

Farmers' Perceptions of the Contribution of Tourism Attractions to Community Welfare in Kambo, Mungkajang District, Palopo City

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Abstract

Tourism attractions greatly contribute to farmers' welfare. Agricultural fields such as orchards can also be tourist attractions that draw visitors, especially if the farms are located in places with beautiful views at high altitudes. This study aims to describe farmers' perceptions of tourist attractions and their contribution to farmers' welfare in Kambo Village, Mungkajang District, Palopo City. This study is a descriptive quantitative study using frequency tabulation and a survey approach. The population of this study was all farmers in Kambo Village, Mungkajang District, Palopo City, numbering around 100 people farmers. The sample size was 100 people, using total sampling technique. The results of this study show: (1) farmers' perceptions of the existence of Kambo tourist attractions were very good, with almost all (100%) responding that they were very good and good criteria in Likert scale. (2) Farmers' perceptions of the contribution of tourist attractions to improving welfare were also very good, with all (100%) respondents answering that the contribution was very good. (3) Farmers' perceptions of the contribution of tourist attractions to farmers' lives were also very good, with all (100%) respondents answering that the contribution of tourist attractions to farmers' welfare was very good. The conclusion of this study is that tourism attractions are very important to be developed in the community so that they can become additional employment opportunities for them.

Keywords: Attraction; Farmer; Perception; Tourist Attraction; Welfare.

Introduction

Perception is understood as a person's view of something based on their knowledge and experience of that thing (Haochen et al., 2025). It is a mental process in the form of thoughts that influence behavior. It is a cognitive process experienced by every individual in the selection, organization, interpretation, and analysis of information and sensory input received through sight, hearing, smell, touch, feelings, and perceptions, resulting in a meaningful picture of the world. (Nes; et al., 2023).

The concept of agriculture-based tourism has emerged as a strategy that combines agricultural activities with tourist attractions, thereby creating additional sources of income for farmers (Thakur & Arora, 2025). In tourism, one important component is tourist attractions that have appeal (Havale et al., 2024). Agricultural tourism attractions are understood as agricultural potentials that are developed in such a way that they have tourism value that contributes to increasing farmers' income (Thakur & Arora, 2025). The agricultural potential referred to includes agricultural products such as bananas, rice, corn, secondary crops, beans, ginger, turmeric, cassava, and others. In addition to their direct economic function, these crops also have a tourism function (Leonel et al., 2024). In this tourism function, the general public can enjoy the existence of these plants and at the same time utilize them for themselves.

Research on agrotourism that supports this study has been conducted extensively, including: (1) research focuses on the relationship between the tourism sector and the agricultural sector in various natural

tourist locations. This research shows that the relationship between these two sectors is mutually supportive, where increased tourism activity contributes to increased demand for local agricultural products (Telfer & Wall, 1996). (2) A study found that farmers are not only agricultural producers but also tour guides, homestay managers, and agricultural educators, thus creating a mutually beneficial relationship between the agricultural and tourism sectors that contributes to improving the economic welfare of rural communities. Based on the above research, the focus is solely on the impact of tourism on farmers (Yusriadi et al., 2024). However, there has been no research examining the perceptions of the surrounding community regarding the existence of agrotourism. The research questions to be answered are (1) How do farmers perceive tourist attractions in Kambo, Mungkajang District, Palopo City? (2) How do farmers perceive the contribution of tourist attractions to the welfare of farmers in Kambo, Mungkajang District, Palopo City? (3) What are the contributions of tourist attractions to the welfare of farmers in Kambo, Mungkajang District, Palopo City? This research aims to answer the research questions posed. The answers to these questions can serve as a basis for decision makers in managing agricultural resources as a tourism aspect that contributes to the welfare of local farmers.

