Diponegoro Journal of Economics
e-ISSN 2963-1688, p-ISSN 2337-3814
Vol. 15, No. 1, 2026, 69-81

The Role of Tourism in Developing the Local Economy Based on Agro-Tourism Potential in the Betapus Area, Samarinda City

Arya Panji Saputra and Auliansyah*,

Development Economics Study Program, Department of Economics, Faculty of Economics & Business, Mulawarman University, Samarinda, Indonesia

*Corresponding Email: auliansyah@feb.unmul.ac.id

Received: 22nd July 2026; Last Revised: 14th October 2026; Accepted: 26th October 2026; Available Online: 23rd November 2026

Abstract

This study aims to analyze the role of tourism in developing a local economy based on agro-tourism potential in the Betapus Area, Lempake Village, Samarinda City. In addition, this study identifies supporting and inhibiting factors in the development of tourist areas as an effort to strengthen the local economy of the community. This study uses a qualitative approach. Data collection was carried out through observation, semi-structured interviews, and documentation. The research informants consisted of Lempake Village, MSME actors, farmers, local communities, and tourists. Qualitative data analysis used the Miles and Huberman interactive model, which included data reduction, data presentation, and conclusion drawing. The results of the study show that Betapus Agrotourism plays a role in encouraging local economic development through the creation of business opportunities, increasing community income, and increasing the number of MSMEs around the tourist area. The results of the qualitative analysis show that community participation is the main factor that supports the development of the area, while limited infrastructure, suboptimal destination governance, and lack of training for MSME actors are still obstacles in the development of Betapus Agrotourism. This research provides an empirical contribution on the development of the local economy through rice-based agro-tourism in the Betapus Samarinda Area, which is still relatively limited discussed in previous research.

Keywords: Agrotourism, Local Economy, Tourism, Samarinda, MSMEs.

JEL Classification: *Z32, R11, O18*

How to Cite: Saputra, A. P., & Auliansyah (2026). The role of tourism in developing the local economy based on agro-tourism potential in the Betapus Area, Samarinda City. *Diponegoro Journal of Economics, 15*(1), 69-81. https://doi.org/10.14710/djoe.59232

Introduction

Tourism is a sector that plays a role in local economic development through the creation of job opportunities, increasing income, and expanding community business activities. This role is not only determined by the number of tourists, but also by the ability of the local economy to take advantage of the demand created by tourism activities. In the rural context, this relationship is important because tourism can connect local resources, agricultural activities, and community businesses in an interrelated economic activity. Agrotourism is a form of tourism that has these characteristics because it integrates agricultural activities, rural landscapes, natural resources, and the social and cultural life of the community as tourist attractions (Choenkwan et al., 2016; Mogollon et al., 2011).

Agrotourism can be a source of diversification of people's income because tourism activities create business opportunities outside of conventional agricultural activities. These opportunities include the provision of food, accommodation, transportation, guidance, trade, and the sale of local agricultural and handicraft products. The presence of tourists creates demand for local goods and services so that economic benefits can spread to various business actors (Jumiyati & Frimawati, 2023; Kaewuthai et al., 2025; Panyayong et al., 2022; Postevoy et al., 2020). Agrotourism can also strengthen the preservation of culture, local

Copyright © 2026 by Authors, Published by Faculty of Economics and Business, Universitas Diponegoro

https://doi.org/10.14710/djoe.59232 This is an open-access article under the CC BY-SA 4.0 license

knowledge, agricultural landscapes, and biodiversity because these elements become part of the tourism experience (Boiko et al., 2026; Kenterelidou et al., 2017; Pošiváková & Švajlenka, 2025). Thus, the economic value of agrotourism does not only lie in increasing visits, but also in the formation of a link between tourism activities and the economic activities of the local community.

Tourism growth does not automatically result in a strengthening of the local economy. An increase in the number of tourists indicates an increase in demand for destinations, but the economic benefits received by the community depend on the ability of local business actors to seize these opportunities. Limited capital, production capacity, market access, skills, infrastructure, innovation, and destination management can limit people's ability to convert the growth of tourism demand into an increase in economic activity (Gadakh et al., 2025; Joshi & Khandekar, 2025; Pauzi, 2024). Therefore, there is an important problem in agro-tourism development, namely that the growth of tourists can take place faster than the economic ability of the community to respond to it.

The problem of the relationship between tourism growth and local economic strengthening can be seen in the development of the Betapus area in Lempake Village, Samarinda City. This area developed without formal tourist destination planning by relying on rice fields, rural landscapes, and agricultural activities as agro-tourism attractions. The increase in visitor activity is then followed by the development of community businesses, especially food stalls, cafes, and itinerant traders. This phenomenon shows the formation of economic opportunities that connect tourism activities with local business activities. However, these developments have not shown the extent to which tourism growth is able to strengthen the community's economy in a sustainable manner.

The number of MSMEs in Betapus increased from 72 units in 2020 to 87 units in 2024, or 20.83%. In the same period, tourist visits in Samarinda City increased faster, especially after 2022. These differences in development indicate that the increase in business has not been in line with the increase in tourism activities. However, the difference in the growth rate of the two indicators is not enough to prove the low economic benefits of tourism, especially because the geographical coverage of visit data and MSMEs needs to be ensured to be comparable. The fundamental problem is how the increase in tourism demand translates into productive activities and economic benefits for the local community.

The Tourism-Led Growth Hypothesis explains that tourism has the potential to drive economic growth through increased demand, income, investment, and related economic activities (Balaguer & Cantavella-Jorda, 2022). However, the growth in tourism demand does not automatically result in a strengthening of the local economy. The benefits depend on the ability of local businesses to meet the needs of tourists and maintain the economic value generated. To explain this mechanism, the analysis of the tourism value chain is the main perspective of this study. This approach places economic benefits as a result of the interconnectedness of activities in the provision of raw materials, production, distribution, marketing, and consumption of tourist goods or services. The greater the involvement of local actors in the series, the greater the opportunities for tourist spending to circulate in the local economy. Conversely, dependence on supplies from outside the region can limit the linkage of tourism with local production activities.

