has different roles and interests, but effective collaboration can increase success management village tourism (Masitah, 2019). In context Village Ciherang, involvement group public like Pokdarwis, Karang Taruna, and MSMEs become element key in ensure tour education agriculture walk optimally.

Next, the theory Power pull tour explain that something destination tour must own element main, namely attractions, accessibility, and amenities (Rohmah et al., 2024). Village Ciherang own power pull diverse tourism, starting from tour natural like Mountain Kaledong and Carik Panginten, tourism culture such as Singa Depok and Kampung Koran, up to tour artificial such as the Corn Village Community MSMEs and Ciherang Culinary Specialties like seen in Figure 1. However, for increase power competitive, necessary better management good related accessibility and facilities support for tourists (Sasongko, 2010).



Figure 1. Attraction tour Village Ciherang (Source: personal data, 2025)

Besides that, theory economy creative is also relevant in support development village tour on based agriculture (Sugiarti et al., 2010). With existence processing results agriculture become product worth add, like processed corn become food typical or coffee that is developed as commodities flagship, economy public local can grow in a way sustainable (Wicaksono, 2022). Empowerment public through training and improvement capacity also becomes factor important in create ecosystem independent tourism (Paristha et al., 2022).

With referring to theories said, research this aim for analyze how the role of stakeholders in develop attractions tour education agriculture in the Village Ciherang. Approach this not only focused on exploration potential tourism, but also on collaborative strategies that can implemented for reach sustainability village tour.

RESULTS & DISCUSSION

Role of Government

Government own role crucial in provision digital infrastructure, regulations, and training programs digital literacy. Implementation *smart village* can help Village Ciherang integrate technology in attractions tour education agriculture (Gretzel et al., 2015).

Government own role crucial in support development Village Tour Ciherang through various policies and facilities. Government can provide

supporting regulations development village tourism, providing help infrastructure like roads, sanitation, and general facilities, and promote training programs for public local. Besides that, the government can also allocate village funds for increase readiness destination tour as well as facilitate partnership with sector private and academic use create ecosystem sustainable tourism (Alfianto & Fauzi, 2021; Ayuningtyas et al., 2023; Kurniati et al., 2023; Lili & Lasso, 2020).

Besides infrastructure physically, the government also has not quite enough answer in develop regulations that favor sustainability environment and culture local (Nuha, 2022). Supervision to management tourism, giving incentive to contributing communities active in development tourism, as well as village program integration tour with a development agenda area become step important for ensure sustainability tourism in the village Tour Ciherang (Hamit, 2021; Permata, 2024; Sugiarti et al., 2010).

The Role of Entrepreneurs Local

Businessman local can invest in innovation technology, such as virtual tour application, services *e-ticketing*, and educational digital content. MSMEs can also utilise *e-commerce* and social media for market product agriculture (Aliim & Darwis, 2024).

Businessman local play role important in support economy village tour through investment in the sector tourism, such as development accommodation, restaurants and souvenir shops area (Amelia & Ety Dwi Susanti, 2024). With involving local MSMEs in package tourism, they can create opportunity work for society and improve power pull tour through provision product local (Alim & Darwis, 2024). Besides that, work the same with Tourism Group in manage and promote tour can strengthen ecosystem economy local (Paristha et al., 2022).

Besides that, entrepreneur local can also help increase quality service tourist through training power work in the hospitality sector. With existence standard good service, tourists will get more experience fun and memorable. Besides that, entrepreneur can play a role in support innovation, such as development package tour based on wisdom local and implementation digital technology for expanding the tourism market (Gayatri et al., 2023).

Role of Society

Society plays a role as users at a time manager technology. Young generation can manage content education through social media, QR Code, and digital channels that introduce practice agriculture in a way interactive (Yulianti et al., 2023)

Involvement active public is key success development village sustainable tourism (Tri Asmoro et al., 2022). Communities can participate in guard cleanliness environment, preserving culture local, as well as become part from industry tour as guide, homestay manager, or MSME actors (Ni Putu Ayu Saskarawati et al., 2023). In additions that, the community that has aware will digitalization can more easily utilise technology in marketing and promotion tourism, so that increase amount visit tourists (Herdiana, 2019). Some examples a house that can used as a homestay by the community local Village Ciherang which is located in the Kampung Warung Bir area can seeing in Figure 2.