Literature Review

Tourist Attractions

Tourist attractions are the main reason tourists travel to a destination (Ahrabous et al., 2025; Kolawole et al., 2023; Ling et al., 2025). In the modern tourism perspective, tourist attractions are not only viewed as physical objects such as natural panoramas or cultural sites, but also include the value of experience, perception, and emotional satisfaction felt by tourists during their visit (Farzadkia et al., 2016; Parasuraman et al., 2025; Sriyadi et al., 2021). Tourism is defined as anything that has uniqueness, beauty, and value in the form of natural wealth, culture, and man-made products that become tourist destinations (Chee Hoo et al., 2024; Kanwal et al., 2020; Niu & Zhou, 2025). This definition shows that tourist attraction contains three important dimensions: uniqueness, aesthetic value, and the significance of a destination.

Tourist attractions are the main reason tourists travel to a destination (Leo et al., 2021; Shahzalal, 2022). In the perspective of modern tourism, tourist attractions are not only viewed as physical objects such as natural panoramas or cultural sites, but also include the value of experience, perception, and emotional satisfaction felt by tourists during their visit (S. Jiang et al., 2024; Raazim & Munasinghe, 2021; Sukmawati et al., 2025). Tourism states that tourist attractions are anything that has uniqueness, beauty, and value in the form of natural, cultural, and man-made assets that become the destination of tourist trips (Raazim & Munasinghe, 2021). This shows that tourist attractions contain three important dimensions: uniqueness, aesthetic value, and the significance of a destination.

This view reinforces the appeal of tourism as something that can encourage tourists to visit because of the elements of entertainment, recreational opportunities, and new experiences that are not found in the tourists' home countries (Hashmi et al., 2024; Jiang et al., 2021; Mridha et al., 2021; Pai et al., 2024). It also shows that the perspective of tourist attraction has evolved from merely physical objects to experiences oriented towards experiential value (Barnes et al., 2020; Han et al., 2021; Rhama et al., 2026). With that opinion, tourist attraction can be understood as a combination of objects, activities, and experiential value that together form the motivation for tourists to visit (Faerber et al., 2021; Mincu, 2022). Based on these various views, it can be concluded that tourist attraction is a determining factor in the success of a destination because it functions as a trigger for tourist travel.

The Concept of Farmer Income

Farm household income basically refers to the net economic reward obtained from farming activities after all production-related costs have been taken into account (Faerber et al., 2021; Kata &

Leszczyńska, 2021; Monica & Olimpia, 2022). Operationally, this income is generally calculated using a simple formula: Farm income = Total Revenue (Total Revenue) - Total Costs (Total Cost), where revenue is obtained from the quantity of production multiplied by the selling price, and total costs are the accumulation of variable costs (seeds, fertilizers, labor wages, pesticides, fuel, marketing) and fixed costs (depreciation of equipment, land rent, taxes) incurred to produce agricultural commodities incurred to produce agricultural commodities (Atanasius & Kunto Inggit, 2024; Gimeno-Gilles et al., 2016; Spicka et al., 2019).

Based on the existing variables, the research hypotheses are as follows:

1. Farmers' perception of the attractiveness of Kambo tourist attractions is very good as H_0 , while H_1 states that farmers' perception of the attractiveness of Kambo tourist attractions is poor (H_1) or $H_1 > H_0$
2. Farmers' perception of the contribution of tourist attractions to farmers' welfare is non-existent (H_0), while H_1 states that farmers' perception of the contribution of tourist attractions to farmers' welfare is very good or significant (H_1) or $H_1 > H_0$
3. Farmers' perception of the contribution of tourist attractions to farmers' welfare is nonexistent (H_0), while H_1 states that farmers' perception of the contribution of tourist attractions to farmers' welfare is very high or significant (H_1) or $H_1 > H_0$

Research Method

Research Type and Approach

This research uses descriptive quantitative research with a survey approach (Creswell, 2013).

Research Object

The object of this study is the Kambo tourist area located in Mungkajang District, Palopo City.

Research Location and Time

This research was conducted in the Kambo tourist area, located in Mungkajang District, Palopo City. The research was conducted from September to October 2025.

Population and Sample

The population of this study was all 100 farmers in Kambo Village registered with the Palopo City Agriculture Office. The sample for this study was 100 farmers, with the entire population serving as the sample, or total sampling (Sugiyono, 2014).