This perspective is reinforced by Porter (1998) cluster theory, which emphasizes the importance of linkages between businesses, suppliers, and supporting institutions in shaping competitiveness. The proximity between agriculture, culinary businesses, and tourism activities in Betapus has the potential to form local economic clusters, but geographical proximity does not guarantee the formation of productive relationships. Linkages need to be reflected in transactions, the use of local agricultural products, marketing cooperation, and mutually supportive business relationships. Meanwhile, the community-based tourism perspective emphasizes that community involvement in the provision of goods and services needs to be accompanied by the ability to derive economic benefits. Limited capital, production capacity, skills, and market access can hinder the ability of MSMEs to respond to the growth in tourism demand.

Previous research has shown that limited capital, production capacity, and market access can hinder MSMEs from taking advantage of tourism opportunities (Pauzi, 2024). The economic benefits of agrotourism are also related to strengthening business capacity, stakeholder collaboration, and integrated destination management (Rahmayanti et al., 2024). Wibowo (2026) emphasizes the importance of the relationship between destinations and community businesses in determining the economic benefits of agrotourism. Previous studies also discussed the potential, benefits, and strategies for agrotourism development (Choenkwan et al., 2016; Mogollon et al., 2011; Panyayong et al., 2022). However, the mechanisms that link the growth of tourism activities, inter-business linkages, and the ability of communities to capture economic benefits still need to be examined, especially in agro-tourism areas that develop spontaneously.

Based on these gaps, this study asks three questions: (1) how is the development of tourism activities and MSMEs in the Betapus Agrotourism area; (2) how are tourism activities related to the community's economy through the tourism value chain; and (3) what factors affect the ability of community businesses to capture the economic benefits of tourism development? This research aims to analyze the development of

tourism and MSMEs, identify the economic linkages formed, and explain the factors that affect the capture of economic benefits by local communities. The contribution of the research lies in explaining the relationship between the growth of tourism demand, business linkages, and strengthening the local economy in the spontaneously developing agro-tourism area. Practically, the results of the research are expected to be the basis for the development of Betapus, which is not only oriented towards increasing visits, but also towards strengthening the capacity of MSMEs and the circulation of economic benefits at the local level.

Literature Review

Tourism and Local Economic Development

Tourism has the potential to encourage local economic development through increasing demand for goods and services, creating job opportunities, developing businesses, and diversifying economic activities. In the context of agrotourism, this potential arises through the integration of agricultural activities with tourism experiences, such as visits to agricultural land, cultivation activities, processing of agricultural products, local culinary activities, and interaction with the community. This integration opens up opportunities for the agricultural sector to relate to trade, processing, transportation, and tourism services so that local resources have a more diverse economic function (Budiasa & Ambarawati, 2014; Meyer & Meyer, 2016).

In theory, the relationship between tourism and economic growth is explained through the Tourism-Based Growth Hypothesis (TLGH). Balaguer and Cantavella-Jorda (2022) show that tourism can play a role as a factor of economic growth through empirical testing in Spain. This mechanism can take place when increased tourism activities encourage demand, expand production activities, and increase income. In the context of agro-tourism areas, increased visits have the potential to create markets for agricultural products, food, beverages, and services provided by the community.

However, TLGH needs to be distinguished from the perspective of tourism-led economic development (TLED). Economic growth emphasizes increasing economic activity, while economic development pays more attention to changes in productive capacity, economic opportunities, distribution of benefits, and sustainability of people's livelihoods. Thus, the increase in tourist visits is not enough to demonstrate the success of local economic development. This growth needs to be followed by the ability of communities to take advantage of market opportunities and strengthen their economic activities.

This difference shows a limited explanation that only links the number of tourists to economic development. Two regions can experience similar increases in visits, but generate different local economic benefits due to differences in business capacity, relationships with suppliers, and community involvement. Therefore, the main issue in agrotourism development is not only how much growth in tourism demand is, but also how that growth translates into economic benefits that can be sustained by local communities.

In this study, the development of the number of tourists and MSMEs is used to describe the dynamics of tourism activities and community businesses. However, these two indicators do not directly measure overall economic development. The analysis needs to be complemented by an explanation of business activities, economic linkages, community capacity, and distribution of benefits formed in the Betapus Agrotourism area.

Economic Leakage and Local Linkages in the Tourism Value Chain

Tourism value chain analysis explains how tourism activities connect various economic actors through the provision of raw materials, production, distribution, marketing, and consumption of goods or services. In agro-tourism, the value chain can include farmers, agricultural producers, traders, culinary business owners, tourism service providers, and other supporting business actors. This connectedness allows tourist spending to generate revenue not only for businesses that interact directly with visitors, but also for other economic actors who supply their needs.

Kaplinsky and Morris (2001) Situate value chains as a framework for understanding the sequence of economic activities, the relationships between actors, and the process of value creation and distribution. This perspective is relevant to explain why increased tourism demand does not always result in comparable economic benefits for local communities. The magnitude of the benefits depends on the position of local actors in the value chain, the ability to provide products and services, and their relationships with suppliers and markets.

This problem is related to the debate about economic leakage and local economic linkages. Economic leakage occurs when part of the expenditure generated by tourism activities flows out of the destination area. This condition can occur when the tourism business depends on raw materials, products, services, or production factors imported from outside the region. On the other hand, local economic linkages are formed

when the needs of tourism businesses are met by local producers and service providers so that tourist expenditure creates further transactions in the local economy.

Both concepts show that the benefits of tourism are not only determined by the amount of tourist spending, but also by the structure of the economic relationships that are formed. For example, an increase in food sales can increase the income of stall owners. However, if the raw materials used are entirely from outside the region, the increase in demand does not necessarily have a meaningful impact on the income of local farmers. Conversely, the purchase of raw materials from local farmers can expand economic benefits through increased demand for agricultural products.

Budiasa and Ambarawati (2014) explain the potential of community-based agrotourism in integrating agricultural and tourism activities to generate higher economic value. Zhang and Omar (2025) also emphasize the potential relationship between local agriculture and accommodation activities in reducing tourism leakage. Both views lead to the importance of a productive linkage between tourism activities and the local economy.

Thus, the growth of MSMEs is not enough to show the strong economic linkages in Betapus. A more in-depth explanation requires tracing the source of raw materials, purchasing patterns, business relationships with farmers, and the distribution of economic benefits. Value chain analysis allows research to identify whether community businesses only respond to individual tourism demand or have established economic relationships that expand income circulation in the region.

