

Strategy on Product Uniqueness, Market Segmentation, and Diversity of Activities for Creating the Quality of Agrotourism Education in Kampoeng Kopi Banaran

Sutoto ¹, Wawan Bagus Santoso ², Derina Fatikha Harum ³, Laksana Febri Setya Nugraha ⁴, Bambang Guritno ⁵, Haniek Listyorini ⁶

^{1,2,3,4,5} Master of Management, STIEPARI, Semarang, Indonesia,

⁶ Bachelor of Tourism, STIEPARI, Semarang, Indonesia

Email: sutoto.23610452@student.stiepari.ac.id¹, wawan.23610454@student.stiepari.ac.id²,
derina.23610436@student.stiepari.ac.id³, laksana.23610442@student.stiepari.ac.id⁴,
bambang.guritno@stiepari.ac.id⁵, hanieklisyorini@stiepari.ac.id⁶

Abstract. This study aims to conduct a study on how the offering of product diversity, the accuracy of market segmentation and various tourist activities in educational tourism in the Kampoeng Kopi Banaran area, Semarang Regency meet the criteria as a quality special interest tourism attraction. The research method uses qualitative research methods with in-depth interviews with informants, questionnaire, direct observation and document studies. The results of the study show that the uniqueness of Kampoeng Kopi Banaran products offers a unique experience in special interest tourism cluster of outdoor, sport and adventure, lifestyle and educational tourism, agrotourism coffee from cultivation to processing and accommodation in the middle of plantations. Market segmentation is dominated by the coffee lovers', the education, the family and the business segment. The tour in Kampoeng Kopi Banaran meets the quality criteria of special interest tourism, which meets the aspects of rewarding, enriching, adventuring and learning for visitors.

Keywords: Market Segmentation, Agrotourism Products, Tourist Activities, Educational Tourism, Special Interest Tourism Quality.

1. INTRODUCTION

Tourism activities in Banaran Coffee Village as an agro-tourism owned by PT. The Nusantara IX plantation began in 2005. As a coffee plantation, this area has been operating since the Dutch colonial era in 1911. Coffee products have been exported to both Europe and America. Before 2005, this place was known only as a Plantation with a *Coffee-Shop outlet* that sold downstream products such as coffee and tea from PTPN IX Plantation. The coffee plantation covers an area of 400 ha, at an altitude of 480-600 m above sea level, producing special robusta coffee. Banaran Robusta Coffee is very distinctive, loaded with cocoa aroma, so it is famous as *Java Mocha*. In 2005, the board of directors made a breakthrough in forming a tourism division to develop coffee plantations into agro-tourism areas by packaging various activities of direct tourism experience in the Coffee Plantation area. When compared to other tourism in Semarang, Kampoeng Kopi Banaran is a leading agro-tourism with the concept of *One Stop Tourism and Education Service*.

Furthermore, this area continues to be developed by providing various kinds of amenities to facilitate tourist activities that cause this area to grow rapidly, including food

and drink facilities, lodging, tourist transportation, meeting facilities, and the installation of various tourist activities. These facilities include Banaran 9 *Resort Hotel*, *Banaran Resto and Coffee House*, Multipurpose Building and *Meeting Room*, Culinary, Glamping, *coffee spa*, *outbound*, swimming pool, *tennis court*, children's playground, *outdoor activities* and *offroad facilities* of coffee plantations, *indoor & outdoor event space*, *meeting packages*, agro-tourism, *The hotel resort* is set against the backdrop of the natural beauty of Rawa Pening and coffee plantations. In its development, this area also develops educational tour packages.

Previous research explained that the development of agro-tourism products in addition to tourist products is also important to develop markets and promotions, facilities and infrastructure (Suhartawan, 2022), Diversification of agro-tourism products (Kurniasanti, 2019), Tourism quality in the form of experience quality, as well as the provision of additional services (*service extention*) (Sugiyama, 2011), attaching importance to aesthetic elements, adding infrastructure, facilities, and an integrated recreation system (Paramita, 2022). Tourists who take part in educational tours will get an open mind, increasing their concern for nature (Sumbawa et al., 2022).

