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# Development of Agrotourism in Crystal Guava Farming PT Tomori in Karawana Village, Dolo District, Sigi Regency

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**Abstract**

*This research aims to find out the Agrotourism Development Strategy of PT Tomori's Crystal Guava Farming in the right way to support its development. This research was conducted because there are still several obstacles, such as inadequate facilities, poor road access, limited promotion, and human resource skills that need to be improved. Previous research has mostly discussed the development of agrotourism in general, on the other hand this research focuses more on the development of agrotourism efforts for crystal guava farming managed by PT Tomori. The method used is qualitative research with data collection through observation, interviews, questionnaires, and documentation. The data is analyzed using SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by agrotourism. The results of the study show that PT Tomori's Crystal Guava Agrotourism is in Quadrant I (SO strategy), which means it has a great opportunity to develop by utilizing its strengths. Efforts that can be implemented include increasing promotion through digital media, improving road access to agrotourism, improving the quality of human resources, and optimizing the existing agrotourism potential. With these efforts, agrotourism is expected to develop better and more sustainably.*

**Keywords:** ***Agrotourism, Crystal Guava, Development, SWOT Analysis, Development.***



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## INTRODUCTION

Indonesia has great potential in developing the agricultural sector, one of which is through agrotourism. The management of farming as a tourist destination not only functions to produce agricultural products, but also offers educational and recreational experiences for visitors. The development of agrotourism has the goal of increasing the income of farmers and the surrounding community through agribusiness systems and development that are synergized with uniqueness/natural beauty, quality agricultural products, and sustainability as a tourist attraction (Putri, 2019).

The Sigi Regency area is a potential agricultural area (food crops, horticulture, plantations, forestry, livestock, and fisheries). Sigi Regency has special specifications, namely almost the entire area (93%) is in the form of land consisting of land, hills and mountains as well as protected forests. Unlike other areas that have public waters in the form of the ocean as a source of marine fish income, this area is also able to contribute to the progress of the region sourced from agrotourism resulting from potential farming (Akrab ali, 2023). The development of agrotourism has many benefits both for the people who manage agrotourism, the government, and the surrounding communities (Bank Indonesia, in the Indonesian Crystal Guava Roadmap 2015-2035).

Crystal guava is one of the guava varieties that currently has bright prospects to be developed in Indonesia. Karawana Village, Dolo District, Sigi Regency is one of the villages that cultivates crystal guava. The development of crystal guava in this village is supported by adequate natural resources (Adreina et al., 2022). Since 2020, the cultivation of crystal guava commodities has begun to be developed by PT Tomori farmers in Karawana Village and covers 1 manager and 3 workers, with a land area of 8 hectares. Karawana Village As one of the villages that cultivates crystal guava, it provides a diversity of flavors and qualities so that it has great potential to attract visitors in efforts to develop agricultural businesses.

One of the tourist destinations that combines natural beauty, rural life, and agricultural potential is the crystal guava garden *(psidium guajava L.).*The guava garden in this village is one of the superior varieties of guava that is widely developed because it has the fewest seeds, large fruit size, sweet and crispy taste and has health benefits (Dewi, et al, 2024.) Among other guava varieties, such as pearl guava, bangkok guava, pear guava, and red brittle guava (Trubus Editor, 2014). However, even though it has great potential, the management of this Crystal Guava farming garden still faces various challenges. This great potential has not fully had a significant impact on improving farmers' welfare. So far, the marketing of crystal guava is still limited to direct sales in the form of fresh fruit without any development of added value. This situation results in the


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potential of crystal guava tourism has not been fully exploited, so that tourist attraction has not been maximized. Therefore, a more structured thing is needed in the management of Crystal Guava farming as Agrotourism, focusing on components that can attract the attention of visitors (Rifansyah & Sihombing, 2022).