Tourism Cluster and Inter-Business Linkages

Porter's (1998) theory explains the importance of the geographical concentration of business actors, suppliers, supporting institutions, and related organizations in building competitiveness. Geographical proximity allows for the exchange of information, access to resources, specialization, and cooperation that can strengthen the productivity of economic activities. In the context of tourism, clusters can be formed through relationships between attraction providers, culinary businesses, local producers, traders, transportation, and other supporting services.

Agro-tourism areas have the potential to form clusters because agricultural and tourism activities can be developed in a complementary manner. Agricultural products can be culinary raw materials, sales objects, or part of the tourism experience. At the same time, increased tourism demand can expand the market for agricultural products and encourage diversification of community businesses. This relationship has the potential to create greater added value than when each economic activity takes place separately.

However, geographical business concentration is not synonymous with the formation of a strong economic cluster. The existence of a number of food stalls, cafes, and traders in the same area does not indicate a productive interconnectedness between them. If each business uses different suppliers, markets products individually, and is not connected to local agricultural activities, the economic benefits can be limited to the transactions of each business.

These differences are important in understanding the development of MSMEs. The increase in the number of businesses can indicate the community's response to market opportunities, but it does not automatically reflect increased productivity or the strengthening of local economic networks. Economic strengthening requires relationships that allow business actors to support each other through transactions, the provision of raw materials, product processing, and marketing.

In the context of Betapus, the existence of rice fields and community businesses provides the potential to build linkages between agriculture and tourism. However, whether this potential has formed an integrated economic cluster needs to be determined based on empirical evidence. Cluster theory thus complements value chain analysis: value chains trace the flow of goods, services, and economic value, while cluster theory explains the importance of the structure of relationships between actors in strengthening regional economic activities.

Community-Based Tourism and Collaboration

Community-based tourism (CBT) is a tourism development approach that places local communities as the main actors in managing regional potential and distributing economic benefits. In the context of agrotourism, this approach allows the integration of agricultural activities with tourism activities to create added value for local products and services. Fasya and Muntaza (2026) and Wirahayu et al. (2019) emphasize the importance of community involvement in the development of tourism based on local potential. Meanwhile, Jackson (2025) links CBT to poverty alleviation and the creation of decent jobs. The synthesis of these three perspectives shows that the potential of agriculture has not been sufficiently developed as a tourist attraction, but needs to be integrated with community economic activities to generate sustainable benefits.

However, the relationship between tourism development and improving people's welfare does not occur automatically. Nathanael et al. (2025) emphasize the importance of community engagement and

communication, while Giampiccoli and Saayman (2018) discuss participation as part of the CBT development model. The two studies complement each other by showing that participation is an important element in tourism management. However, community involvement needs to be further assessed based on its influence on decision-making and access to economic benefits. This means that the presence of communities in tourism activities does not necessarily reflect empowerment if they do not have control over the management of local potential or only obtain a small share of the profits. In the development of Betapus agro-tourism, this issue is relevant to examine the extent to which local farmers and business actors can play a role as managers as well as economic beneficiaries.

The issue of participation is closely related to the need for collaboration between stakeholders. Burgos and Mertens (2017) look at CBT management through a network perspective, whereas Quynh (2026) highlights the importance of stakeholder collaboration and policy frameworks. These two perspectives suggest that the success of tourism development depends not only on community capacity, but also on the relationship between communities, governments, and business actors. However, collaboration does not always guarantee a fair distribution of benefits because each actor has different resources, interests, and bargaining power. Therefore, collaboration in agrotourism development needs to be accompanied by clear sharing of responsibilities, information disclosure, and decision-making mechanisms that accommodate the interests of local communities.

Strydom et al. (2018) discuss learnings from various CBT practices, whereas Kamble et al. (2025) emphasizing the dimensions of justice, inclusion, and empowerment in social sustainability. If these two perspectives are read together, the success of agrotourism development is not enough to be measured through the growth of visits or aggregate income, but also through the equitable distribution of business opportunities, increasing the added value of agricultural products, and the sustainability of local resources. Tourism economic growth even has the potential to create inequality if access to capital, markets, and decision-making is only controlled by certain groups.

Based on this synthesis, there is a link between the utilization of agricultural potential, community empowerment, and institutional collaboration in local economic development. However, the literature studied has not, by itself, proven how these linkages take place in Betapus, Samarinda. Therefore, this study is important to analyze how agro-tourism potential is developed into economic opportunities, how local communities are involved in its management, and the extent to which collaboration between stakeholders supports the distribution of economic benefits in a sustainable manner.

MSME Informality and Community Economic Response

Micro, small, and medium enterprises (MSMEs) play an important role in connecting tourism activities with the economies of local communities, especially through the provision of food, beverages, agricultural products, and tourism support services. However, the ability of MSMEs to capture these economic opportunities is influenced by the characteristics of the business and the level of involvement in the local economic system. Informality, which relates to limited business legality and access to institutional support, can limit access to financing, technology, and markets. Wellalage and Locke (2016) show the relationship between informality and credit constraints in micro and small enterprises in Sub-Saharan Africa. Meanwhile, Mehtap et al. (2019) shows that informal entrepreneurship has diverse characteristics so that it cannot be understood solely as a form of business that does not develop.

These limitations create a dilemma in the development of the local economy. On the one hand, informal businesses allow people to respond to market opportunities relatively flexibly and utilize available resources. On the other hand, limited capital, managerial skills, technology, and market access can hinder the increase in business scale and productivity. Senyo et al. (2022) show that financial technology has the potential to strengthen the economic empowerment of informal businesses, while Kusumasari and Retnandari (2022) emphasize the importance of adapting micro and small businesses in facing the crisis. Thus, the increase in the number of MSMEs does not necessarily reflect an increase in the economic capacity of the community because the development of business quantity can take place without being followed by the strengthening of business productivity and sustainability.

In the context of agro-tourism, the community's economic response is also determined by the ability of MSMEs to build relationships with the agricultural sector and other business actors. Maneenetr et al. (2014) emphasize the importance of community participation in agro-tourism development, whereas Sriyadi and Yekti (2021) discuss the sustainability of the agro-tourism development model based on local wisdom. This perspective shows that the benefits of tourism do not only depend on increasing visits, but also on community involvement, relationships between actors, and the ability of local businesses to meet the needs of tourists. When these linkages are limited, the increase in tourism demand has the potential not to fully translate into strengthening the community's economy.