This shows the importance of educational tourism strategies in optimizing *experiential marketing*, providing *sense and feel*, forming visitor loyalty (Widiyanti & Retnowulan, 2018; Tanaya & Sukardi, 2021; Mulyadi et al., 2022; Brahmanto et al., 2018). The strategy of creating a unique experience can be done by creating product themes based on resources of the physical environment, socio-culture, and creativity (Adikampana et al., 2018; Sutarya, 2019), The Uniqueness of Tourism Services (Sutarya, 2019; Destari, 2017). Educational tourism is any effort that is planned to influence others, whether individuals, groups, or communities so that they do what is expected of educational actors (Notoadmojo, 2003). Educational tourism is a type of special interest tourism that is needed by tourists with certain motivations in utilizing leisure time to travel in the form of a combination of recreation and education.

Another strategy is to provide added value by offering various tourist activities that tourists can do during their visit to a destination. Recreational activities, activities with friends or relatives, conventions, festivals, entertainment, shopping and sports. Activities in a tourist destination require *entertainment*, *sport*, *sightseeing*, *shopping*, and *visit to museums*. Agro-tourism conceptual activities are recognized as a multi-dimensional concept involving direct experience of agricultural and natural activities, characteristics of agricultural culture and the way of life of agricultural communities (Ayhan et al., 2020).

Educational tourism activities are a program where participants in tourism activities aim to get a learning experience directly related to the location being visited. Tourism in agro areas can be used for sports tourism so that tourists are actively moving, as well as a theme park that combines various cultural arts, education, sports, and recreational activities, with designs that apply cultural values and local contexts (Destari, 2017). Other strategies in developing sustainable and community-based agrotourism models (Budiarti et al., 2013), and diversity strategies (Palit et al., 2017).

Previous research emphasizes that tourist activities should provide a comprehensive experience that involves 4 dimensions of tourists, both emotional, thought, feeling, and movement/action (Godovykh & Tasci, 2020). In order to meet the criteria as a special interest tourism, it must meet quality criteria which include offering quality, *enriching*, rewarding, *adventuring*, and learning for tourists (Vianthi & Putra, 2022). In order for tourists to explore tourism products, tourists need to get first-hand experience in the field (Godovykh & Tasci, 2020). Opportunities for tourists to gain experience, tourist involvement in nature conservation, the benefits of tourism can have a direct impact on satisfaction, loyalty and the image of the destination (Rehman et al., 2023; Ng et al., 2022).. Other research emphasizes the authenticity of tourist attractions in shaping the quality of experience and experience satisfaction. The quality of authenticity and a high personal experience will further increase visitor satisfaction (Deighton & Bell, 2017). While other studies emphasize the influence of experience quality, traveler motivation and satisfaction on the desire to visit again (Suhartanto et al., 2020)

The diversity of tourist market segments has a difference in perception of the quality of service and tourist attractions. The diversity of tourist segments is the basis for the suitability of the design of agro-tourism facilities based on natural and economic aspects. Various reasons for segmentation in tourism include benefit segmentation groups (Lutfia, 2022), Knowledge segmentation, Beauty seeker segment, Naturalness and beauty segment, Leisure segmentation, Family event gathering segment (Kendran et al., 2021). To be able to provide a special interest quality offer by (Vukolić et al., 2023) emphasized the importance of companies segmenting the market. The introduction of segmentation is important, especially in understanding the socio-demographic characteristics of tourists. The importance of segmentation was also conveyed in the research (Goryushkina et al., 2019) Considering that each segment has its own needs and desires, the Company must be ready to meet them appropriately. Temporary (Vinerean, 2014) Explain the 6 market

segments, tourist destinations, needs, tourist motivations, tourist characteristics, demographic-economic and geographical characteristics, psychography and price

From the results of the above research, it was found that the research on agro-development is still partially not comprehensive. This study aims to conduct a more comprehensive study. About how to offer product diversity, the accuracy of market segmentation, various tourist activities in educational tourism to the fulfillment of the criteria of Kampoeng Kopi Banaran as a quality special interest tourist attraction.

2. LITERATURE REVIEW

A. Agrotourism

The rise of tourism development in various regions has affected the agricultural sector, and exerted strong competitive pressure in the agricultural sector. This causes farmers to try to develop related and complementary economic strategies to sustain their farming businesses. Farmers are looking for new ways to run agricultural businesses by increasing domestic and international advantages. To increase the source of income, efforts are made to expand agricultural activities and use agricultural products in new and innovative ways and reach consumers from new segments (Ammirato et al., 2020). Agrotourism activities are increasing in line with the diversification strategy in agricultural entrepreneurship and as a form of supporting the rural economy (Canovi & Lyon, 2020). In fact, the EU agricultural policies led to a reorientation from a “productionist” agricultural paradigm toward more complex business models, among which the “agritourism” model stands out (Lin et al., 2020).

