

Miniclopedia Initiative for Agritourism Development in Rural Bali

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Abstract

Agritourism promotes sustainable rural development by integrating agricultural activities with tourism. This community service program was designed to enhance agritourism management in Batungsel village, a village in Pupuan subdistrict, Tabanan regency, Bali through the creation of a mini-encyclopedia—referred to as the *miniclopedia*—which provides comprehensive information on various plants cultivated within the agritourism area. The program was implemented through a combination of four key activities: socialization, discussion, mentoring, and training. The *miniclopedia* serves as an educational tool for visitors, offering detailed insights into plant species, their benefits, cultivation techniques, and ecological roles. The outcomes of the program were twofold: first, the development of a comprehensive *miniclopedia* through collaborative efforts with local farmers and youth groups; second, the empowerment of these community members to guide visitors effectively, thereby strengthening their agricultural identity and awareness. These results were achieved through the active participation of local farmers and youth group members. This initiative is expected to enhance visitor experiences, increase environmental awareness, and contribute to the long-term sustainability of agritourism activities. Furthermore, the program exemplifies the integration of education and tourism to foster a deeper appreciation of local biodiversity and agricultural practices

Keywords: Agrotourism, Community Service, Education, Plant Information, Sustainable Tourism

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INTRODUCTION

Agriculture-based tourism or agritourism is an approach that is increasingly in demand to encourage sustainable development in rural areas. The villages in fertile remote areas usually have great potentials of agriculture sector to educate people. Agritourism does not only offer recreational experiences and educational values for tourists but also opens up new economic opportunities for the farmers and local communities (Khaeril

et al., 2021; Jayantini et al., 2024). Through the development of agritourism, remote villages that have so far been less exposed can transform into attractive destinations. Agritourism can also strengthen the economic resilience of communities in accordance with local potential (Widayati et al., 2024; Sumantra & Wijaya, 2024). In general, remote villages have a wealth of natural and cultural resources that often have not been optimized. The main challenges faced are limited access, lack of knowledge of tourism management, and minimal promotion. The involvement of universities in community service activities is significant to provide assistance, training, and knowledge transfer. This activity can help communities recognize the potential of agritourism in their area and develop sustainable tourism packages (Loko et al., 2020; Siregar et al., 2023). Therefore, this community service activity aims to provide tangible benefits for rural tourism development by helping mobilize relevant stakeholders to prepare and document written materials in the form of a miniclopedia book useful for agrotourism.

A community service that aims to assist village communities in designing and developing agritourism based on local potential, with a participatory and sustainable approach is necessarily conducted (Ambarwati et al., 2024). The focus of the previous community service activities include mapping tourism potential, tourism management training, increasing human resource capacity, and digital promotion (Jayantini et al., 2024; Hikmaharyanti et al., 2023; Aw et al., 2024). This is beneficial for the direction of agrotourism development. Among the various activities, none has specifically inventoried products that can serve as a means to introduce agricultural potential in the form of a small yet useful encyclopaedia. The village is home to rich agro-ecological resources, with dominant crops including coffee (*Coffea robusta*) and tropical fruits such as mangosteen (*Garcinia mangostana*), salak (*Salacca zolacca*), and durian (*Durio zibethinus*). These plants not only form the backbone of the local economy but also carry cultural and ecological significance. Thus, it is hoped that villages can have “green” tourist attractions that can improve community welfare and preserve local wisdom.

In addition to community-based empowerment initiatives, infrastructure development is essential to achieving the project's objectives in strengthening agritourism capacity, as basic facilities—such as public restrooms, parking areas, and structured educational pathways—directly enhance visitor comfort and learning experiences. Integrating environmental education elements such as tree planting, waste-management training, and demonstrations of local agricultural practices further supports the project's focus on sustainability and community engagement, while the establishment of sustainable agriculture demonstration plots showcases modern, eco-friendly techniques that align with the project's knowledge-transfer goals. Preserving local values and traditional knowledge remains crucial within this framework of sustainable development (Widayati et al., 2024; Capiña & Matra, 2023), and effective collaboration among village governments, government agencies, educational institutions, and private-sector partners ensures that the project creates meaningful development opportunities. By adopting this integrated approach, agritourism becomes not only a strategic component in meeting the project's socioeconomic targets but also a valuable platform for cultural preservation and environmental stewardship in rural communities.