Therefore, the informality of MSMEs needs to be understood as a condition that can affect the ability of the community to capture the benefits of tourism, not as the sole cause of weak local economic development. In the context of Betapus Agrotourism, the relationship between the development of tourist visits and the number of MSMEs needs to be analyzed together with business capacity, market access, raw material procurement patterns, and linkages to agricultural activities. This perspective allows the research to distinguish the growth of the number of businesses from the strengthening of the local economy, which is reflected in the increase in productive capacity, economic connectivity, and the sustainability of community businesses.

Literature Synthesis, Research Gaps, and Conceptual Frameworks

The literature shows that tourism has the potential to encourage local economic development through increased demand, job creation, and business diversification. However, the growth of tourism activities does not automatically improve people's welfare. Economic benefits depend on the ability of local actors to build value chain linkages, reduce economic leakage, strengthen relationships between businesses, and participate in the management and distribution of benefits (Giampiccoli & Saayman, 2018; Kaplinsky & Morris, 2001; Porter, 1998). In addition, limited capital, market access, and managerial capacity of MSMEs can hinder the translation of tourism opportunities into sustainable economic strengthening (Mehtap et al., 2019; Wellalage & Locke, 2016).

The research gap lies in the need to understand how these mechanisms take place in agro-tourism areas that grow spontaneously without formal destination planning. In the context of Betapus, the growth in visits and the number of MSMEs has not sufficiently explained whether tourism activities have built productive linkages between agriculture, local businesses, and markets.

Based on this synthesis, the conceptual framework of the research places tourism activities as triggers of economic opportunities, whose benefits are mediated by the linkage of value chains and inter-enterprise relationships, community participation and collaboration, and the capacity of MSMEs. The interaction of these factors determines the extent to which tourism opportunities generate added value, income, and sustainability of the local economy in Betapus.

Research Method

Research Design and Informant Selection

This study uses a descriptive qualitative approach to analyze the role of tourism in developing a local economy based on agro-tourism potential in Betapus, Lempake Village, North Samarinda District, Samarinda City. This approach is used to understand the use of rice field potential as a tourist attraction, community participation in area management, and its implications for the development of local economic activities.

The informants were selected using purposive sampling techniques based on their involvement and knowledge of Betapus tourism activities. The research involved five informants: one person representing Lempake Village, local communities involved in area management, farmers or landowners, micro, small, and medium enterprises (MSMEs), and visitors or tourists. The selection of informants was intended to obtain diverse perspectives on area management, land use, business activities, and tourism experiences.

Table 1. Criteria Informant Research

Informant Code	Criteria Informant	Unearthed Focus Information
1	The Lempake Village	Regional conditions, government support, and tourism management
2	Local community (Karang Taruna)	Community participation, regional management, and environmental issues
3	Farmers or landowners	Agricultural land utilization and its relationship with tourism activitie
4	MSME Actors	Business opportunities, trade activities, and economic benefits of tourism
5	Visitors or tourists	Tourist attractions, motivation for visits, and travel experiences

The number of informants was set to five people, taking into account the representation of groups relevant to the focus of the study. Since each group was represented by only one informant, the findings were analyzed based on information obtained from each perspective and the empirical context of the region, without being intended to represent all members of the group statistically.

Data Collection Techniques

Research data were collected through semi-structured interviews, field observations, and documentation. Interviews were conducted to explore information about tourism potential, community participation, development of economic activities, land use, business opportunities, development support, and constraints of area management. Interview questions were adjusted to the role of each informant so that the information obtained was relevant to the focus of the research.

Field observations were carried out to identify the condition of the area, visitor activities, MSME activities, rice field land utilization, and community economic interaction. Documentation included field photos, administrative documents, archives of community activities, and other supporting documents available. The three techniques were used in a complementary manner to gain a contextual understanding of the development of Betapus Agrotourism and compare information obtained from various sources.

Data Processing and Analysis Techniques

Data analysis used models of Miles et al. (2014), which include three main components, namely data condensation, data display, and conclusion drawing and verification. Condensation is carried out through selection, coding, and grouping of data based on the focus of the research. Furthermore, data is presented systematically to identify patterns and relationships between findings. Conclusions are drawn through data interpretation and verified by checking their suitability with empirical evidence. The three components take place interactively during the research process.

At the data condensation stage, interview transcripts, observation notes, and field documents are examined to select information relevant to the research focus. The information is then coded and grouped based on the similarity of meaning and its relationship with tourism activities and socio-economic changes in the community.

The coding process is assisted by ATLAS.ti software to organize the data, find citations that support each code, and map the relationships between categories. Coding is done by adapting the stages of open coding, axial coding, and selective coding from Strauss and Corbin (1998). At the open coding stage, the data is identified and given an initial code that represents an empirical phenomenon. The initial codes listed in the research analysis include the business leasing system, reforestation assistance, improving the image of the region, farmers' complaints, local MSMEs, and social media promotion. In the axial coding stage, the initial codes are grouped into broader categories based on the interconnectedness between concepts. The categories that have been identified include economic impact, development support, development expectations, tourism constraints, community participation, and tourism potential.

Furthermore, in the selective coding stage, the categories were synthesized to identify a core theme that explains the linkage between tourism activities, community engagement, and local economic development. The final theme was determined based on patterns actually found in the data, rather than predetermined as a research conclusion. The results of the coding are then presented in the form of thematic descriptions and mapping of inter-category relationships. Network visualizations in ATLAS.ti are used to help organize and demonstrate inter-code relationships. However, the relationships shown in the network are interpreted as conceptual relationships based on qualitative data, rather than as statistical evidence of cause-and-effect relationships.

Data Validity

The validity of the data was checked through source triangulation and technical triangulation. Source triangulation was carried out by comparing information from the five informant groups, while technical triangulation was carried out by examining the suitability of interview information with observation and documentation results. The analysis process also retraced the data underlying the formation of codes, categories, and themes to maintain consistency of interpretation with empirical findings.

Results and Discussion

Agrotourism Potential, Community Participation, and Local Economic Opportunities

The results of interviews, observations, documentation, and coding assisted by ATLAS.ti show that Betapus is gradually developing as an agro-tourism area by utilizing active rice fields and rural atmosphere as attractions. The function of agriculture is maintained, while tourist visits open up space for culinary activities, trade, parking, and other supporting businesses. These findings show that the potential of agrotourism in Betapus lies in the connection of agricultural landscapes with recreational experiences, not in the replacement of

agricultural activities by tourism.