Agrotourism needs to be seen as a sustainable strategy, in promoting environmental conservation in rural areas through socio-economic activities. In some literature, the definition of agrotourism emphasizes the provision of tourism services in an active and related agricultural area and is complemented by agricultural entrepreneurial activities. Tourism activities based on raw materials and complementary tourism relate tourism activities in agricultural activities. The term agritourism refers to tourism services provided by agricultural entrepreneurs within their own farm, also allowing visitors to take part, directly or indirectly, in agricultural activities. In particular, agritourism farms may offer services as hospitality, meal provision, farm tour, on-site processing of agricultural goods, pick-your-own activities (Phillip et al., 2010).

B. Product Uniqueness

Previous researches reveal that the perceived uniqueness of an experience is closely tied to a strong experiential or personal touch. Furthermore, the study identifies a hierarchy of expectations among tourists, ranging from increasing knowledge of the local offer, traditions, and history, to seeking unique activities and having confidence that the experience will meet their expectations. In conclusion, consumers with high expectations for unique experiences, underlining the importance of infusing tourism products with experiential and emotional elements. The study enriches our understanding of the relationship between perceived uniqueness and expectations, offering insights for destination marketers creating distinctive tourism products. It also provides recommendations for future research, enhancing scholarly discourse on tourism product development and consumer behaviour (Čivre et al., 2024)

C. Tourist Segmentation

There were significant differences in satisfaction and behavioral intention among those types of special interest tourist groups segment. The more tourists have special interest motivation, the more satisfied they will be in enjoying special interest tourism products compared to the tourist segment with average or lower special interest motivation. This study derived the necessity to create differentiated strategies for the special interest tourist motivation group with the development a market segmentation study, and provided practical implications according to the characteristics of individual groups (Lee & Kim, 2023). Research from (Zhong et al., 2024) view the importance of segmentation efforts as a strategy that will have implications for the ability to reach individual markets in the special interest tourism industry. The results indicate that these segments have strategic implications for reaching individual markets in the medical tourism industry.

3. METHODS

The research site is in Kampoeng Kopi Banaran which is located in Bawen District, Semarang Regency. This study uses a qualitative method approach, where data is collected through various interviews with informants, field observations and document studies. Several key informants have been selected based on their duties and positions, namely

Plantation Manager, Tourism Unit Manager, Resort Manager, Outbound Operator, Restaurant Manager, Transportation Section. These informants have been interviewed using the source triangulation technique. A number of question lists have been compiled as a guide to the interview, and the results of the interview are recorded and compiled in the interview transcript, so that the inductive concepts can be taken. 20 tourists were also selected to be surveyed in order to get responses to the selected activities and the quality of the experience obtained. In addition to primary data, secondary data is also used in the form of reports on the number of visitors and market segmentation report.

4. RESULTS

A. The Uniqueness of Agrotourism Products in the Context of Offering Special Interest Tourism Quality

The uniqueness of Kampong Kopi Banaran Agrotourism Products can be grouped into lifestyle tourism, tourism for family, sports and adventure tourism, educational tourism and tourism for kids. according to the following chart:

