Abstract

Agro-tourism and other types of tourism industries require serious management of planning and regulation in order to maintain sustainable growth. There has been a tendency of the operator to diversify the recreational activities in dealing with agro-tourism sites by way of building various architectural forms at the tourism sites without taking appropriate measures of regional factor, the types of tourism, and the land use of the site into consideration. This thesis aims to study the design and the character of architectural found on the agro-tourism site in Indonesia with identify the suitability of the tourism types which have been developed successfully elsewhere, such as the BOH Tea Centre at Cameron Highland (Malaysia). The study using qualitative research methodology with descriptive and comparative analysis, which compares the design and the character of architectural found in the agro-tourism in Indonesia and Malaysia through visits and research library. The study results found that the forms of architecture of the agro-tourism in Indonesia, designed according to the various architectural styles such as on agro-tourism site in this study. Also, there is an indication to develop agro-tourism site into other types of tourism to be a theme parks, as seen on the architectural forms such as Alam Imajinasi, and The Pongo Theatre. The study also concluded a guideline for the efforts to develop an agro-tourism site, with determines the existence and function of architecture in agro-tourism sites and whether the presence of architectural forms has taken agro-tourism into account. Then, the study provides reasonable overviews of architectural design and character for those who want to develop and to operate the agro-tourism industries. So that, the architecture of agro-tourism not only possess interesting characteristics but also correspond with current way of thinking and having the spirit of place as well as the spirit of contemporary life.

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Keywords: Architectural design; architectural character; agro-tourism in Indonesia; agro-tourism in Malaysia.

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Introduction

Agro-tourism has long been established in Indonesia. In fact, some of them has begun since the early days of independence. Which when the cultivated lands in the colonial period have been abandoned by their foreign owners. The land was then developed as an agro-tourism by the new owner. At present, an interest in the community to enjoy a natural tourism will encourage the emergence of the areas of agro-tourism in Indonesia. Moreover, because farming is a one source of income for some communities in Indonesia. This is very good because the business in agro-tourism can help people, especially the farmers to increase their income as well as just selling the farm outcomes only. Since the activities of the agro-tourism, the income can be obtained by selling services such as entertainment, farming technique, and the provision of various facilities in the agro-tourism site such as lodges, restaurant, and souvenir shops.

According to Mohamad Sulong (1993), an agro-tourism has been defined as a business that runs on either agricultural production areas for crop production, aquaculture or livestock animals in the countryside or the suburbs, and offers accommodation, catering, leisure, seminar rooms and agricultural education to visitors for a short period of time. The area may be the actual agricultural production or research center of agriculture and operated and managed by the farmers themselves, the government or the private sector. In this area, visitors have the opportunity to learn the way of life of farmers or agricultural workers, recreation, farming villages and enjoy the atmosphere can also buy agricultural products that may consist of vegetables, fruits, seeds trees, farmers and handicrafts etc. Therefore, an agro-tourism can be an opportunity for farmers, in particular, to diversify their activities other than solely rely on agricultural work, and thus can also add the income for their family life (Chandrasekaran 1993). At the international level, according to Davies and Turner (1993), Uhlig (1993), the agro-tourism is not new, as a farm-based, an agro-tourism has long been established in Britain, Germany and Australia, which emerged as the farmer’s fall income and increasing demand of recreational activities in the countryside. The business on this farm-based tourism is only complement its
existing farm operations, and offers accommodation and leisure activities to short-term visitors (Holsinger 1993).

This study has taken an object in some site of agro-tourism in Indonesia, which is the Desa Wisata Kebon Agung, Kebun Teh Gunung Mas, Taman Bunga Nusantara and Taman Wisata Mekarsari. In Malaysia, the agro-tourism site which is the object of the study is in the Cameron Highlands. Selection of the agro-tourism site was based the undertaken agricultural activities, as well as the buildings and other architectural forms that have been built in the site. Therefore, the focus of the study as well as to identify the agricultural activities in the tourist areas, the main one is to study the design and character of the architecture in the agro-tourism site.