The community plays a role in the management of the area through the involvement of the Youth Organization, farmers or landowners, and MSME actors. The forms of participation identified include assisting in the management of the area, maintaining rice fields as an attraction, opening culinary businesses, managing parking, and maintaining cleanliness. This involvement is in line with the perspective of community-based tourism that places the community as actors in the development of local potential. However, participation in activities has not by itself proven that the community has strong control over decisions and the distribution of benefits.

The pattern is consistent with the view of Choenkwan et al. (2016) and Mogollon et al. (2011) that agro-tourism integrates agriculture and tourism experiences. Business diversification opportunities through food, beverages, trade, and services are also in line with Jumiyati and Frimawati (2023); Kaewuthai et al. (2025); and Panyayong et al. (2022). In the context of Betapus, the available evidence mainly shows the growth of business activities around the region. The research data is not enough to ascertain how much the business transactions use local agricultural products or form an integrated supply chain.

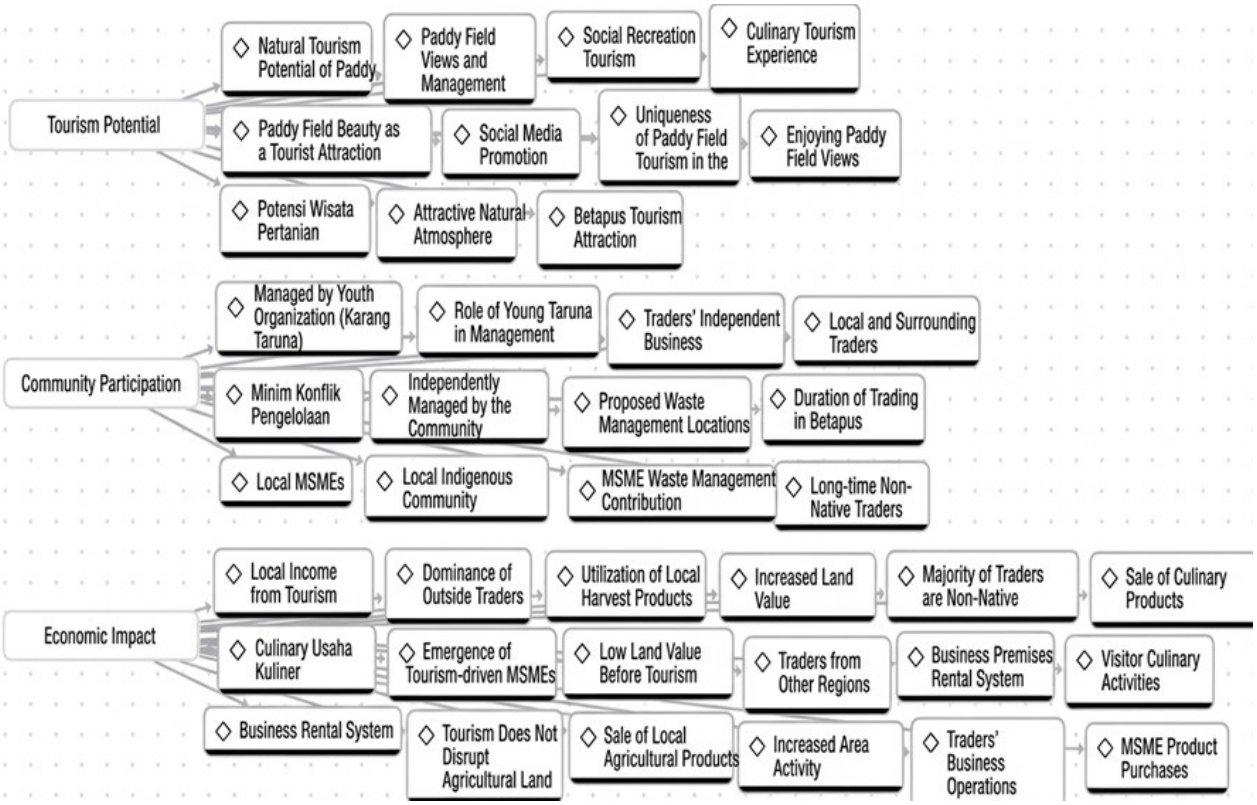

Figure 1. Network View Analysis of Potential Linkages, Community Anticipation and Economic Impact

Figure 1 summarizes the conceptual relationship between tourism potential, community participation, and economic impacts identified in the qualitative data. Rice fields and natural settings serve as attractions; community involvement supports tourism activities; and these activities open up business opportunities. This network illustrates the linkages between categories of coding results, rather than statistical causation testing.

Support for Local Economic Development and Linkages

The qualitative findings identified several factors supporting the development of Betapus, namely the existence of active rice fields, community participation, the growth of MSMEs, promotion through social media, visits from various parties, and development support reflected in certain assistance or programs. The rice field landscape is the main capital of the destination, while visitors' uploads on social media help introduce the area organically. MSME activities provide food, drinks, and products that visitors need.

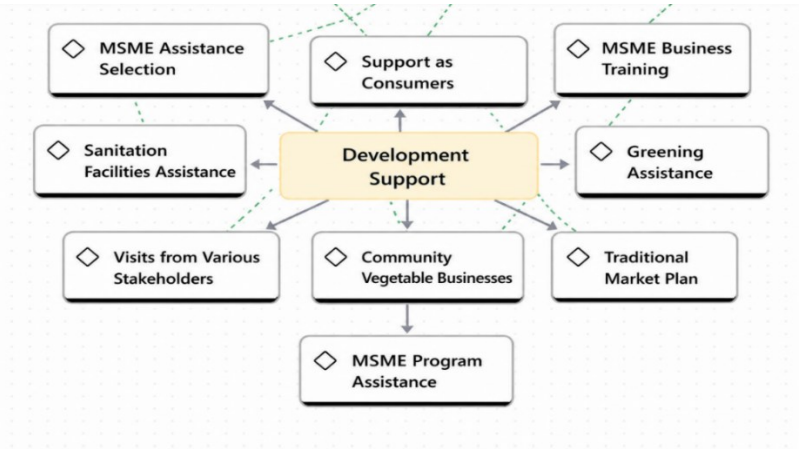

Figure 2. Percentage Distribution of Poverty in Indonesia (2024)
Source: Badan Pusat Statistik (BPS)

Figure 2 shows the various forms of support and activities that have emerged in the development of the region, including assistance for facilities, training or MSME programs, visits from various parties, and market development ideas. The existence of these elements indicates that there are opportunities to strengthen local capacity, but it is not enough to conclude that all support has been implemented or effective. Field findings show that some business and facility needs are still not adequately met.