Data Collection Techniques

This study used a questionnaire as a research instrument and measured responses using a Likert scale. The indicators were as follows: 5 = very good, 4 = good, 3 = neutral, 2 = bad, 1 = very bad (Jebb et al., 2021).

Data Analysis Techniques

This study uses descriptive quantitative data analysis techniques or frequency tabulation. (Kotronoulas et al., 2023).

Results and Discussion

Farmers' perceptions of tourist attractions.

The existence of Kambo tourist attractions greatly pleases the local community, especially farmers. Therefore, this has led to the following perceptions among them:

Table 1. Farmers' perceptions of Kambo tourist attractions in Mungkajang District, Palopo City

No.	Statement	Answer Scale				
		1	2	3	4	5
1.	Kambo tourist attraction is very complete and interesting.	0	0	15	65	20
2.	Facilities at Kambo tourist attraction make it easy for tourists	0	0	0	40	60
3.	Agricultural tourist attractions are very popular with tourists because of their natural nature	0	0	35	35	30
4.	Kambo tourist attraction is located close to the city of Palopo	0	0	0	70	30
5	Kambo tourist attraction is strategically located	0	0	0	20	80

Source: questionnaire, 2025.

Based on the table above, the results are as follows: for the indicator “Kambo tourist attraction is very complete and interesting,” 15 people or 15% responded neutral, 65 people or 65% responded good, and 20 people or 20% responded very good. For the second indicator, “Facilities at Kambo tourist attraction make it easy for tourists,” 40 people or 40% answered good, 60 people or 60% answered very good. No one answered bad, very bad, or neutral.

On the third indicator, “Agricultural tourist attractions are very popular with tourists because of their natural nature,” 35 respondents or 35% answered neutral and very good, while 35 people or 35% answered good. No one answered bad, very bad, or neutral.”

On the fourth indicator regarding “Kambo tourist attractions are located close to the city of Palopo,” 70 respondents or 70% agreed and 30 people or 30% answered strongly agreed. No one answered good, very good, or neutral.

For the fifth indicator regarding “Kambo tourist attraction is strategically located,” 20 respondents or 20% answered good, while 80 respondents or 80% answered very good.

This can also be illustrated in the following chart:

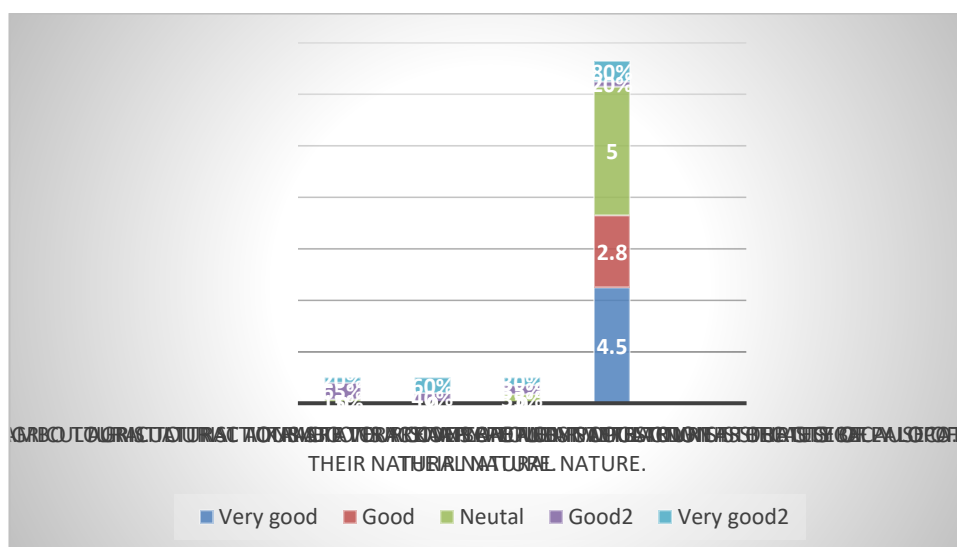


Figure 1. Farmers' perceptions of tourist attractions

Farmers' perceptions of the contribution of tourist attractions to farmers' welfare