Developing rural agritourism is often constrained by the limited documentation of natural and cultural resources, which is essential for sustainable tourism planning (Putra et al., 2021; Sugiri & Mahyumi, 2020). Strengthening agritourism through small-scale enterprises encourages farmers to protect their land, as well-

maintained landscapes directly support tourism activities (Peroff et al., 2022). Collective action through farmer groups or cooperatives further enhances these efforts by enabling shared resources, coordinated services, and a unified community identity. Engaging all stakeholders—especially women—also expands the social benefits of agritourism, creating opportunities for empowerment and contributing to sustainable rural development (Arroyo et al., 2019). Together, these elements highlight the importance of structured knowledge, collaboration, and inclusive participation in advancing agritourism initiatives.

Batungsel Village, located in Pupuan District, Tabanan Regency, Bali, holds rich potential for agritourism, with its abundant coffee plantations and various tropical fruits. (N.N, 2024). The village has strong agritourism potential supported by its coffee plantations and tropical fruit crops. Yet preliminary observations reveal that important agricultural and tourism information remains unstructured. The potential has not been fully realized due to limited access to structured information and promotion. Creating a miniclopedia provides a systematic resource to strengthen agritourism development. To address this issue, there is a need for an informative medium that documents and disseminates local knowledge in a systematic way. The creation of a *miniclopedia*—a compact encyclopedia containing comprehensive information about the village—can be an effective solution. Mini means “smaller or briefer than usual, normal, or standard” (<https://www.merriam-webster.com/dictionary/mini>) while encyclopedia is defined as “a book or set of books containing many articles arranged in alphabetical order that deal either with the whole of human knowledge or with a particular part of it, or a similar set of articles on the internet” (<https://dictionary.cambridge.org/dictionary/english/encyclopedia>). The miniclopedia in this program includes data on local agricultural products, traditional practices, cultural heritage, and tourist attractions, serving as a resource for tourists, researchers, and the local community. Thus, this community service program aims to assist the people of Batungsel in creating the miniclopedia. Activities include training in content writing, field data collection, and developing engaging, informative material for foreign and local visitors have come to the village to visit a glamping area named Kampung Kopi Camp (KKC) and an agritourism place introduced as Yeh Nu Garden (YNG). By producing this resource, the village is expected to enhance its visibility as an agritourism destination while empowering its residents through the preservation and sharing of local knowledge so that they can be creative in managing their village. The activities are shown in Figure 1 (a) and (b).



Figure 1. The Presence of Tourists and the Inspection

Figure 1 (a) and (b) capture vibrant scenes of visitors engaging in hands-on farm experiences. Figures 1(a) and 1(b) depict activities taking place at Yeh Nu Garden Agritourism. In Figure 1(a), the first author is seen conversing with a foreign guest from the United Kingdom who expressed great appreciation for the natural beauty of Batungsel village. Figure 1(b) shows coffee seedling activities being observed by the research team as part of the initial cultivation process.

METHODS

The compilation of Miniclopedia in Batungsel Village involves several collaborative and participatory methods to ensure the process is inclusive, educational, and community-driven. One of the first key steps is socialization, where the concept and purpose of Miniclopedia are introduced to the villagers. This is usually done through community meetings. Socialization helps raise awareness about the project, clarifies the goals, and encourages people of all ages to get involved. By using simple language and relatable examples, facilitators ensure that everyone understands the value of documenting and sharing local knowledge (Rahmawati et al., 2021; Jayantini et al., 2024).

The mentoring activity for developing Miniclopedia materials was held in October 2024 through four meetings attended by 25 participants from the farmer group. The evaluation was carried out using two methods, namely observation and interviews. These two methods were used because the results of the mentoring required gathering knowledge and observing behaviors throughout the material-development process. For the observation, the aspects examined included: (1) how farmers collected the materials, and (2) how they compiled information on the existing plantation potentials in the agritourism area. The interviews were conducted using an open-ended format. The interviews explored the farmers' understanding of various features, as well as their stories about managing their land. Similarities found in the interview results were categorized and used as inputs for determining the content of the Miniclopedia being developed.

Discussion sessions are another important method used to gather input from the community (Jayantini, et al., 2024). These sessions provide a platform for villagers to express their ideas, suggest topics, and decide together what kinds of content should be included in the miniclopedia. Farmers and community service team talk about what knowledge is important to preserve, what plants need to be put in the miniclopedia, and how development programs can be made. These discussions not only help in content planning but also foster a sense of ownership and belonging, as each participant contributes their voice to the collective effort. Figure 2 (a) and (b) reflect the discussion session conducted by the authors and the owner of agritourism, YNG.