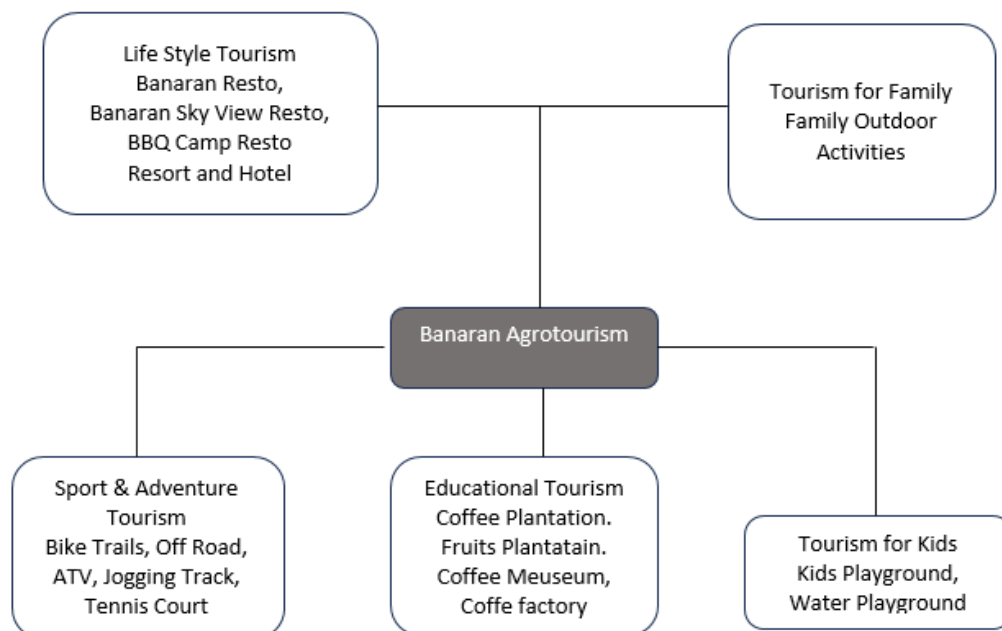


Figure-1 Product Uniqueness of Kampong Kopi Banaran Agrotousim

To support tourists to enjoy these products, Kampong Kopi Banaran also provides a variety of tourist amenities such as lodging with the type of *Grand Deluxe*,

Coffee Camp, villa, Deluxe. Banaran Restaurant, Banaran Sky View, BBQ Camp, Branch Restaurant. Other facilities ATV, Bike Trail, Golf Car, Jogging Track, Fruit Park, Tourist Train, kids Playground, tennis court, off road, horse riding tour, water rides, outdoor activities

The Kampoeng Kopi Banaran area has a uniqueness, namely this type of Banaran Robusta coffee is famous for its distinctive sour and bitter taste with a mocha aroma. This Banaran coffee even got the nickname *Java Moca*. This ideal altitude and air temperature produces high-quality robusta coffee beans that are targeted by the world. Located in the altitude range of 480-600 meters above sea level (masl) The air temperature ranges from 23-27 degrees Celsius. The educational tour of making coffee includes the following stages:






	<p>The coffee processing process begins with the picking of ripe robusta coffee fruits on the tree</p>
	<p>The red ripe coffee beans are brought to the factory and placed in a reservoir</p>
	<p>Coffee enters the pulper room, a mesin to peel coffee husks. The next stage is drying and then sorting the coffee beans</p>
	<p>The incoming sorting process is done manually by seasonal workers. The sorting of KPI beans to exclude coffee beans in the category of beans with quality 1, quality IV, locality and RDP (local coffee)</p>
	<p>30-minute roasting process and grinding to packaging</p>

Figure-2 Education on the coffee processing

The quality and enjoyment of Banaran coffee makes almost all the products of this commodity exported to Italy, the United States, Japan and China. This coffee

plantation area is surrounded by dizzying swamps and has a mountainous background, from Mount Merbabu, Mount Sindoro, Mount Sumbing, Mount Andong, Mount Ungaran, Mount Telomoyo, and Mount Ungaran

This plantation reaches 400 hectares with the oldest tree age which can reach 60 years old. The Banaran Coffee Museum stores objects that were once used for coffee production. The coffee factory, which was built since the Dutch era around 1911, is still standing firmly and actively operating. Coffee Plantation Tour: Visitors can take a tour of the coffee plantation to learn about the coffee cultivation process, from planting to harvesting. Learning about the Coffee Making Process: Visitors have the opportunity to learn more about the coffee processing process, including drying, roasting, and grinding.

B. Market Segmentation Strategy in Kampoeng Kopi Banaran

The market segmentation found in Kampoeng Kopi Banaran includes:

Table. 1 Segmentation of the Kampoeng Kopi Banaran Market

Nature Lovers and Active Tourists	Education Market	Education Market	Coffee Fan Market	Business and Enterprise Markets
Is a segment that is interested in outdoor activities looking for an adventure experience, Visitors are interested in activities such as exploring plantations with ATVs, <i>Offroad</i> , <i>jogging</i> , and enjoying the beauty of nature	This segment includes families who are looking for a place to relax and spend time together, they will be interested in facilities such as <i>playgrounds</i> , swimming pools, gazebos to relax and eat at restaurants, stay in hotel facilities or camping	This segment consists of students and the general public who go on educational tours to learn about coffee plantations, tour the cultivation plantations to the coffee making process	This segment consists of students and the general public who go on educational tours to learn about coffee plantations, tour the cultivation plantations to the coffee making process	This segment uses places on plantations for business events such as <i>gatherings</i> , <i>meetings</i> , <i>ballrooms</i> for seminars, conferences and other corporate events