Table 2. Farmers' perceptions of the contribution of tourist attractions to the welfare of farmers in Kambo, Mungkajang District, Palopo City

No.	Description	Answer Scale				
		1	2	3	4	5
1.	The existence of Kambo tourist attraction is beneficial for the farming community.	0	0	0	12	88
2.	Kambo tourist attraction is an opportunity for farmers to earn additional income.	0	0	0	10	90
3.	In addition to their agricultural products, they also sell other tourist necessities.	0	0	25	75	0
4.	Government support gives them peace of mind in their endeavors.	0	0	0	80	20
5	Their agricultural products complement Kambo tourist attraction.	0	0	30	40	30

Source: questionnaire, 2025

Based on the table above, the results are as follows: of all respondents, 12 people or 12% answered good and 88 people or 88% answered very good that the existence of Kambo tourist attraction is beneficial to the farming community.

On the second indicator, "Kambo tourist attraction is an opportunity for farmers to earn additional income," 90 people or 90% answered very good and 10 people or 10% answered good. No respondents answered disagree, strongly disagree, or neutral.

On the third indicator, "In addition to their agricultural products, they also sell other tourist necessities," 25 people or 2% were neutral, while 75 people or 75% responded positively.

On the fourth indicator, "Government support makes them feel secure in their efforts," 80 people or 80% responded positively and 20 people or 20% responded very positively. No respondents answered not good, very bad, or neutral.

For the fifth indicator, "Their agricultural products complement the Kambo tourist attraction," 30 people or 30% were neutral, 40 people or 40% answered good, and 30 people or 30% answered very good. No respondents answered not good or very bad.

This can also be illustrated in the following chart:

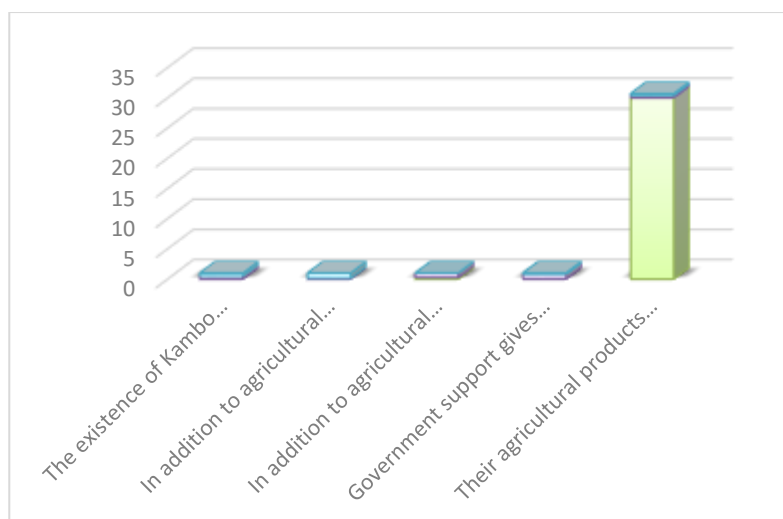


Figure 2. Farmers' perceptions of the contribution of tourist attractions to farmers' welfare

Contribution of tourist attractions to farmers' welfare

Table 3. Contribution of tourist attractions to the welfare of farmers in Kambo, Mungkajang District, Palopo City

No.	Statement	Answer Scale				
		1	2	3	4	5
1.	The existence of Kambo tourist attractions provides additional business opportunities.	0	0	0	50	50
2.	The existence of Kambo tourist attractions increases their income.	0	0	0	100	0
3.	The existence of Kambo tourist attractions provides opportunities for social networking.	0	0	60	40	0
4.	The existence of Kambo tourist attractions educates farmers to have managerial experience.	0	0	0	80	20
5	The existence of Kambo tourist attractions provides them with alternative ways of thinking about the future.	0	0	0	70	30

Source: questionnaire, 2025

Based on the table above, the results are as follows: for the indicator “The existence of Kambo tourist attractions provides additional business opportunities,” out of all respondents, 50 people or 50% said it was very good and 50 people or 50% said it was good. No respondents answered bad, very bad, or neutral.