From a value chain perspective, culinary and trade activities have the potential to expand the benefits of tourism if business needs are met by local suppliers. Kaplinsky and Morris (2001) emphasize the importance of looking at the series of activities, relationships between actors, and the creation and distribution of value. However, the data in this study have not detailed the origin of raw materials, purchasing patterns, or the size of transactions between MSMEs and Betapus farmers. Thus, the linkage between agriculture and tourism businesses has appeared as a potential, but it cannot yet be stated as an integrated local value chain.

This explanation is also relevant to cluster theory Porter (1998). The geographical proximity between rice fields, traders, and culinary businesses provides the initial conditions for the formation of clusters, but the existence of businesses in one area has not proven the existence of productive cooperation. Strengthening clusters requires evidence of supplier relationships, the use of local products, marketing cooperation, or forms of collaboration between businesses. These aspects can be the next direction of development, but they are not entirely confirmed in the data of this study.

Development Constraints and Limits to Capturing Economic Benefits

The obstacles identified include limited parking facilities, access to electricity, and garbage cans; suboptimal area arrangement; disorderly behavior of visitors; and farmers' complaints related to the impact of tourism activities and waste. The research also found that there is no formal management institution that is able to clearly regulate the division of tasks, coordination, and supervision. Management still depends a lot on community initiatives.

Figure 3 summarizes interrelated obstacles, ranging from limited infrastructure and hygiene facilities to suboptimal arrangement and development support. These obstacles affect the comfort of visitors, the relationship between tourism activities and agricultural activities, and the space for businesses to develop. Farmers' complaints show that tourism development needs to be managed so as not to interfere with the main function of rice fields, which are actually the attraction of the area.

The capacity of business actors is also a challenge. The community has responded to the opportunity to visit through culinary and trade businesses, but still needs support to improve the ability to manage, serve, market, and develop products. This is in line with Pauzi (2024), which highlights capital constraints, production capacity, and market access for MSMEs, as well as Rahmayanti et al. (2024), which emphasizes strengthening business capacity and collaboration in agrotourism development. However, this study does not separately measure the influence of each obstacle on business performance, so the relationship is interpreted as a contextual explanation, not an estimate of the influence.

Government support and development programs have also not fully addressed the needs felt by the community. These findings suggest the need for clearer coordination between communities, governments, farmers, and business actors. From a community-based tourism perspective, community involvement needs to be accompanied by access to adequate decision-making and economic benefits. Since the study involved only

one informant from each group, the findings about the experiences and needs of each group need to be understood as the perspective of the interviewee informant, not a statistical picture of the entire Betapus community.

Overall, Betapus shows how agricultural landscapes can be used as tourist attractions without eliminating the main function of rice fields. Tourism activities provide opportunities for economic diversification through culinary, trade, parking, and supporting businesses, while community participation helps sustain tourism activities. These findings support the literature that places agrotourism as a link between agricultural resources, tourism experiences, and local businesses.

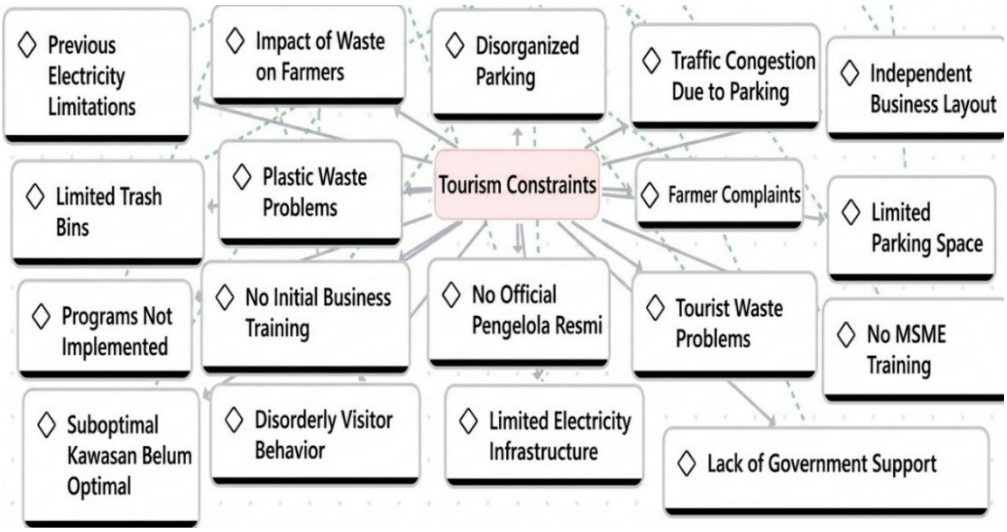

Figure 3. Network View Identification of Constraints and Obstacles to the Development of the Betapus Tourist Area

However, the available evidence is stronger to show the formation of business opportunities than to prove the strengthening of local value chains or equitable distribution of economic benefits. The growth in the number of MSMEs does not reveal changes in income and productivity, while the data on tourist visits includes the level of Samarinda City so that it cannot be directly matched with Betapus MSME data. In addition, there is no detailed evidence available on the source of raw materials, transactions with farmers, and the flow of tourist expenditure within or outside the region. Therefore, claims about economic leakage and the magnitude of local economic benefits need to be limited.

The empirical contribution of this research lies in the identification of the relationship between rice field potential, community participation, business activities, development support, and management constraints in spontaneously growing agro-tourism areas. In order for these opportunities to generate more sustainable benefits, the development of Betapus needs to prioritize the improvement of basic facilities, the establishment of clear management and coordination mechanisms, the capacity building of MSMEs, and the strengthening of business relationships with local farmers and suppliers. This direction is in line with the conceptual framework of the research: new tourism activities have the potential to strengthen the local economy if they are followed by value chain linkages, business capacity, meaningful participation, and supportive governance.

Conclusion

This study shows that the development of Betapus Agrotourism in Lempake Village, Samarinda City, opens up opportunities to strengthen the local economy through the use of rice fields as tourist attractions. The number of MSMEs increased from 72 units in 2020 to 87 units in 2024 or an increase of 20.83%. Meanwhile, the data on tourist visits in Samarinda City increased from 895,773 visits in 2022 to 3,442,443 visits in 2024. These two developments illustrate the growth of business activities in Betapus and the increase in tourist visits at the city level. However, because the geographical scope of the two data is different, the direct relationship between tourist growth and the development of Betapus MSMEs cannot be ascertained.