Figure 2. A Sharing Session on Sustainable Farming Experience After the Observation at Yeh Nu Garden

Figure 2 (a) and 2 (b) illustrate meaningful and engaging conversations between the authors and the agritourism owner, set against the scenic backdrop of the farm. The owner shared their experiences in sustainable farming, explaining their practices with enthusiasm. Whether seated around wooden tables or walking through the fields, these interactions reflect a genuine exchange of ideas and knowledge. The smiles and attentive expressions indicate mutual respect and interest. These moments represent the essence of agritourism—fostering connections through a shared appreciation of nature, local traditions, and community.

The third method is mentoring. Mentoring plays a vital role, especially for younger participants or those unfamiliar with writing or documentation to gain the values for edutourism (Winarno et al., 2025). Here, the community service team trained selected local community members who are the youth groups in the process of collecting, organizing, and presenting information for data in the miniclopedia. The authors offer support in giving knowledge of storytelling, writing, editing, and even basic digital skills when the miniclopedia is being developed. This mentoring process helps build capacity within the village, ensuring that the skills developed through the project remain even after its initial completion. The selected participants were local youth from Batungsel Village who were already members of the farmer group and had an interest in tourism. The activity ran for one month with four meetings, but the overall mentoring program continued throughout the entire year of 2024.

Finally, training sessions provide the team with opportunities to present their work to the broader community (Wahyuni et al., 2024; Sunuantari & Farhan, 2022). These events, which may take place in the village head's meeting room, community halls (*banjars*), or open spaces within the glamping and agritourism areas, serve as platforms for feedback, celebration, and continued learning. Participants are trained to share personal stories, demonstrate traditional skills, read aloud from their entries, and practice speaking English to foreign visitors. This public sharing not only enhances individual confidence but also gives a sense of being proud within the community. By encouraging active participation, these sessions help ensure that the knowledge collected is both valued and sustained. Together, these four methods—socialization, discussion, mentoring, and training—form a holistic and inclusive approach to developing the miniclopedia for agritourism in Batungsel village. With the active involvement of 25 participants, the program successfully fostered collaboration and strengthened local capacity in developing

the agritourism miniclopedia. The achievement indicators were measured through observation and open-ended interviews, allowing the team to assess how participants collected information, organized content, and articulated their understanding of agricultural potential in Batungsel Village. These assessments confirmed that the knowledge gathered was accurate, relevant, and reflective of the community's aspirations, marking a meaningful step toward enhancing agritourism development in the area.

RESULTS AND DISCUSSION

This miniclopedia is published as part of an educational effort that bridges the worlds of agriculture and tourism. It can be used as a guide for visitors to the agritourism site or by anyone interested in learning more about plant varieties. The encyclopedia of fruits and plants in agritourism serves as a comprehensive guide to the rich diversity of flora, particularly in Yeh Nu Garden Agritourism, situated in Batungsel Village. The village is in the area of Pupuan Subdistrict, Tabanan Regency, Bali. This mini-encyclopedia, compact and easy to carry, provides information on various fruit-bearing trees, coffee—which is the main product of the Pupuan subdistrict—and other plants commonly found in agritourism areas. By offering descriptions and detailed information about the plants featured in this mini-encyclopedia, visitors are expected to gain educational insights into agricultural biodiversity. The creation of this miniclopedia is part of an effort to support sustainable tourism by providing educational materials and documentation on native plants, hybrids, and creative approaches to agritourism management.

The miniclopedia is an educational tool for visitors. It gives clear and useful information about different plant species, their benefits, how they are grown, and their role in the environment. The program had two main results: first, the creation of a complete miniclopedia made together with local farmers and youth groups; second, the empowerment of these community members to become guides for visitors, helping them feel proud of their farming knowledge and identity. These results were made possible through the active involvement of local farmers and young people. This program is expected to make visits more interesting, raise awareness about the environment, and support the continuing success of agritourism in the area. It also shows how education and tourism can work together to help people better understand local plants, farming, and nature.

In terms of sustainability, the program generated measurable outcomes that support long-term agritourism development in Batungsel Village. The process of compiling the miniclopedia encouraged farmers—especially the 25 participating youth—to document local agricultural knowledge that is often passed down orally, ensuring its preservation for future generations. The activity also promoted sustainable land-use awareness, as reflected in participants' improved ability to identify, describe, and categorize their farm potentials during observations and open interviews. These outcomes demonstrate not only increased community capacity but also strengthened stewardship of local resources, contributing to a more resilient and sustainable agritourism model for the village.