The second indicator, “The existence of Kambo tourist attractions increases their income,” all respondents answered good or agreed with the statement. No respondents rejected or were neutral to the statement.

The third indicator, “The existence of Kambo tourist attractions provides opportunities for social networking,” 60 respondents or 60% were neutral and 40 respondents or 40% were good.

The fourth indicator, “The existence of Kambo tourist attractions educates farmers to have managerial experience,” had 80 respondents or 80% who answered good and 20 respondents or 20% who answered very good. No respondents answered bad, very bad, or neutral.

The fifth indicator, “The existence of Kambo tourist attractions provides them with alternative ways of thinking about the future,” received a very good rating from 70 respondents or 70% and a good rating from 30 respondents or 30%. No respondents answered poorly, very poorly, or neutral.

This can also be illustrated in the following chart:

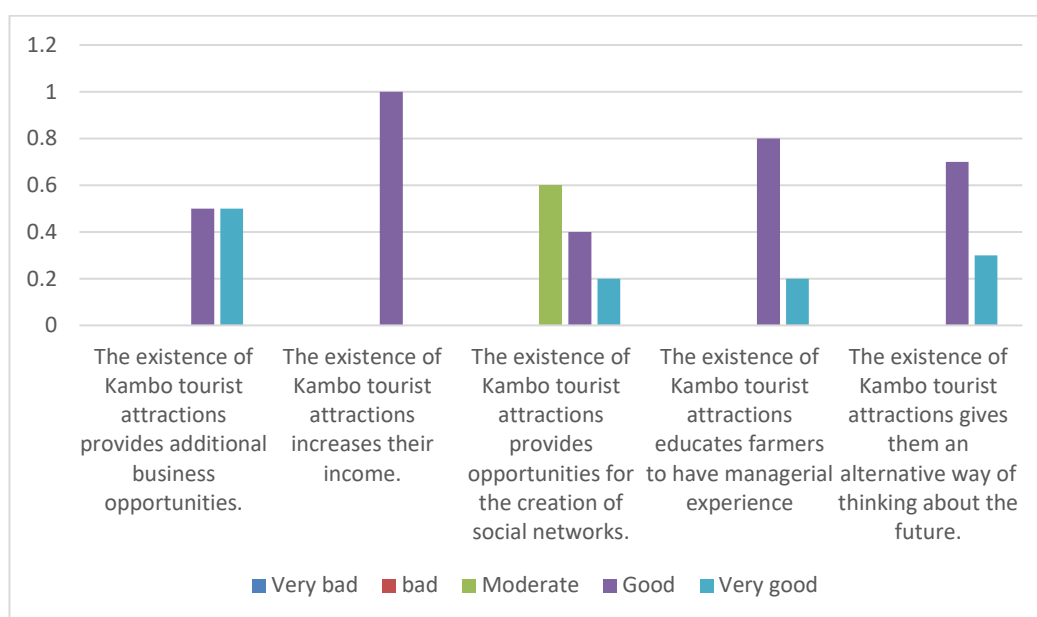


Figure 3. Contribution of tourist attractions to farmers' welfare

Discussion

The results of hypothesis testing on the three problem formulations show that the alternative hypotheses (H_1) on the three aspects tested are accepted and reject the null hypotheses (H_0). This means that farmers' perceptions indicate that the existence of tourist attractions in the Kambo Tourism Area has a significant impact on increasing farmers' income, especially for those who are actively involved in tourism-supporting activities such as the provision of agricultural commodities, services, local cuisine, homestays, and other tourism support facilities. Before tourism existed, farmers' income depended solely on the sale of seasonal crops, which were vulnerable to market price instability. However, after becoming involved in tourism-based activities, farmers' income increased significantly through economic diversification.

Conclusion

Farmers in Kambo generally have a good or even very good perception of the existence of tourist attractions, the contribution of tourist attractions to farmers' welfare, and the improvement in farmers' welfare.

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