**Background**

The entrepreneurs of the agro-tourism site who want to attract more visitors to come visit their tourism site, have made the various forms and design of architecture that can even change the identity of agro-tourism site into other types of tourism such as the theme park. The owners and operators are no longer bothered when the buildings were built is not suitable for the use of the agro-tourism business. Even they can change the actual function of the agro-tourism site. In addition, the buildings that were built actually a wastage that can be avoided (Faisal 2012).

The mistakes in planning an agro-tourism site which does not take into account the topography will adversely impact on surrounding life either now or in the future. In addition, the application of extreme architectural design in an agro-tourism site will even create the effect of the fabled progenitor (manufactured identity) as an example by building a theme park in the area (Mastor Surat 2009).

**Objectives**

The purpose of the study in some areas of agro-tourism site in Indonesia is to know and learn about the architectural design and character found in the tourism site. Then compare the results
with the design and character of the architecture found in other agro-tourism site which have been developed successfully elsewhere without having to affect the actual function as an agro-tourism, such as found in Cameron Highlands - Malaysia.

Importance
Architecture in the agro-tourism actually inseparable functions and benefits for cultivated agricultural activities in the area of tourism. In addition to its functionality, the architecture must provide reasonable benefits for agro-tourism business. Hence, the study is important because it can learn about architectural design and characterization located in the these studied areas. So it can be known whether the architecture that has been built is in accordance with the functions and benefits for agro-tourism business or not. In addition, the study also provides a general guideline for agro-tourism business.

The results of the study
The result of the architectural studies in several areas of agro-tourism in Indonesia and Malaysia has found that the architecture were built in the place has a wide variety of design and character of its own. The architecture has been built with the purpose other than for equipment and facilities in the agro-tourism site, as well as to attract visitors to come to visit the place. In an effort to attract travelers, entrepreneurs of the agro-tourism site has been trying to build such building and other forms of architecture that is precisely presence of agro-tourism in the area is not in accordance with the functions and benefits for this type of tourism. So finally give the impression as though it is an imitation with other types of tourism.

Design and character of the architectural of the agro-tourism site in Indonesia and Malaysia
Based on the research, the design and character of the architectural of the agro-tourism site in Indonesia most widely applied is eclectism, revivalism, regionalism, modernism, and
vernacularism. While in Malaysia, design and architectural character of the agro-tourism site most widely applied is modernism, revivalism, and regionalism.

Application design and character eclectism more frequent in agro-tourism site in Indonesia it shows that the manager prefers to show a strange shape to impress visitors and hoping will get many more visitors. The manager do not consider if the action to build the shape of the architecture are really need to be done or not. They are also does not consider whether such a construction is in accordance with the functions and benefits of agro-turism site or even have to change the function into other types of tourism. Such matters, has not only affected the functioning of the agro-tourism, but also result in unnecessary wastage. Examples of the structure can be seen in the Alam Imajinasi in Taman Bunga Nusantara and The Pongo Theatre in Taman Wisata Mekarsari. The such designs is almost no real function judging for agro-tourism site, other than just adding some objects entertainment for the visitors. Even so the visitors who come in the agro-tourism site is more interested in enjoying the objects compared to the agro-tourism activity itself. If this happen, then the real purpose of the agro-tourism efforts have not met yet.

The change of the function of agro-tourism into other types of tourism, certainly undesirable. Therefore, this study also takes place in an area that is considered an agro-tourism has been successfully carrying out its functions as the actual agro-tourism, which is in the Cameron Highlands - Malaysia. In fact the area is also well known as a supplier of agricultural products in Malaysia. Investigation results carried out, the design and character of the architectural of the agro-tourism site in Cameron Highlands can still be appropriate to an effort of an agro-tourism. The buildings constructs in the location solely to meet the requirements of the agriculture and visitors needs only. There is no building or other forms of architecture that is strange indeed and should not be in the area of agro-tourism. Instead there is one building called BOH Tea Centre that has attracted many travelers to come and see because of the uniqueness of the building. The
building has function as a restaurant, souvenir shop, and mini museum at the top of the BOH tea plantation hills. The buildings constructed by highlighting the design and character of modern Malay architecture, has been successfully showing local features with modern design by considering environmental factors, and cultural life of the community.