According to the table above, there are at least 5 market segment groups, which are divided into nature lovers and active tourist segments, family markets, education markets, coffee enthusiast markets and business and *corporate markets*. The nature lovers and active tourists segment are more interested in *outdoor activities* looking for experiences by engaging in physical activities such as ATV transportation, *Jogging track* and *Offroad*. The family segment is more encouraged in order to use time for

recreation and choose play facilities for children such as *Kids playground*, swimming pool and *gazebo* to relax to enjoy eating and drinking. Student/student and general segment with the aim of educating coffee plantations. The coffee enthusiast segment is a group of segments that are looking for an experience to experience the uniqueness of Banaran's typical coffee, starting from touring the plantation, seeing the coffee processing process, to enjoying coffee. There are other segments, namely business groups and *companies* where tourists come with groups of workers for events such as *meetings* to conferences.

In terms of quantity, the largest number of visitors is a group of tourists with lifestyle activities of 31.652 people, the choice of activities is to enjoy food and drinks, and stay at various amenities that have been provided, namely Banaram Restaurant, Banaran Sky View Restaurant and Banaran Resort. Next is a group of tourists with a choice of educational tourism activities as many as 11.742 people fill the visiting time on weekdays and on holidays and holidays. Another segment is those who choose *Sport* and *Hobby* activities with *offroad activities*, *bikes*, *ATVs*, *jogging track* and *tennis*, with the dominance of visiting time on weekends. There were 2.042 guests from the family segment who chose *ourdoor activities*, *family* recreation which was predominantly present on weekends.

At least 4 special interest tourism clusters were found with activities ranging from family tours, *sports tours*, children's educational tours, and lifestyle tours in each cluster provided with a variety of products and facilities that can be enjoyed. Kampong Kopi Banaran is famous for its clusters of activities that are more chosen by tourists, namely children's activity tours, *sports tours* and educational tours.

C. Diversity of Agrotourism Education Activities in Kampong Kopi Banaran

Various categories of activities carried out can be grouped into

- 1) **Recreational Activities:** Kampong Kopi Banaran offers a variety of recreational activities, including *a jogging track*, swimming pool, *children's playground*, and *outbound team building facilities*.
- 2) **Nature Adventures:** Visitors can choose to take part in adventure activities such as *ATV tours* and *off-road* to explore the beauty of the surrounding nature.

- 3) **Business and Social Events:** Facilities such as *meeting rooms, ballrooms,* and *gazebos* are provided for business events, *corporate gatherings, family gatherings,* or other social events.

The diversity of agro-tourism-based activities in the Banaran area can be grouped into types of tourist activities, namely *something to see, something to do, something to buy, How to Arrive and Where to stay.* By providing a variety of coffee-related activities and a variety of tourist activities, Kampoeng Kopi Banaran offers an interesting and satisfying experience for visitors from various backgrounds and tourist interests.

The results of a short interview with 20 tourists gave an assessment of the what *to do, what to see, what to buy, what to arrive and what to stay categories?* It was obtained that tourists have given scores in the good and very good ranges on the 5 types of tourism activities, while those that have been assessed as very good are the quality of lodging, transportation trains, the quality of restaurants and Banaran *sky view,* coffee tour activities, *outdoor activities.*

D. Offering Quality Tourism Special Interest Agrotourism

Tourists with these various segments can experience the presentation of agrotourism-based special interest tourism quality offers with the concept of REAL or *Rewarding, Enriching, Adventuring and Learning* as follows:

Table-3. Quality of Special Interest Tourism with REAL Concept

<i>Rewarding</i>	<i>Enriching</i>	<i>Adventuring</i>	<i>Learning</i>
1. Kampoeng Kopi Banaran offers the quality of a natural environment that refreshes the body, cool air, beautiful natural panorama beneficial for physical and mental health and well-being	1. Visitors increasingly feel close to nature, love nature, appreciate culture	1. Provides a variety of plantation adventures, <i>offroad,</i> plantation exploration, <i>outbound</i>	1. Visitors learn about coffee cultivation, coffee processing processes, coffee business and plantation business
2. Providing sports facilities such as swimming pools, tennis, <i>jogging tracks, playgrounds</i> to exercise and experience the benefits of fitness, health, education and recreation	2. Visitors appreciate the life of farmers and communities in the plantation area, appreciate the process from planting to processing coffee	2. The location of the plantation with hilly contours provides an adventure challenge, tour participants can try directly picking coffee and processing, the experience of staying at a coffee plantation	2. The provision of <i>meeting room</i> and <i>ballroom</i> facilities can be used for seminars, knowledge sharing workshops