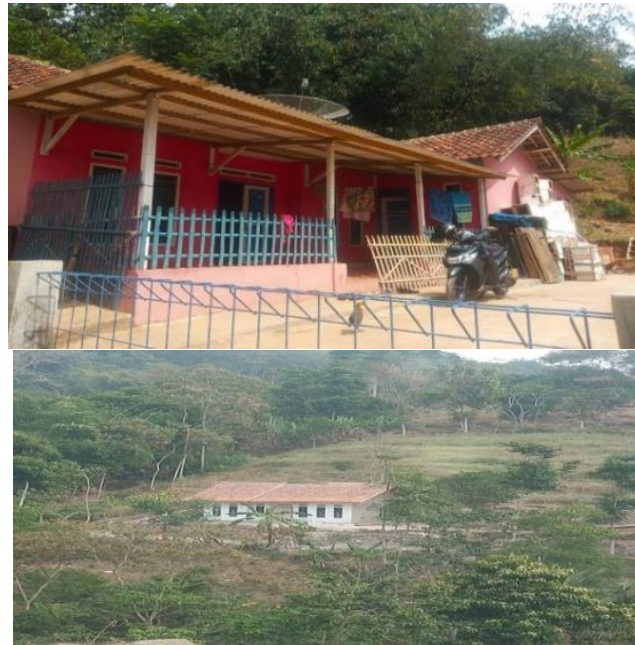


Figure 2. Community Homestay (Source: personal data, 2025)

Besides that, society also plays a role in create friendly and comfortable atmosphere for tourists (Doni Ikhlas et al., 2024). Awareness collective in support tourism programs village through mutual cooperation activities, preservation arts and traditions, as well as provision product or service unique tourism will increase Power competition village tourism (Dianasari, 2019; Yulianti et al., 2023). With existence involvement community, Village Tour Ciherang can grow become destinations that have characteristics distinctive and powerful pull alone.

The Role of Academics

Academics help in research, mentoring, and development digital curriculum based on the TPACK model. For example, the creation of e-learning module about agriculture or AR simulation showing cycle plants (Chai et al., 2019).

Academics own role in give mentoring-based research and training for community and Pokdarwis (Lestari et al., 2024). With research conducted by academics can help identify potential village tourism and provide solution on problems faced, such as improvement tour guide skills, digital marketing, and effective marketing strategies (Mukarromah & Rohmah, 2023). In additions that, academics can work the same with government and society in development package tour-based education and conservation (Evita et al., 2022; TR Putra, 2013).

Besides that, academics can also help in sustainable business model development for village tourism (Wisnumurti et al., 2022). With existence study academics, community and management tour can get outlook about trend tour latest marketing strategies data- based, as well as implementation digital technology in management destination tourism (Astiana et al., 2021; Syahputra, 2025). With Thus, the role academics can help Village Tour Ciherang become village more tourism innovative and competitive.

The Role of Media

Media functions as a promoter and means education. *Digital storytelling strategy* through documentary videos and social media can strengthening village branding Ciherang as destination tour education-based technology (Jamilah et al., 2023).

Media plays a role as means promotion and education for public wide related potential Village Tour Ciherang. Through news coverage in mass media, social media, and other digital platforms, power pull village tour can more known to tourists domestic and abroad (Jamilah et al., 2023; Prasetyo et al., 2023). Media can also help build image positive village tour with highlight program success, power pull tourism, as well as story inspiring from the Local Champions who play a role active in development village (Nursanti & Yudhiasta, 2024; Rerengga et al., 2019).

Besides as tool promotion, media can also function as supervisor in escort policies and practices management village tourism (Anak Agung Istri Syawana Bargandini & Ni Nyoman Juwita Arsawati, 2022; Hariski, 2021; Yanti et al., 2024). With existence media spotlight on success and challenges faced Village Tour Ciherang, various party can more understand and support development village tour in a way more effective. Therefore that, synergy between the media and other stakeholders is very important for increase Power attraction and sustainability Village Tour Ciherang.

Challenge Adoption Educational Technology

Use technology education in context tour education agriculture face challenge based on aspects digital infrastructure. Availability internet network that is not yet evenly distributed in rural areas cause limitations access to applications, e-learning platforms, and digital promotional media (Gretzel et al., 2015). In fact, the existence of infrastructure is prerequisite main success implementation draft *smart tourism* that emphasizes digitalization in experience tour.