Based on the results of observations, it was found that crystal guava fruit picking tourism has diverse enthusiasts and visitors (Yusuf & Wulandari 2023). In addition to the limited knowledge and skills of farmers, there are external factors that affect the management of Crystal Guava gardens as Agrotourism. Supporting factors, such as support from the local government and existing natural potential, can be a great opportunity for crystal guava farmers in agrotourism management efforts. On the other hand, there are inhibiting factors such as limited Human Resources (HR), road access to agrotourism, and inadequate infrastructure. Therefore, improving the quality of products and services is key to attracting visitors and ensuring that these services meet visitors' expectations (Astono, et al., 2023).

## LITERATURE REVIEW

### Agrotourism Development Concept

Agrotourism is one of the parts of tourism objects that utilizes agricultural or plantation businesses as an important part in developing local tourism. The development of agrotourism itself is considered to be able to improve the welfare of farmers and the community around agrotourism. Agrotourism provides an opportunity for farmers to be able to improve their quality of life through their agricultural resources and give tourists a real picture of agriculture and farming life (Utama & Junaedi, 2019). The database of the Ministry of Agriculture of the Republic of Indonesia explains that agrotourism is one of the sustainable tourism objects that acts as a medium for agricultural promotion, a learning medium for the community and one of the sources of new regional growth, including as a source of national economy (Ministry of the Republic of Indonesia, 2004).

### Characteristics of Crystal Guava

Crystal guava plants can grow well in areas with rainfall intensity between 2,000-3,000 mm/year with almost an almost even distribution throughout the year. Guava crystals can develop and bear fruit optimally at a temperature of around 200-300C during the day, lack of sunlight causes a decrease in yield with air humidity of 30-50% (Kurniawan, 2015). The crystal guava variety has the fewest seeds among other guava varieties, the fruit is large and has clean flesh with a


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crunchy texture like an apple. Guava crystal has an optimum fruit weight of 500 gr/fruit and can bear fruit throughout the year (Kurniawan, 2015).

This crystal guava is also liked by farmers because of its easy cultivation and fruiting throughout the year so that the harvest of the fruit can be regulated by farmers as well as the selling price is higher and tastes better compared to other types of guava (Ramdhona et al., 2019).

**Farming Components**

Farming is the process of how farmers cultivate and organize production components as capital so that they can make profits. Farming is a field of study of how farmers control inputs or production factors such as soil, labor, technology, fertilizers, seeds, and pesticides effectively, efficiently, and sustainably to achieve high production levels so as to result in an increase in farming income. Thamrin et al (2012) stated that capital plays a very important role in the continuity of farming to improve quality and quantity, besides that farming can survive to respond to changes in production factors and selling prices. The main components in crystal guava farming include land, labor, capital, production facilities, management, technology, and production (Tharmizi hakim 2025).

**The Potential of Crystal Guava as an Agrotourism Commodity**

Crystal guava has been developed in Taiwan since 1991 and belongs to the guava family, while in Indonesia itself crystal guava has only been developed in 2009 (Herdiat, Dwiratna & Kendarto, 2018). Crystal guava is famous for its very low seed content of only 3% (Noor, Bakhtiar & Saleh, 2020). The seeds crystallize so that only a few seeds remain (Helmala 2018). Due to the crunchy texture of the fruit, the potential of crystal guava to replace the availability of imported fruits, especially pears and apples with similar textures, is very promising (Ramdhona, Rochdiani & Setia, 2019). In addition, the Ministry of Agriculture strongly encourages the development of crystal guava to meet annual fruit needs because crystal guava can continue to bear fruit throughout the year and the care needed is relatively simple (Fadila, 2021).

**SWOT Analysis**

SWOT analysis is an analysis tool used to find out internal and external factors that affect a business or organization. Internal factors consist of strengths *(strenghst) and weaknesses while external factors consist of opportunities and threats* (Rangkuti, 2016). In this study, SWOT analysis is used to map the conditions of the competence of the farmer group to formulate strategic


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recommendations for the sustainable development of agrotourism.