Revivalism architecture in Indonesia is a repetition of an existing architecture. Among the revivalism architecture used is a reflective from the Dutch colonial architecture, Balinese architecture, and ancient architecture. An example is shown by the Candi Bentar di Taman Wisata Mekarsari. While the revivalism architecture in Malaysia is a repetition of the British colonial heritage, namely Tudor architecture which can be seen on the many buildings in Cameron Highland.

The design and character of the regionalism architectural in Indonesia and Malaysia was take the local architecture that strives to keep abreast with the benefit of availability local materials. For the example in Indonesia, most is taking the features of Java and Bali architectural by using materials such as palm trees, bamboo, and so on. As seen on the Menara Pandang in Taman Bunga Nusantara and Taman Wisata Mekarsari. While in Malaysia, the character of the Malay architectural is the most widely featured in regionalism architectural by utilizing materials such as wood, bamboo, and so on.

The design and character of the modernism architectural, both in the agro-tourism site in Indonesia as well as in Malaysia, all featuring modern architecture that is both practical and preferred the design following the function of the building. For example, the factory buildings and the greenhouses.
The vernacularism architectural character and design was found in the agro-tourism site in Indonesia is the architecture that uses natural materials, design, and build in the same way as inherited from the past time. Such as the Museum Alat Pertanian in Taman Wisata Mekarsari.

**Relationship between the agro-tourism with the design and character of the architectural in the site**

An agro-tourism site is always backed up by the presence of architecture in it. Either in the agro-tourism managed by a farming community itself, or an agro-tourism managed by the government agencies and private sectors. Significant differences has been seen in the number, type, design and character of the architecture on both the management system of the agro-tourism.

In Indonesia, the architectural presence in agro-tourism managed by a farming community itself, generally is limited in the design and character of the architectural to suit the community's ability as found in the Desa Wisata Kebon Agong. While the existence of the agro-tourism architecture managed by the government agencies and private sector, generally complete and well designed. Sometimes exceed the purpose that should exist in an area of agro-tourism. For example, as found in agro-tourism sites in Kebun Teh Gunung Mas, Taman Bunga Nusantara and Taman Wisata Mekarsari.

Physical expansion of programs such as the provision and development of facilities and infrastructure in the developed area, is necessary in an effort to support eligibility and attraction on an agro-tourism site (Bangun 2003). But the thing that should be taken into account in the strategy development and expansion an agro-tourism is to establish a unique and exotic image of the tourism sector. This means that the unique factors from the other types of tourism should be highlighted (Sulong Mohamad 1993).
Some of agro-tourism sites in Indonesia, has built the necessary building and other form of architecture with the suitable design and character for an agro-tourism purpose. But also built some buildings with the function, design, and character that not suitable for the benefit for an agro-tourism business. Some example were shown in the Taman Wisata Mekarsari with it’s Pogo Theatre, the Alam Imajinasi at Taman Bunga Nusantara, and The ‘shark’ Kolam Renang at Gunung Mas. The architectural design is more appropriate to built on the other types of tourism areas such as a theme parks, because the benefit in the agro-tourism site is only as a supplement. The reason to built the building as state before was an effort from the manager of the agro-tourism site to diversify recreational activities in the tourism areas, and to provide a variety of options for visitors to choose which activities they want to do while visiting the agro-tourism site. But as such, it can confuse people who come to visit the agro-tourism site, because it will formed a pattern of thought on the visitors that an agro-tourism site is properly equipped with such architectural design. So then if an agro-tourism site which does not provide such facilities do not receive the attention from the community to come a visit. In addition, with a wide range additional facilities, the visitors will be more interested to enjoy the playing facilities than enjoying the actual farming activities offered by the agro-tourism site.