Besides that, aspect digital literacy of the community also becomes obstacle important. Most of public villages, in particular group age continue, still limited in ability operate digital devices. This is making utilization technology more lots supported by generations young people who have used to using social media. Conditions This in line with Koivisto & Hamari's (2019) research states that that success gamification and technology learning interactive is greatly influenced by the level of digital literacy of its users.

Another challenge lies in the limitation's costs and resources power human. Device supporters such as VR headsets, smartphones with specification high, and application AR -based requires sufficient investment big, so that difficult accessible by the village new tourism developing. On the other hand, readiness public in produce educational digital content is also still low, so that need mentoring academics and practitioners (Chai et al., 2019). Without the existence of a mentoring and support strategy sustainable, implementation technology education in tour education risky stop only at the stage discourse.

Table 1. Stakeholders Role

Aspect Active Subject	Role				
	Government	Businessman	Public	Academics	Media
Right	Regulator and Facilitator	Investor	Participant	Evaluator and Dynamicator	Promoter
Obligation	Tegal-Sumedang Village Government	Local entrepreneurs in Tegal-Sumedang Village	Local community of Tegal-Sumedang Village	Academics from surrounding universities.	Local and national mass media.
Condition Field	Receive levies including tourism levies for tourism development in the relevant village.	Opening a business, in this case a tourism business, which is supported by the community and other roles.	Involvement in decision-making and tourism programs as well as opening businesses related to tourism businesses in related villages.	Assess, give provide <i>feedback</i> , accompany the community in activities, programs, operations, and regulations related to village tourism.	Getting <i>exposure</i> regarding the information conveyed regarding tourism on related villages.
Role	Create regulations related to the development of existing tourism and facilitate entrepreneurs and the community in Tegal-Sumedang Village.	Empowering communities and creating businesses, in this case tourism businesses, that adapt to the conditions and regulations that exist in the relevant village.	Providing security and comfort to support tourism activities in Tegal-Sumedang Village.	Providing comprehensive advice, criticism and assistance related to regulations, empowerment, business and other matters related to village development.	promote matters regarding village development including tourism development to the general public in an honest and transparent manner.
Aspect Active	The village government has not yet focused on developing the tourism potential in the village concerned.	There are already operational businesses in the village concerned. However, these businesses are not in the tourism sector. Furthermore, there is no readiness to implement tourism businesses in the village concerned.	Despite the focus on agriculture, some residents still understand the long-term benefits of tourism. However, the villagers are not yet ready for tourism development in their villages.	There are already academics assisting with village development. However, academics focused on tourism are still lacking.	There is no media willing to cover the development of tourism in the village concerned.

Field findings indicate that one of the main challenges in integrating educational technology into agricultural educational tourism in Ciherang Village is the limitation of financial resources and human capital. Based on observations and interviews with village officials and Pokdarwis members, supporting devices such as VR headsets, high-specification smartphones, and AR-based applications require substantial investment, which exceeds the village's current financial capacity. Consequently, the adoption of advanced educational technologies remains limited to planning stages rather than practical implementation.

As summarized in Table 1, the existing condition of Ciherang Village tourism development demonstrates that stakeholder roles are present but not yet optimally aligned toward tourism objectives. Empirical evidence shows that the village government has focused primarily on general infrastructure development, such as roads and public facilities, rather than tourism-specific infrastructure. Interviews with village officials confirm that no formal village regulation or policy explicitly supports agricultural educational tourism development. Business actors in Ciherang Village are currently active in non-tourism sectors, particularly agriculture and small-scale trade. Observations indicate that tourism-oriented enterprises have not yet emerged due to uncertainty regarding market demand and limited institutional support. Meanwhile, community members demonstrate awareness of tourism's long-term potential but express hesitation toward direct involvement, citing concerns over capacity, readiness, and unclear benefits.

Academic involvement is present but remains limited in scope. Assistance from universities has focused more on general community development rather than tourism or educational technology integration. Furthermore, media engagement is almost absent, as confirmed by interviews indicating a lack of local or regional media interest in covering Ciherang Village tourism initiatives.