The identification of internal and external factors is used to identify strengths and weaknesses as well as opportunities and threats derived from the identification of PT Tomori's Crystal Guava Agrotourism. The results of the identification of strengths and weaknesses as well as opportunities and threats will later be used to compile the Internal *Factor Evaluation* (IFE) matrix and *the External Factor Evaluation* (EFE) matrix. The identification of strengths and weaknesses can be seen from the general condition of PT Tomori's Crystal Guava Agrotourism and the resources it has and can also be known through interviews with the Agrotourism management.

## RESEARCH METHODS

This study uses a qualitative descriptive research approach with the help of SWOT analysis. This research aims to describe, explain and understand in depth the real conditions in the field related to the development of crystal guava farming agrotourism in Karawana Village. The qualitative approach is used because this research does not focus on hypothesis testing or statistical calculations, but on extracting information, perceptions, experiences, and management strategies carried out by farmers and related parties. Data was obtained through observation, interviews, questionnaires, and documentation to identify potentials, constraints, and internal and external factors that affect the development of agrotourism.

The data analysis used in the study is qualitative descriptive through the stages of data reduction, data presentation, and conclusion drawn. Furthermore, SWOT *(Strengths, Weaknesses, Opportunities, Threats)* analysis tools were used to identify internal and external factors that affected the competence of the Duyu Bangkit farmer group. The identified factors are then compiled in the IFAS and EFAS matrix with weighting and rating according to real conditions in the field, then calculated to determine the position in the SWOT quadrant. The results of the analysis are then used as a basis for formulating strategic recommendations that include SO, WO, ST and WT to support strengthening the competence of farmer groups and developing vineyards in a sustainable manner.

## RESULTS AND DISCUSSION

### Overview of Research Locations

PT Tomori's Crystal Guava Agrotourism is located in the Sigi Regency area, Dolo District, precisely in Karawana Village which is built on PT Tomori's privately owned land. Geographically, this village is a developing village where most of the residents have jobs as farmers. This potential


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is very suitable for the development of horticultural commodities such as crystal guava (Psidium guajava L.) which has high economic value. With its relatively close location to Palu City, crystal guava agrotourism in Karawana village has a great opportunity to develop as a sustainable alternative tourist destination based on local potential.

PT Tomori's Crystal Guava Agrotourism was first inaugurated in 2020 by its owner named "Tomori Indah" to be managed personally, PT Tomori only collaborates with the support of prison workers in Karawana village to carry out nurseries and planting. After completing the planting, PT Tomori continued the management without the help and cooperation of the government and local farmer groups. In the cultivation of this crystal guava commodity, it includes 1 owner, 1 manager and 2 workers.

**Condition of Agrotourism Farming Guava Crystal**

The condition of crystal guava farming in Agrotourism PT Tomori Desa K arawana can be seen from several main components, namely land, labor, technological tools, management, and production. These five aspects are in line and interrelated in determining the success of farming management as well as agrotourism development. The large land condition provides opportunities for the development of tourist facilities such as fruit picking areas, toilets, rest areas/gazebos, photo spots, and parking lots.

Based on the results of the research, the land area owned reaches ±8 Ha, with about 4 Ha used for crystal guava cultivation and filled with other plants. PT Tomori's land condition is quite potential because it is supported by existing natural resources, soil fertility, and climate conditions that are suitable for the growth of horticultural plants.

**Workforce**

The workforce in PT Tomori's crystal guava farming is 3 people, consisting of 1 manager and 2 field workers. This workforce is responsible for cultivation activities at PT Tomori ranging from seedling, planting, fertilizing, leaf pruning, spraying, fruit wrapping, to post-harvest and shipping requests outside the Sigi Regency area. In terms of quantity, the number of workers is still limited when compared to the area of land managed. This causes some activities to not be carried out optimally, especially in agrotourism services.

**Technology**

The technology or tools used in plant cultivation care in PT Tomori's agrotourism are still


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relatively simple and conventional. The limitations of modern technology show that agrotourism management is still traditional. Although cultivation techniques are quite good in maintaining the quality of fruit, there are the use of modern technologies such as water tanks, sprayers, digital scales, face machines, arches, hoes, sickles and automatic irrigation systems.