The economic linkages formed can be seen through the development of culinary businesses, trade, parking services, and the provision of tourism support facilities involving the local community. These activities open up income opportunities and business diversification outside of agricultural activities. The existence of rice fields and community businesses also provides potential linkages between the agricultural and tourism

sectors. However, these linkages have not been fully identified as an integrated local value chain because the research has not obtained detailed evidence on the pattern of raw material procurement, transactions between MSMEs and farmers, and the distribution of tourist expenditure in the region.

The ability of the community to capture the economic benefits of tourism is influenced by natural potential, community participation, MSME capacity, infrastructure availability, and regional governance. Rice fields that are still active are the main attraction, while community involvement in area management and business activities supports the development of agro-tourism. However, the limitations of parking, electricity, and cleaning facilities, the lack of optimal management institutions, and the need to increase business capacity are obstacles in developing economic opportunities more broadly. Thus, strengthening the local economy in Betapus does not rely enough on increasing tourist visits, but requires improving basic facilities, strengthening institutions and stakeholder coordination, increasing the capacity of MSMEs, and developing business relationships with local farmers and suppliers. These efforts are needed so that tourism activities can generate greater added value and expand economic benefits for the local community without eliminating the function of agriculture as the main foundation of Betapus agrotourism.

CrediT Author Statement

Arya Panji Saputra: Conceptualization/Formulation of ideas; Data collection/Curation; Writing – original draft. **Auliansyah**: Development/Design of methodology; Formal analysis/Techniques.

Funding Statement

No funding was received for this research.

Generate AI Disclosure

During the preparation of this manuscript, the authors used an artificial intelligence tool (Scopus AI) to collect a literature review, including the use of Grammarly for grammar. All suggestions generated by AI have been critically reviewed, edited, and validated by the authors. The authors remain solely responsible for the content of this manuscript.

References

Balaguer, J., & Cantavella-Jorda, M. (2022). Tourism as a long-run economic growth factor: The Spanish case. *Applied Economics, 34*(7). https://doi.org/10.1080/00036840110058923

Boiko, M., Petrova, M., Okhrimenko, A., & Dimitrova, T. (2026). Heritage-oriented agrotourism as a driver of agricultural and cultural ecosystem recovery in war-affected Ukraine. In E. Alaverdov & M. W. Bari (Eds.), Cultural Heritage Protection and Restoration in Conflict and Post-Conflict Zones (p. 36). *IGI Global Scientific Publishing*. https://doi.org/10.4018/979-8-3373-2540-8.ch012

Budiasa, I. W., & Ambarawati, I. G. A. A. (2014). Community based agro-tourism as an innovative integrated farming system development model towards sustainable agriculture and tourism in Bali. *Journal of International Society for Southeast Asian Agricultural Sciences, 20*(1), 29–40.

Burgos, A., & Mertens, F. (2017). Participatory management of community-based tourism : A network perspective. *Participatory, 48*(4), 546–565. https://doi.org/10.1080/15575330.2017.1344996

Choenkwan, S., Promkhambut, A., Hayao, F., & Rambo, A. T. (2016). Does agrotourism benefit mountain farmers? A case study in Phu Ruea District, Northeast Thailand. *Bio One Research Evolved, 36*(2), 162–172. https://doi.org/10.1659/MRD-JOURNAL-D-15-00111.1

Fasya, M. N., & Muntaza, I. (2026). Community-based tourism (CBT) implementation in Pampang ecotourism village, Yogyakarta: A participatory approach to nature-cultural-based tourism. *EISPB: International Conference on Environmental Integration on Sustainable Perspective and Beyond.* https://doi.org/10.1007/978-3-032-23463-6_23

Gadakh, A., Kumbhar, V., Khosla, S., & Karunendra, K. (2025). Identifying key features for establishing sustainable agro-tourism centre : A data driven approach*. International Journal of Sustainable Development and Planning, 20*(7), 2795–2803. https://doi.org/10.18280/ijsdp.200705

Giampiccoli, A., & Saayman, M. (2018). Community-based tourism development model and community participation. *African Journal of Hospitality, Tourism and Leisure, 7*(4), 1–27.

Jackson, L. A. (2025). Community-based tourism: A catalyst for achieving the united nations sustainable development goals one and eight. *Tourism and Hospitality, 6*(1), 1–20. https://doi.org/10.3390/tourhosp6010029

Joshi, M., & Khandekar, P. (2025). Agrotourism business innovation: by modelling and ranking success factors using ISM-MICMAC analysis. *Journal of Scientific & Industrial Research, 84*(September), 971–981. https://doi.org/10.56042/jsir.v84i9.6352

Jumiyati, S., & Frimawati, E. (2023). The development of an edu-agrotourism concept in the buffer zone of a conservation area based on education and local community empowerment. *IOP Conference Series: Earth and Environmental,* 1–6. https://doi.org/10.1088/1755-1315/1275/1/012027

Kaewuthai, K., Kaewuthai, B., Pornpunpaibool, S., Krongyut, K., Nakorn, P. N., & Plodpai, S. (2025). Developing creative tourism routes to promote agricultural tourism in Sakhu Subdistrict, Thalang District, Phuket Province, Thailand. *Geojournal of Tourism and Geosites, 63*(4), 2645–2652. https://doi.org/10.30892/gtg.634spl09-1624

Kamble, Z., Yang, Z., & Yap, J. Q. H. (2025). Community-based tourism and social sustainability: A scoping review of planning approaches for equity, inclusion, and empowerment. In A. Kavoura, U. Gretzel, & V. Vrana (Eds.), Strategic Innovative Marketing and Tourism (pp. 253–260). *Springer Proceedings in Business and Economics Springer Proceedings in Business and Economics*. https://link.springer.com/chapter/10.1007/978-3-032-12968-0_28

Kaplinsky, R., & Morris, M. (2001). *A Handbook for value chain (Issue September). Institute of Development Studies, University of Sussex*. https://www.ids.ac.uk/publications/a-handbook-for-value-chain-research/