The role of entrepreneurs local in economy village already enough seen with existence various business small and medium enterprises, such as roadside stall food, souvenir shops, and provider service transportation. The presence of these MSMEs show existence opportunity economy that can develop more far if sector tourist developed. However, until right now, involvement businessman in sector tour still minimal, because not yet existence investment big in development accommodation tourism, restaurants typical area, or attractions interesting tours tourists. Therefore that, is necessary synergy between government and entrepreneurs local in push investments that can strengthen sector tour village.

The role of society as participants also become factor important in development Village Tour Ciherang. Involvement public in various activity villages, such as management environment and empowerment programs economy, already good enough. Some group public such as PKK and youth groups already play a role in support village programs. However, the involvement public in industry tourist still need increased. Awareness public will importance tourist as source income alternative still need reinforced, especially in matter homestay management, provision culinary typical, as well as development attractions based culture and nature.

Academics own role important as an evaluator and dynamic in development village tourism. The role of academics in Village Tour Ciherang as far as This more focused on research social and economic village, as well as empowerment public

in sector agriculture and entrepreneurship. Although academics has give contribution in a number of aspect development village, involvement they in development village tour still not yet maximum. Research that focuses on potential tourism , digital marketing strategies , and management attractions tour still need improved so that the village own draft more tourism structured and sustainable.

The role of media in support promotion Village Tour Ciherang still very limited. Until this moment, not yet there is massive promotion about potential tour villages in the mass media as well as digital media. Lack utilization of digital platforms such as social media, travel blogs, or official websites village hinder improvement amount tourists. Besides that, limitations source power man in field marketing and media also become constraint main. Therefore that, is necessary support from government, academics , and society for increase capacity promotion village through various media channels for use interesting more lots tourists.

Field data indicate that the role of media in supporting the promotion of Ciherang Tourism Village remains very limited. Based on field observations, no official digital platforms such as an active village tourism website or dedicated social media accounts were found to consistently promote tourism attractions in Ciherang Village. This finding is reinforced by an interview with a Pokdarwis representative, who stated that *“promotion is still done informally through personal social media, and there has been no collaboration with local or regional media”* (Interview, March 2025). interviews with village officials revealed that media engagement has not yet become a development priority due to limited human resources with marketing and digital communication skills. One village administrator explained that *“there is no specific team responsible for managing tourism promotion, so content creation and media outreach are still minimal”* (Interview, March 2025). These conditions hinder the visibility of Ciherang Village’s tourism potential and limit tourist visitation. Therefore, empirical findings suggest that strengthening media involvement requires capacity-building support from the government and academics, particularly in digital marketing and content management, to enable more effective and sustainable tourism promotion.

CONCLUSION

Village Ciherang face a number of challenges and opportunities in develop potential tourism. Challenges main issues faced covers method dig potential tour nature and culture, lack of awareness public will environment, as well as limitations training for communities and groups aware tourism (Pokdarwis). However, the community own potential big in overcome challenge This through session discussions and Focus Group Discussions (FGD) that have been done, which shows enthusiasm and knowledge local that can become the main capital in development tour.

Young generation people in the Village Ciherang own role important in utilise digital technology for support development tourism. With combine potential tourism and utilization technology, Village Ciherang can develop product interesting tours as well as do more digital marketing effective. Besides that, through materials and training that have been given, expected public can get

understanding more in about draft tourist sustainability and its importance involvement active in management village tour.

For ensure program sustainability, has arranged plan action further which includes improvement capacity technology, participation community, diversification product tourism, as well as strengthening infrastructure and organization village. With proper implementation, it is expected Village Ciherang can develop become destination competitive and sustainable tourism.

Development tour education agriculture in the Village Ciherang need collaboration integrated cross- stakeholder with utilization technology education. Government plays a role as regulator and facilitator, entrepreneur local as innovators, society as perpetrator main, academic as provider digital research and curriculum, and media as a promoter. Technology integration education such as digital apps, interactive QR Codes, AR/VR content, and social media proven can enrich experience traveler as well as increase mark education from attractions agriculture. Novelty study this lies in integration stakeholder analysis with perspective technology education, so that give contribution theoretical and practical in development village tour agriculture in Indonesia. Research results this can made into references for village other tours in designing development strategies tour more education innovative, competitive and sustainable.

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