From the Banaran Coffee Camp tourism activities, tourists get the quality of the special interest travel experience, including:

a. *Rewarding*

Physical benefits such as fitness, coolness, health, education and recreation. This benefit can be obtained for tourists exploring plantations, staying in coffee areas, *outbound, trekking, camping*, etc. Educational benefits because various activities provide knowledge.

b. *Enriching*

Self-enrichment is given through the encouragement of tourists to love the environment more, get to know and appreciate life in the plantation, appreciate more about the ins and outs of coffee.

c. *Adventuring*

Experience a physical adventure around the coffee plantation area, adventure in *outdoor activities, offroad*. Explore coffee plantations, stay at coffee plantations.

d. *Learning*

Learning is obtained from understanding tourists about the ins and outs of coffee, starting from the history of plantations, planting, maintenance, picking, processing to enjoying coffee products so as to expand knowledge and recreational experiences,

5. DISCUSSION

There are 5 unique product groups in agro-tourism in Kampung Kopi Banaran, namely lifestyle tourism, family tourism, sports and adventure tourism, educational tourism and children's tourism. In addition to the main products, supporting products are also provided consisting of accommodation products, restaurants, transportation access, and tourist activity products. To complement agro-tourism products, additional products are also provided, namely the results of agro-tourism in the form of final products of agro-tourism agricultural products in the form of coffee, tea which can be purchased at sales outlets.

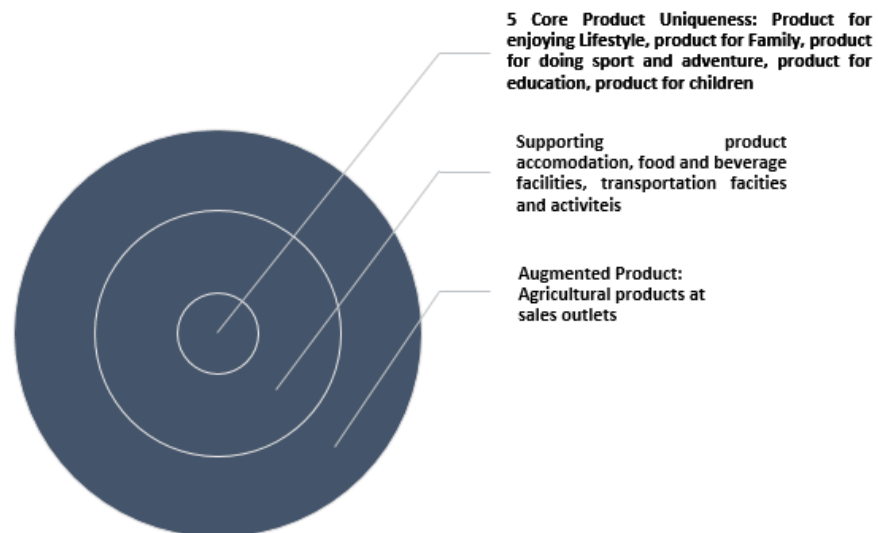
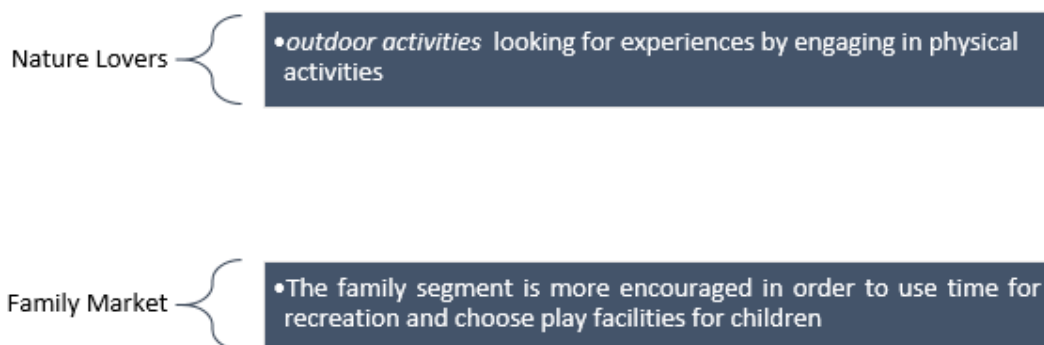


Figure -3.Product Components of Agrotourism

The results of this study are in line with the statement of previous research that in managing agro-tourism products, it is necessary to provide several complementary and additional products (Suhartawan, 2022), provision of additional services (*service extention*) (Sugiama, 2011), hence become an integrated recreation system (Paramita, 2022).