Kenterelidou, C., Galatsopoulou, F., & Skamnakis, A. (2017). Agrotourism and well-being sustainability: A communication approach to 'what matters and better life. *Rivista Di Tudi Sulla Sostenibilita, 1*, 129–147. https://doi.org/10.3280/RISS2017-001009

Kusumasari, B., & Retnandari, N. D. (2022). When pandemic knocks, adapt fast: Strategy and resilience of MSMEs facing crisis in Indonesia. *International Journal of Globalisation and Small Business, 12*(4). https://doi.org/10.1504/IJGSB.2021.120488

Maneenetr, T., Naipinit, A., & Tran, T. H. (2014). Guidelines to promote local community participation in developing agrotourism: A case study of Ban Mor Village, Sam Sung District, Khon Kaen Province, Thailand. *Asian Social Science, 10*(9), 178–186. https://doi.org/10.5539/ass.v10n9p178

Mehtap, S., Ozmenekse, L., & Caputo, A. (2019). "I'm a stay at home businesswoman": An insight into informal entrepreneurship in Jordan. *Journal of Entrepreneurship in Emerging Economies, 11*(1), 44–65. https://doi.org/10.1108/JEEE-10-2017-0080

Meyer, D. F., & Meyer, N. (2016). The relationship between the tourism sector and local economic development (LED): The case of the Vaal Triangle region, South Africa. *Journal of Environmental Management and Tourism, V*(1), 466–472. https://doi.org/10.14505/jemt.v7.3(15).12

Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis: A methods sourcebook (3rd ed.)*. SAGE Publications.

Mogollon, J. M. H., Campon-Cerro, A.-M., Leco-Berrocal, F., & Perez-Diaz, A. (2011). Agricultural diversification and the sustainability of agricultural systems: Possibilities for the development of agrotourism. *Environmental Engineering and Management Journal, 10*(12), 1911–1921. https://doi.org/10.30638/eemj.2011.255

Nathanael, G. K., Hapsari, D. R., Kinseng, R. A., & Istiyanto, S. B. (2025). Empowering communities through community-based tourism : A systematic review of local involvement and communication role on its implementation. *Review of Applied Socio- Economic Research, 30*(2), 142–157. https://doi.org/10.54609/reaser.v30i2.779

Panyayong, W., Faikhoksung, P., Phromsathit, S., & Chorchoo, K. (2022). An agrotourism management model to generate incomes for communities in Khokklang Subdistrict, Lamplaimat District, Buriram Province By. *Social Science Journal, 12*(12), 1330–1340. https://resmilitaris.net/issue-content/an-agrotourism-management-model-to-generate-incomes-for-communities-in-khokklang-subdistrict-lamplaimat-district-buriram-province-177

Pauzi. (2024). Pendekatan strategis untuk pengembangan umkm pada destinasi wisata. *Economica Insight, 1*(1), 25–30. https://doi.org/10.71094/ecoin.v1i1.32

Porter, M. E. (1998). Cluster and the new economics of competition. *Harvard Business Review*. https://hbr.org/1998/11/clusters-and-the-new-economics-of-competition

Pošiváková, T., & Švajlenka, J. (2025). Supplementary activity of the agricultural business sector and a method for ecological protection of the cultural landscape. *Annals of Agricultural and Environmental Medicine, 32*(2), 185–189. https://doi.org/10.26444/aaem/202638

Postevoy, K., Fernandes, P. O., Kosenchuk, O., & Nunes, A. (2020). Agrotourism as an opportunity to enhance the development and competitiveness of rural areas. *In Multilevel Approach to Competitiveness in the Global Tourism Industry*. https://doi.org/10.4018/978-1-7998-0365-2.ch015

Quynh, N. T. X. (2026). Stakeholder collaboration and policy framework in community-based tourism: The case of Nhơn Lý, Bình Định. In Q. D. Tuyen & L. A. Tuan (Eds.), Tourism Development Products in Vietnam. *Springer Nature Singapore*. https://doi.org/10.1007/978-981-95-8189-4_29

Rahmayanti, F., Ismail, R., Rahman, F. A., & Kartika, T. (2024). Integration of agricultural technology in the development of horticulture-based agro-tourism in Enrekang Regency. *Journal of Rural Tourism, 23*(2), 41–49. https://doi.org/10.70310/2y4j3h23

Senyo, P. K., Gozman, D., Karanasios, S., Dacre, N., & Baba, M. (2022). Moving away from trading on the margins: Economic empowerment of informal businesses through fintech. *Information System Journal, 33*(1), 154–184. https://doi.org/10.1111/isj.12403

Sriyadi, & Yekti, A. (2021). Sustainability levels of local wisdom based agrotourism development model (Case Study in Karangtengah Village, Imogiri District Bantul Regency, Special Region of Yogyakarta). In M. Senge, A. A. Azis, M. F. Kamaruddin, M. M. Tjale, Z. *Rozaki, & Triyono (Eds.), 2nd International Conference on Agribusiness and Rural Development (Vol. 316). E3S Web of Conferences*. https://doi.org/10.1051/e3sconf/202131601015

Strauss, A., & Corbin, J. (1998). *Basics of qualitative research: Techniques and procedures for developing grounded theory (2nd ed.).* SAGE Publications.

Strydom, A. J., Mangope, D., & Henama, U. S. (2018). Lessons learned from Successful Community-Based Tourism Case Studies from the Global South. *African Journal of Hospitality, Tourism and Leisure, 7*(5), 1–13. https://www.scopus.com/pages/publications/85058119595

Wellalage, N. H., & Locke, S. (2016). Informality and credit constraints: Evidence from Sub-Saharan African MSEs. *Applied Economics, 48*(29), 2756–2770. https://doi.org/10.1080/00036846.2015.1128081

Wibowo, J. M. (2026). Rethinking agrotourism: Integrating conceptual insight from existing scholarship. *Local Economy*, 1–26. https://doi.org/10.1177/02690942261442587

Wirahayu, Y. A., Purwito, H., & Insani, N. (2019). Community-based tourism management in Santen Community-based tourism management in Santen Beach, Banyuwangi. *Earth and Environmental Science, 243*. https://doi.org/10.1088/1755-1315/243/1/012059

Zhang, L., & Omar, S. I. (2025). Research on world agricultural economy reducing tourism leakage through agricultural linkages : The role of agro-tourism in economic retention in Diebu County, China. *Research on World Agricultural Economy, 6*(04), 218–232. https://doi.org/10.36956/rwae.v6i4.2070