Various Plants Comprehensive Information in Miniclopedia

The publication of miniclopedia is a community-based initiative in Batungsel Village that serves as a local knowledge-sharing platform. It is designed to document and share information, stories, skills, and cultural heritage

directly from the villagers themselves. Rather than relying solely on formal education or outside sources, miniclopedia empowers the people of Batungsel to become the creators and guardians of their own knowledge. This grassroots project reflects the values, traditions, and daily experiences of the community, making it both a learning tool and a cultural archive. In Batungsel, miniclopedia is often used in schools and community centers as a learning aid. Children, youth, and adults alike participate in gathering content, which can include anything from farming techniques and local legends to traditional recipes and environmental wisdom. By involving the whole community, miniclopedia encourages collaboration across generations and supports local education in a way that is both practical and deeply meaningful. It becomes a bridge between modern learning and indigenous knowledge (See in [Figure 3](#)).



(a)

(b)

Figure 3. Planting Pots and Intercropping Practices at YNH Batungsel Village

One notable finding was the community's strong attachment to organic and sustainable farming practices, which are inherited from generations of traditional *subak*-influenced land use systems. These practices emphasize harmony between human activities and the environment, aligning well with principles of eco-agritourism. Such values were integrated into the miniclopedia entries, presenting the village not just as a producer of agricultural goods, but as a steward of ecological heritage. Agritourism activities in Batungsel village can be seen in Figure 3. This aspect serves as educational content included in the miniclopedia, providing information about the characteristics of the plants featured. The photo shows planting pots used to grow various types of plants that can be sold if there are interested buyers. There are also trial plots where plants are cultivated using organic farming methods, as well as examples of multicultural planting. At YNG, the implementation of multicultural planting is visible through intercropping practices, such as coffee plants being grown alongside other crops like vanilla and avocado, which are also tended together.

The development of the miniclopedia served multiple purposes. It acted as an educational tool for local tour guides, a promotional resource for agritourism marketing, and a medium for cultural preservation. By compiling localized plant knowledge into a user-friendly, bilingual format, the project also increased the accessibility of information for both domestic and international tourists, while boosting the confidence and professionalism of agritourism guides. Overall, the initiative highlighted the potential of combining education, tourism, and environmental awareness through simple yet impactful knowledge-sharing tools. The community expressed

interest in continuing the documentation process and expanding the miniclopedia to include medicinal plants, culinary herbs, and seasonal farming calendars, marking a sustainable direction for future community empowerment projects.

Miniclopedia Strengthens Community Identity

As one of the contributions to developing agritourism in rural areas, this *miniclopedia* is published as part of an educational effort that bridges the worlds of agriculture and tourism. *Miniclopedia* can be used as a guide for visitors to agritourism sites or for anyone who wishes to learn more about various plant varieties. One form of this integration is agritourism, as practiced by farmers in Bali. They combine agricultural activities with tourism, creating agritourism experiences that are expected to preserve farming practices while also enhancing the appeal of the tourism business. As a large country blessed with abundant natural resources, the majority of Indonesia's population—especially those living in rural areas—relies on agriculture as their primary source of livelihood. Bali, in particular, has both abundant natural resources and captivating beauty that contribute to its tourism charm. It is hoped that all of this potential can be aligned in the establishment of tourism villages, especially in villages that focus on agritourism.