Tourists in Banaran can be categorized into 5 target markets, namely **Nature Lovers and Active Tourists, Family Market, Education Market, Coffee Fan Market, Business and Enterprise Markets**



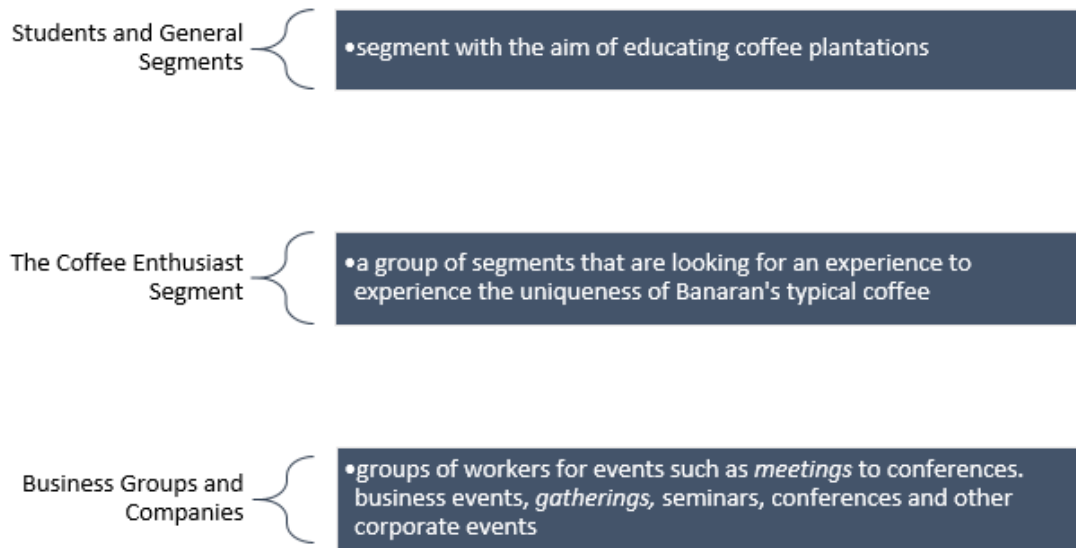


Figure-4 Agrotourism Market Segmentation

The market segment of this agro-tourism visitor is dominated by the lifestyle activity market group, then the educational tourism group, then the sports and hobby tourist group and the rest are family groups. Each segment has different behaviors, including the choice of visiting time, activity choice, and length of stay choice. The results of this study show that Banaran agrotourism implements a multi-segment target market strategy, and each segment has its own needs and desires according to consumer behavior. This is in line with the opinion of (Goryushkina et al., 2019) about the consequences of different market segments on the choice of activities according to needs and desires.

Various categories of activities carried out in this agrotourism can be grouped into 3 activities group: Recreational Activities, Nature Adventures, Business and Social Events. The variety of activities provided for tourists is able to provide a comprehensive experience both emotional, mental, thought and physical activities, as the opinions from (Godovykh & Tasci, 2020), With this comprehensive experience, tourists can experience the quality of special interest tourism in four elements of *enriching*, rewarding, *adventuring*, and learning for tourists that support the research from (Vianthi & Putra, 2022). Hence, Banaran Agrotourism has a complete offer of all element to become a special tourist attraction.

6. CONCLUSION

In accordance with the objectives of the research, there are 5 research conclusions including:

- a. Kampoeng Kopi Banaran products have five uniquenessa unique offer of outdoor tourism experiences, *sports and adventure*, lifestyle and educational tours, and agro-tourism related to coffee cultivation and processing. Kampoeng Kopi Banaran also offers accommodation in the form of resorts and hotels to stay in, with facilities that suit the needs of visitors.
- b. Market segmentation analysis shows this agrotourism uses concentrated multi-segmentation, the segment is dominated by the coffee lovers segment, the education segment both for graduates, students and the public, the family segment and the business and *corporate segment*.
- c. The variety of tourist activities offered are outdoor sports and adventure activities, educational and lifestyle tours, family leisure tours, and business tours.
- d. Tourism in Kampoeng Kopi Banaran meets the quality criteria of special interest tourism, which meets the aspects of benefits, self-enrichment, adventure and learning (REAL) for visitors

7. LIMITATION

This research is realized to have limitations, namely the use of qualitative research methods that selecting several key informants, hence the reslut of this research cannot be generalized to all places, but is a sharing of case studies that occur in the research place. However, the results of this study open new opportunity for future research, namely using the concepts, dimensions and indicators found in this research can be used as indicators, dimensions and variables that can be tested through quantitative research methods on various agro-tourism to be able to generalization the conclusions.