Recognizing the importance of the relationship between an agro-tourism with the design and character of the architecture contained therein, then through a good judgment, the arrangement of an agro-tourism in order to do the continuous existence visited by travelers can be done. Because a well organized agro-tourism site will give an aesthetic value, comfortness, satisfaction, and lasting impression for visitors in doing the tourism activities (Syamsu 2001). So that, an agro-tourism site which is a real agricultural activities no need to be affected by the presence of excessive architectural design. Then the true meaning of an agro-tourism is not blurred by any other activity that has no association with agriculture activity.
General guidelines for an agro-tourism business

Architectural benefits of an agro-tourism site is well perceived. Besides being able to meet the facilities at tourism area, are also become an attraction of the agro-tourism site. Therefore, the development of an agro-tourism site should get a serious attention. Since a no direction development can affect the proper function of an agro-tourism site.

A point that need to be recognized by the managers of the agro-tourism site is that in reality, the tourists who come to a tourism places intend to visit the different place from their origin. Difference in the climate, environment, scenery, culture, and even farming activities when he visited an agro-tourism site. The difference is what they are looking for in the places they visit (Hadinoto 1996). Then there is no reason to resemble and created other types of tourism in an agro-tourism site.

In general, based on study of design and character of the architectural in agro-tourism site in Indonesia and Malaysia, the research has result a general guidelines for an agro-tourism business as follows:

a. An agro-tourism site is a unit consisting of agricultural activity rather than one or a few farm-related animals or plants or both of them in an agricultural area that is carried out by a community together, as well as by private and government agencies.

b. Based on the a) section, it is appropriate when the activity in the agro-tourism site is related to the agriculture. These activities include the planting, preservation, harvesting, processing, and sales. Also included training (education) related to the agricultural activities in the area.

c. Activities which is not a portion rather than agriculture, naturally not included in the agenda of the activities in an agro-tourism site. Including the outbound activity or other extreme activities, games (such as theme parks, water games), and other activities which the aim just to give the selection of activities to the visitors besides farming activities.
d. The efforts to build a building and other form in an agro-tourism site should take account of the design and character of architecture will not in conflict with the function with the agro-tourism site. The design and character of architecture which is incorporates some idea or design and style, resulting in a strange design or not suitable for the agro-tourism, necessarily avoided. However, the character that takes into account the culture, climate, environment, materials and technologies, and adapt to the times and the function and benefit of the agro-tourism site is strongly encouraged.

e. Avoid build an architectural design that is not suitable to be developing in the agro-tourism site. Included to build a theme parks, game facilities, and other facilities that have not directly benefit related to agriculture activity. Besides the waste of places and cost, the things like this will confuse people about the real function of the agro-tourism business.

f. Construction of facilities such as accommodation, restaurants, souvenir shops, farming tools museums, barns, and greenhouses, it makes sense because the function is acceptable for use in the agro-tourism site. However it should be taken into consideration so that it presence in the tourism areas do not pose a freak because of inappropriate design.

All of the above guidelines are expected to be the basis for manager or anybody who desires to manage the agro-tourism business and to consider the construction design will be develop as a part of the agro-tourism site.

**Conclusion**

The presence of architectural design in an agro-tourism area is desirable, for its existence is intended to help agricultural activities in the area either directly or indirectly. Because the real purpose of the visitors who visit an agro-tourism area is to see, know, learn, and even join a role in farming activity along the farmers in the tourist areas.
In general, the agro-tourism site in Indonesia presents architectural design that designed to meet all the needs of the visitors in an agro-tourism site. Although the exact function of the architectural design is not suitable to be built there. Many different construction of architectural designs have found that does not reflect the local culture, climate, materials, and existing technology.

The agro-tourism area in Cameron Highlands - Malaysia, has architectural design in existence according to its function, and it is needed in the agro-tourism site. Its design reflects the local culture, climate, technology and available materials. So that, the building that was built have given the benefit of its users and not strange with the surroundings. Also have used local architecture or approach naturally architectural that suited to community cultural development and the environment in which the building is constructed.

As a contribution to knowledge, this research has resulted general guidelines pertaining to the activities and the architecture of the agro-tourism site. Hopefully with the guidelines, the managers can provide an agro-tourism business that are beneficial to the community and visitors.
References