The limited use of modern technology is one of the efforts of farmers in increasing production and developing tourist attractions. With the existence of modern technology used in the treatment of PT Tomori's crystal guava agrotourism, if the knowledge of the use of agricultural technology increases, it will be beneficial for agricultural production (UMA, S. P, 2019).

**Management**

The management of farming and agrotourism management is still carried out in a simple way, including: Planning, financial recording system, visitor management, supervision, tourism facility management, and promotion have not been carried out optimally.

Even so, the manager has tried to maintain a friendly quality of service to visitors through the concept of fruit picking tourism and a comfortable garden atmosphere. More professional management is still needed so that agrotourism activities can develop sustainably. Without the implementation of good management, agrotourism will not be able to develop and cannot have an optimal impact (Ariq, A. R., & Wijayati 2025).

**Production**

In the cultivation process, PT Tomori's crystal guava agrotourism is able to produce as many as 3 tons of crystal guava fruits every year, the fruit produced has quite good quality with a fairly large fruit size, sweet taste, and crispy texture. Production is carried out throughout the year because crystal herb planting is a plant that can bear fruit in various climates. In addition, the Ministry of Agriculture strongly encourages the development of crystal guava to meet annual fruit needs because crystal guava can continue to bear fruit throughout the year and the care needed is relatively simple (Fadila, 2021).



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**Table 1. Identification of Internal and External Factors of Agrotourism Crystal Guava Farming PT Tomori**

| | |
|---|---|
| **Strengths *:*** <br>a. High quality and productive crystal guava throughout the year <br>b. Owns a large plot of land <br>c. Stable competitive price <br>d. Abundant natural resources (SDA) make this agrotourism have an attractive scenery. | **Opportunities:** <br>a. High interest of tourists visiting <br>b. Market demand for crystal guava fruit continues to increase <br>c. Social media promotion |
| **Weaknesses:** <br>a. Inadequate facilities. <br>b. Road access to the agrotourism site is inadequate. <br>c. Less promotion <br>d. Lack of human resources (HR). | **Threats:** <br>a. Weather affects production <br>b. Agrotourism competition <br>c. Unstable prices |

The identification of internal and external factors is used to identify strengths and weaknesses as well as opportunities and threats derived from the identification of PT Tomori's Crystal Guava Agrotourism. The results of the identification of strengths and weaknesses as well as opportunities and threats will later be used to compile the Internal *Factor Evaluation* (IFE) matrix and *the External Factor Evaluation* (EFE) matrix.The management of crystal guava agrotourism is expected to operate more effectively and be able to compete with other tourist attractions.

**Table 2. IFE matrix Score result**

| Internal Factors | Weight | Rating | Score |
|---|---|---|---|
| **Strengths** <br>**S1** Good quality and productive guava all year round | O,11 | 3 | 0,33 |
| **S2** Have a large land area | 0,14 | 4 | 0,56 |



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| | | | | |
|---|---|---|---|---|
| **Q3** Competitive price | | 0,13 | 4 | 0,52 |
| **S4** Natural Resources (SDA) that are abundant makes this agrotourism have an attractive natural scenery | | 0,13 | 4 | 0,52 |
| **Sub Total I** | | | | **1,93** |
| | **Weaknesses** | | | |
| W1 | Inadequate facilities. | 0,08 | 4 | 0,32 |
| W2 | Inadequate road access to agrotourism | 0,12 | 3 | 0,36 |
| W3 | Limited promotion | 0,11 | 3 | 0,33 |
| W4 | Limited human resources | 0,10 | 3 | 0,3 |
| | **Sub Total II** | | | **0,31** |
| | **Total (Sub Total I + Sub Total II)** | | | **2,24** |
| | **X Axis (Sub Total I - Sub Total II)** | | | **0,62** |

*Source: Primary Data After Processing, 2026*

Based on the table of analysis results *Internal Factor Evaluation* (IFE), obtained sub Total strength of 1.93 and sub Total weakness of 0.31, and total internal score of 2.24 The strength factors owned by PT Tomori's crystal guava agrotourism include good and productive guava quality throughout the year, large land, competitive prices, and attractive natural scenery. Of the four factors, extensive land ownership has the highest score of 0.56, making it the main strength in agrotourism development. Meanwhile, the competitive price factor factor and the attractive scenery each obtained a score of 0.52 which indicates that the two factors also play an important role in attracting visitors.