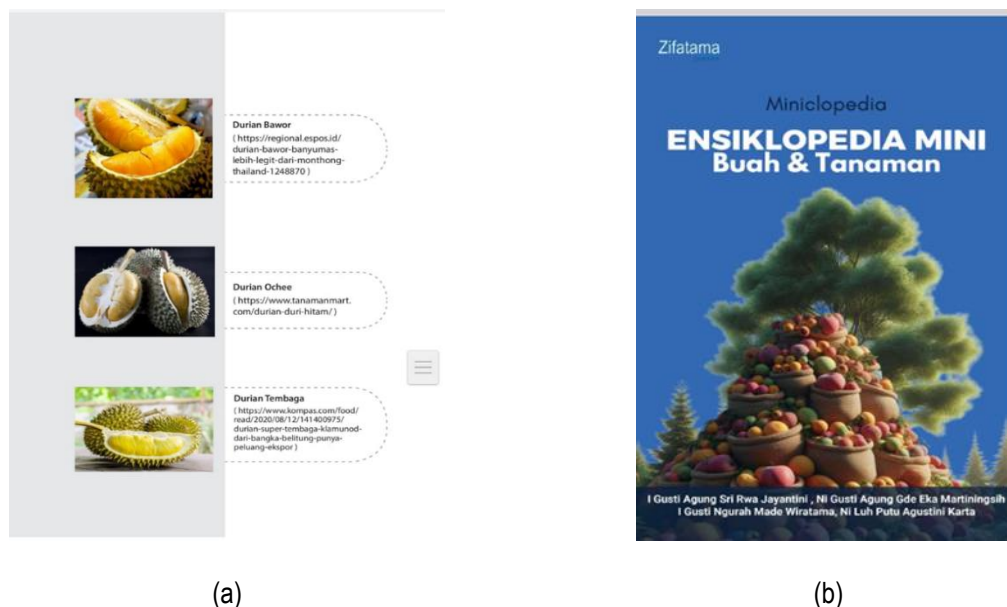


Figure 4. Miniclopedia Published for Agroutirsm at Batungsel Village

Figure 4 (a) and (b) show what makes miniclopedia especially unique for agritourism Batungsel is how it strengthens community identity and pride. The *miniklopedia* was published to provide explanations about various types of fruit plants, coffee, flowers, and other plant species found in Batungsel. It was designed with an attractive layout and concise yet clear information to make it easy to remember for readers, including farmers, students, teachers, visitors, and tourists. Most importantly, it is aimed at local residents—especially farmers or village youth—who will serve as guides for tourists. The design is engaging and complete with photos collected by the team. For plants that were not in season and thus not yet photographed, some images were sourced from the internet with proper attribution. Follow-up programs and mentoring are carried out regularly through scheduled visits and

discussions, during which emerging issues are identified and additional data are collected to further enrich the content of the miniclopedia.

In a rapidly changing global landscape—where processes of globalization often challenge the visibility and continuity of local knowledge systems—this project illustrates how community-based initiatives can contribute to cultural preservation while simultaneously responding to contemporary educational and digital demands. The development of the miniclopedia serves not only as a pedagogical tool but also as a mechanism for strengthening community identity and collective memory. Rather than merely documenting agricultural practices, the process enabled participants to critically reflect on the cultural and ecological significance of their local knowledge, fostering a sense of ownership and empowerment. Within this conceptual framework, Batungsel Village functions as a case example of how rural communities can mobilize their agricultural heritage as a strategic asset for sustainable development. The village's agroecological characteristics—further detailed in the results section—provide a foundation for understanding how local farming practices, traditional knowledge, and environmental stewardship intersect. The project demonstrates that when such knowledge is systematically organized and shared, it can support broader goals of resilience, community learning, and sustainable agritourism development.

The findings show that Batungsel's agritourism potential is strongly rooted in its seasonal fruit cultivation—such as mangosteen, salak, bananas, and durian—which are not only consumed locally but also embedded in cultural practices. These observations align with studies emphasizing the role of culturally significant crops in strengthening community-based tourism. Coffee farming further reinforces Batungsel's agricultural identity. Grown at higher elevations, the village's coffee production—managed independently by local families from cultivation to roasting—supports previous research highlighting the value of vertically integrated smallholder coffee systems in rural tourism. The involvement of residents in farm-based activities, homestays, and small cafés demonstrates a clear synergy between agriculture and visitor experience, confirming earlier findings that community participation is central to sustainable agritourism development. Overall, the project's results illustrate how Batungsel's fruit and coffee sectors contribute directly to a sustainable, community-driven agritourism model consistent with existing literature.

Agriculture within the context of agritourism can offer tours where visitors learn about organic farming methods, observe the fruit cultivation process firsthand, and participate in hands-on activities such as picking or planting fruit in the framework of storynomics tourism. It is important to highlight the organic and sustainable aspects of farming in promotional materials, using labels such as “certified organic” in marketing brochures, websites, and social media to attract environmentally conscious tourists to develop agritourism. Additionally, incorporating educational workshops or cooking classes that emphasize the benefits of consuming organic fruits can enhance the visitor experience. By combining organic labeling with interactive farming activities, agritourism businesses can appeal to the growing market of travelers who value sustainability and healthy living. Many strategies can be done to implement sustainable development through community empowerment (Arjiyanto et al., 2022; Muryanti, 2023).