8. REFERENCES

- Adikampana, I. M., Sunarta, I. N., & Kusuma Negara, I. M. (2018). Produk pariwisata berbasis masyarakat lokal di wilayah perdesaan. *Jurnal IPTA*, 5(2), 92. <https://doi.org/10.24843/ipta.2017.v05.i02.p02>

- Ammirato, S., Felicetti, A. M., Raso, C., Pansera, B. A., & Violi, A. (2020). Agritourism and sustainability: What we can learn from a systematic literature review. *Sustainability (Switzerland)*, 12(22), 1–18. <https://doi.org/10.3390/su12229575>
- Ayhan, K. A., Tash, T. C., Ozkok, F., & Tatlı, H. (2020). Land use suitability analysis of rural tourism activities: Yenice, Turkey. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2019.07.003>
- Brahmanto, E., Musafa, M., & Suryana, S. (2018). Upaya mewujudkan wisata edukasi di Kampung Tulip Bandung. *Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 45–54. <https://ejournal.bsi.ac.id/ejurnal/index.php/abdimas/article/view/2865>
- Budiarti, T., Suwanto, & Muflikhati, I. (2013). Pengembangan agrowisata berbasis masyarakat pada usahatani terpadu guna meningkatkan kesejahteraan petani dan keberlanjutan sistem pertanian. *Jurnal Ilmu Pertanian Indonesia (JIPI)*, 18(3), 200–207.
- Canovi, M., & Lyon, A. (2020). Family-centred motivations for agritourism diversification: The case of the Langhe region, Italy. *Tourism Planning and Development*, 16.
- Čivré, Ž., Rebec, P., & Baruca, P. Z. (2024). Consumer expectations in the context of unique tourism products. *Academica Turistica*, 17(1), 23–34. <https://doi.org/10.26493/2335-4194.17.23-34>
- Deighton, & Bell. (2017). Research at the University of York St John. *European Business Review*, 26(3), 206–217.
- Destari, F. (2017). Meningkatkan intention to revisit melalui keunikan jasa pariwisata & destination image: Studi kasus pada BIG EVENT JFC. *Jurnal J-Mkli*, 1(1), 44–58.
- Godovykh, M., & Tasci, A. D. A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, 1–10. <https://doi.org/10.1016/j.tmp.2020.100694>
- Goryushkina, N. E., Gaifutdinova, T. V., Logvina, E. V., Redkin, A. G., Kudryavtsev, V. V., & Shol, Y. N. (2019). Basic principles of tourist services market segmentation. *International Journal of Economics and Business Administration*, 7(2), 139–150. <https://doi.org/10.35808/ijeba/222>
- Kendran, D. A., Kusuma, H. E., & Riska, A. S. (2021). Korespondensi preferensi dan karakteristik tipe wisatawan grup pada kawasan agrowisata. *Jurnal Lanskap Indonesia*, 13(1), 7–12. <https://doi.org/10.29244/jli.v13i1.33072>
- Kurniasanti, S. A. (2019). Analisis strategi pengembangan agrowisata (Studi kasus kampung petani buah jeruk siam di Kecamatan Bangorejo-Banyuwangi). *Journal of Tourism and Creativity*, 3(2), 151–162.
- Lee, J., & Kim, J. J. (2023). A study on market segmentation according to wellness tourism motivation and differences in behavior between the groups—Focusing on satisfaction, behavioral intention, and flow. *International Journal of*

Environmental Research and Public Health, 20(2), 1–22.
<https://doi.org/10.3390/ijerph20021063>

Lin, M., Li, F. Y., & Ji, Z. (2020). How to innovate the service design of leisure farms: The innovation of sustainable business models. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(3), 45.
<https://doi.org/10.3390/JOITMC6030045>

Lutfia, A. D. (2022). Kabupaten Kendal (Studi kasus pada pengunjung). Universitas Muhammadiyah Surakarta.

Mulyadi, A., Putra, A. P., Wardhana, M. G., Nalandari, R., & Mutowib, A. (2022). Wisata edukasi mandiri energi menggunakan PLTS dan PLTB di Pantai Ria Bomo Kabupaten Banyuwangi. *TEKIBA: Jurnal Teknologi Dan Pengabdian Masyarakat*, 2(2), 18–22. <https://doi.org/10.36526/tekiba.v2i2.2226>