Overall the X-axis, a total score of 0.62 shows that PT Tomori's Crystal Guava Agrotourism has good internal potential to support business development and increase tourist attraction. These strengths can be used as the main capital in facing various challenges and competition in the agrotourism sector.

**Table 3. Score values in the EFE matrix**

| | **Internal Factors** | **Weight** | **Rating** | **Score** |
|---|---|---|---|---|
| | **Opportunities** | | | |
| **O1** | High tourist interest | 0,19 | 3 | 0,57 |
| **O2** | Market demand for guava fruit continues to | 0,17 | 3 | 0,51 |



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| | | | | |
|---|---|---|---|---|
| | increase | | | |
| **O3** | Social media promotion | 0,17 | 3 | 0,51 |
| | **Sub Total I** | | | **1,59** |
| | **Threats** | | | |
| **T1** | Weather conditions affects production | 0,12 | 2 | 0,24 |
| **T2** | Agrotourism competition | 0,16 | 3 | 0,48 |
| **T3** | Unstable prices | 0,16 | 3 | 0,48 |
| | **Sub Total II** | | | **1,20** |
| | **Total (Sub Total I + Sub Total II)** | | | **2,79** |
| | **Y-axis (sub total i - sub total ii)** | | | **0,39** |

*Source: Primary Data After Processing, 2026*

Table 3. Showing the opportunity factor that has the highest score is the high interest of tourists visiting with a score of 0.57. This shows that public interest in agrotourism activities can be a great opportunity to increase the number of visitors. Meanwhile, the threat factor faced is the weather that affects production, competition with other agrotourism with unstable prices. Of the three factors, agrotourism competition and price instability have the highest score of 0.48, so it needs attention in the management of a business.

Based on the calculation results, the total EFE score was obtained of 2.79. This value is in the medium category (2.0-2.79), which shows that PT Tomori's crystal guava agrotourism is quite capable of taking advantage of the opportunities that exist in facing threats from the external environment.

**Formulation of Efforts to Develop Crystal Guava Agrotourism PT Tomori**

Based on the results of IFE and EFE analysis on PT Tomori's Crystal Guava Agrotourism farming, the total score was obtained from the difference between strength and weakness factors as the X axis of 0.62. The external factor score which is the result of the difference between opportunity and threat as the Y axis is 0.39. These results can be seen in Table 8.

**Table 4. Results of Internal and External Factor Scoring in PT Tomori Crystal Guava Farming**

| Criteria | Coordinates | Remarks |
|---|---|---|
| Internal Factors (Strengths and Weaknesses) | 0,62 | X-Axis |
| External Factors (Opportunities and Threats) | 0,39 | Y-axis |

*Source: Primary Data After Processing, 2026*



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Based on the results of scoring internal factors and external factors, it can be known the quadrant position of PT Tomori's Crystal Guava farming development efforts which are then formulated into a SWOT analysis diagram as shown in Figure 2.