Building an agritourism business focused on fruit labeling and organic farming involves several key steps, starting with establishing a farm that meets organic certification standards. The first step is to transition to organic

farming practices, which include using natural fertilizers, avoiding synthetic pesticides, and implementing sustainable land management techniques (Latif, 2018; Capiña & Matra, 2023; Widayati et al., 2024). The general objective of this Community-Based Development program is to carry out various activities aimed at developing Batungsel village into an economically independent village based on agritourism. All implemented activities are designed to enhance the capacity of the target community groups—namely tourism managers, farmer groups, women's organizations (PKK), and local youth—to collaboratively develop Batungsel into a self-sustaining village economy. This is achieved through agritourism development, upgrading agricultural commodities into marketable products, and waste management practices that aim to create a circular economy model (Ewijk, 2018; Bappenas, 2021; Kadio, 2023). This program is expected to be sustained and continued by the local community. It also contributes to achieving three out of eight Key Performance Indicators (KPIs), namely: students gaining off-campus experience, faculty members engaging in off-campus activities, and the utilization of research or academic work for community benefit.

All in all, the values of agritourism in giving the information is actually the application of edutourism (Loko et al., 2020). This type of tourism is believed to support the preservation of various local plant species, encourage crossbreeding, and help build the rural economy. *Miniclopedia*, also subtitled "Mini Encyclopedia of Fruits and Plants," is published as one of the outcomes of the Community Empowerment of Assisted Villages (PDB) activity under the Regional Empowerment Scheme, as part of a Community Service Program. The partner in this initiative is a group of farmers pioneering agritourism, namely Yeh Nu Garden (YNG) in Batungsel Village, Pupuan Subdistrict, Tabanan Regency, Bali. YNG is an example of agritourism located at the foot of Mount Batukaru, Bali. This place promotes an integrated concept combining main crops like coffee with various superior fruit plants and other organic farming support plants. These plants include those used for fertilizer, natural pesticides, growth stimulants, as well as local plants used for food or traditional medicine. Additionally, Yeh Nu Garden applies an educational concept within its agritourism activities. Through its collection of plants and agricultural practices, visitors can gain knowledge about the various commodities cultivated at Yeh Nu Garden. It is hoped that this *miniclopedia* will be useful, providing educational value and insights into the plants featured in this agricultural-based tourism village. (Utami et al., 2023; Jayantini, et al., 2024).

The *miniclopedia* contributed to improved knowledge outcomes by helping participants articulate agricultural practices more clearly and confidently. Evidence from open-ended interviews shows that farmers became better able to explain the uniqueness of their crops and farming methods. Visitors reported greater engagement during tours after the *miniclopedia* was introduced, noting that the written materials made the information easier to understand. Several testimonials from local guides indicated that the resource enhanced their ability to deliver more structured and informative explanations. Overall, the *miniclopedia* strengthened tourism promotion efforts by providing consistent, credible, and accessible information about Batungsel's agricultural potential.

CONCLUSION

Miniclopedia published in Batungsel Village represents more than a knowledge repository; it exemplifies a community-driven initiative that safeguards local wisdom, reinforces cultural identity, and fosters lifelong learning. By engaging villagers as contributors of their own experiences and agricultural practices, the project cultivated a strong sense of ownership and pride in local heritage. Using a participatory methodology involving farmers, youth, and agritourism guides, the team conducted field observations and interviews to gather data grounded in lived practice, ensuring both accuracy and contextual relevance. The program generated two primary outcomes: the development of a comprehensive Miniclopedia collaboratively produced with local stakeholders, and the empowerment of community members to serve as more effective agritourism guides with strengthened confidence, communication skills, and sustainability awareness. These achievements contributed to measurable increases in visitor engagement and knowledge transfer, as reflected in feedback from guides and tourists. Looking ahead, expanding the Miniclopedia with additional datasets, exploring digital formats for broader accessibility, and establishing ongoing mentorship cycles will enhance both the scholarly contribution and long-term community impact of the initiative.

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DECLARATIONS

- Author Contribution : IGASRJ: Conceptualization, Writing - Original Draft, Editing and Visualization; NGAGEM: Writing - Review & Editing, Formal analysis, and Methodology; IGMMW: Validation and Supervision; NLPAK: Project administration, managing and coordinating the planning and execution of the research activities.
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