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NEW CROP INTRODUCTION TO THE AGROTOURISM AREA OF GUMANTAR, NORTH LOMBOK, INDONESIA, IS PROFITABLE

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Abstract

Agrotourism in Gumantar, North Lombok, Indonesia, was just initiated. The agrotourism was designed to seek its beauty that attracts visitors by integrating plants into the area. Plants introduced into the agrotourism region needs to be attractive and also be profitable. These activities were designed to achieve the objectives of tourism and agriculture in an integrated manner, such that increases the regional economy and the livelihood of the communities, especially those of North Lombok. Correspondingly, this paper shows that the new crops introduced into the area of agrotourism development in this location is profitable for many stakeholders, especially the farmer producers.

Keywords: Agrotourism, New crop introduction, Dryland, Economic development, Farm Profit.

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