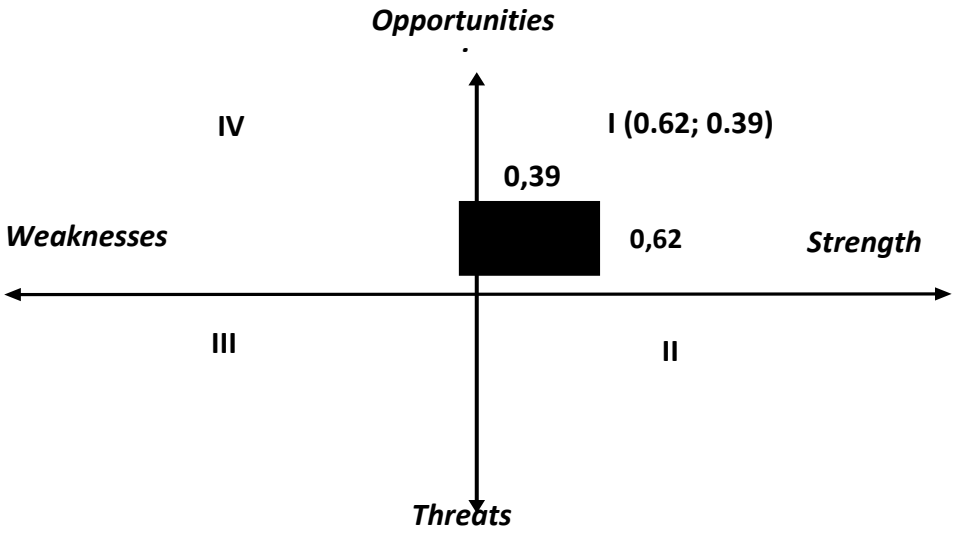



Figure 1. SWOT Analysis Diagram of PT Tomori's Crystal Guava Agrotourism Development Efforts

Based on the diagram of the SWOT analysis results in Figure 2, it shows that PT Tomori's Crystal Guava Agrotourism has a coordinate value of (0.62; 0.39). This value is in quadrant I (SO), which shows that businesses have greater internal strengths than weaknesses and external opportunities are greater than threats. According to Rangkuti (2016), quadrant I is a supportive and very profitable situation because businesses/organizations have strengths and opportunities that can be utilized optimally. The strategy that must be implemented in this condition is to support an aggressive growth policy *(Growth-oriented strategy),* or strategies that focus on utilizing power to seize existing opportunities to the maximum.


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**Table 5. SWOT Matrix Diagram of PT Tomori Crystal Guava Agritourism Development**

| | ***Strengths (S)*** <br> ***Strengths:*** <br> S1. The quality of guava is good and productive all year round <br> S2. Owns a large plot of land <br> S3. Competitive price <br> S4. Abundant natural resources (SDA) | ***Weaknesses (W)*** <br> **Disadvantages:** <br> W1. Inadequate Facilities <br> W2. Road access to agrotourism is inadequate <br> W3. Lack of promotion <br> W4. Lack (HR) |
|---|---|---|
| ***Opportunities (O)*** <br> **Opportunities:** <br> O1. High interest of tourists visiting <br> O2. Market demand for crystal guava continues to increase <br> O3. Social Media Promotion | **SO Strategy** <br> 1. Develop frui- picking tourism packages by utilizing the good quality of crystal guava based on the high interest of tourists (S1, 01) <br> 2. utilizing large land to add agricultural educational sttractions as tourist attractions (S2, 01) <br> 3. Meeting the growing market demand through increased production and good fruit quality (Q1, 02) <br> 4. Utilizing the beauty of the garden as social media promotional content to attract tourists (S4, 03) | **WO Strategy** <br> 1. Increase digital promotion by utilizing social media to expand the reach of outside tourists (W3, 03) <br> 2. Taking advantage of the increasing number of tourists as the beginning of the development of tourist facilities (W1, 01) <br> 3. Provide training for human resources to be able to provide better tourism services (W4, 01) <br> 4. Taking advantage of increasing market demand opportunities to obtain investment support for agrotourism development |
| **Threats (T)** <br> **Threat:** <br> T1. Weather affects production | **ST Strategy** <br> 1. Maintaining quality as a way to increase competitiveness against other agrotourism (S1, | **WT Strategy** <br> 1. improve the quality of human resources (in order to be able to face the competition of |



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| | | |
|---|---|---|
| T2. Competition affects agrotourism<br>T3. Unstable prices | T2)<br>2. Optimizing land area to maintain productivity during production disruptions due to unstable weather (S2, T1)<br>3. Conducting competitive pricing to face competition and market price fluctuations (Q3, Q2, Q3)<br>4. Making the natural panorama the main advantage that is difficult for competitors to imitate. | agrotourism (W4, T2)<br>2. Gradually improve facilities to improve the comfort of agrotourism visitors<br>3. create a more effective promotional strategy to maintain the number of visitors (W3, T2)<br>4. Improve accessibility and business management to reduce the impact of external threats (W2, T1) |

*Source: Primary Data After Processing, 2026*

Based on the results of the SWOT diagram analysis and described in the SWOT matrix diagram, it shows that the right conditions in order to formulate PT Tomori's Crystal Guava Agrotourism Development Efforts lie in the S-O strategy. This is in line with the research of Nurani et al., (2020) in their research on the development strategy of Jollong Agrotourism, the results obtained show that Jollong Agrotourism has a strong internal and external position because it is in quadrant 1 so it needs to be maintained. An alternative strategy that can be applied according to the current conditions of crystal guava agrotourism is the S-O strategy, meaning that the agrotourism management can use its strength as a tourist attraction. Based on the results of the SWOT analysis, there are several recommendations for SO strategies that can be applied, which are as follows.

1. The addition of an expansion of photo spots with their natural background (*back to nature*) along with other superior commodities. In addition, support from the government manifested by cooperation in creating a connecting road between the main road and the road to crystal guava agrotourism can facilitate access to agrotourism. Through this collaboration, it is hoped that the management of vineyard tourist destinations will be more directed, professional and have higher competitiveness.
2. There is a considerable opportunity in the form of increasing public interest in direct fruit picking tourism by combining natural beauty, promotion that is still limited is one of the weaknesses that need to be improved. Therefore, managers need to optimize the use of


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social media as a means of promotion by creating and managing social media accounts and participating in fruit picking tourism activities. Promotion can also be done through collaboration with influencers, as well as digital tourism platforms. This effort is expected to be able to increase the reach of information that attracts more tourists to visit.

3. A large area of land is one of the main strengths of PT Tomori's crystal guava agrotourism which can be used to develop various educational activities, such as the introduction of agricultural engineering to students and students. The government also plays a role in building collective communication to access funding programs, institutional strengthening, and promotional support through official information from the government. The development of educational tourism not only increases the added value of agrotourism, but also provides an interesting learning experience for visitors.
4. Human resources have an important role in the success of agrotourism management because one of the obstacles in management is the lack of manpower. Therefore, improving the capacity and skills of human resources needs to be a major concern. Implementation that can be carried out is through tourism service training, social media management training, tour guide training, and increasing knowledge about agrotourism cultivation and management. With more competent human resources, the quality of service to visitors can improve so that it can create a positive image and support the sustainable development of PT Tomori's Guava Crystal Agrotourism.

The results of the four implementations of PT Tomori's Crystal Guava Agrotourism Development Efforts in Karawana Village, Dolo District, Sigi Regency. It is expected to be able to take advantage of the strengths and opportunities it has and overcome the various weaknesses and threats faced, so that agrotourism can develop sustainably and increase the number of tourist visits.

## CONCLUSION

Based on the results of the SWOT analysis, PT Tomori's Crystal Guava Agrotourism is in Quadrant I (SO Strategy) with coordinates (0.62; 0.39), which shows that the business has internal strengths and external opportunities that are more dominant than weaknesses and threats. This condition indicates that the Growth *Oriented Strategy* is the most appropriate approach to support agrotourism development.

Recommended development efforts include optimizing the quality and productivity of crystal guava, land use as a tourist attraction and agricultural education, strengthening promotion



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through digital media, improving the quality of human resources, and improving supporting facilities and accessibility. The implementation of this strategy is expected to be able to increase competitiveness, the number of tourist visits, and the sustainability of PT Tomori's Crystal Guava Farming AgroTourism.

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