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Eco-Edu Tourism Village Development Model Through Organic Farming in Lubuk Bayas Village, Serdang Bedagai Regency

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ABSTRACT:

Lubuk Bayas Village is one of the villages in Perbaungan District that has high organic farming potential, has been certified by the Seloliman Organic Certification Institute (LeSOS). However, the production of organic vegetables has actually decreased because organic products contain ethical activities in product development that make farmers happy to use them, even to the point of land conversion that replaces conventional land. This research is a long-term study. The first step that must be taken is to determine whether organic farming practices can be used to produce sustainable tourism products that ignore the concept of ecotourism. Specifically, this means creating an educational program that integrates organic farming practices as learning and social resources. A structured and flexible development approach is needed to achieve an optimal ecotourism village. The first study compared the ecotourism development model in a tour with the Tourism Social Entrepreneurship approach, which connects tourism development, environmental education, and organic farming holistically and integrates them with local government, community, and business sectors. so that the impact of ecotourism on the environment and social welfare becomes significant. The purpose of the study is to improve the ecotourism model of tourist villages through organic farming, improve community welfare through the tourism sector, and preserve the environment and local customs through organic farming.

Keywords: Eco-Edu Tourism, Sustainable Ecotourism, Tourism Social Entrepreneurship

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1. Introduction

Eco-tourism and sustainable agriculture have become increasingly important in recent years as concerns over the environmental impact of traditional tourism and farming practices have grown (Southgate et al., 2002; Zhu et al., 2021). Generating added value from agriculture is important to improve the welfare of farmers and local communities through educational tourism activities. Creating eco-edu tourist communities that use organic farming methods is one viable way to address these problems (Kardi et al., n.d.; Pratiwi et al., 2020; Saraswati et al., 2023). A special chance to combine environmental preservation, educational opportunities, and rural economic growth is provided by eco-edu tourist communities (Briedenhann & Wickens, 2004; Kiper, 2013; Santoso et al., 2019). This form of tourism not only provides travelers with unique experiences but also educates them about the importance of preserving the natural environment. By blending eco-tourism principles with educational objectives, eco edu tourism fosters a deeper understanding and appreciation of natural and cultural heritage (Santamato & Albano, 2013).

These villages may provide tourists an up-close look at sustainable farming methods and help the local economy by incorporating organic farming into the tourism experience (MacRae et al., 2007; Peinlang, 2020; Wu & Sardo, 2010). These communities are usually developed using a community-based strategy, in which the locals take an active part in organizing and running tourism-related projects.

Planning for eco-edu tourism villages should consider multiple levels, including the macro, ecosystem, and local (Nugroho et al., 2018). At the macro level, national and regional policies can provide a supportive framework for eco-tourism development (Tandilino & Kabu, 2021). At the ecosystem level, the conservation and sustainable use of natural resources is critical (Nugroho et al., 2018; Tandilino & Kabu, 2021; Zhang et al., 2013). At the local level, empowering communities to manage their own tourism initiatives is key (Peinlang, 2020). Successful eco-edu tourism villages have incorporated a range of features, such as organic farms, eco-lodges, educational programs, and cultural activities (Gumede et al., 2022; Kabu & Tandilino, 2021).

Lubuk Bayas Village is one of the villages in Perbaungan District that has abundant organic farming potential so that the village has received certification from the Seloliman Organic Certification Institute (LeSOS) since 2018. However, organic rice production shows a decrease in production because organic products include ethical activities in the development of friendly products caused by the decline in enthusiasm of farmers to run their businesses (I. Effendi, 2015; I. Effendi et al., 2022; I. L. N. S. C. A. S. A. ; I. Effendi, 2019).

According to data from the Department of Agriculture in 2021, the total production of organic rice in January 2021 in Lubuk Bayas Village was recorded at 55.70 tons, down to 42.87 tons. This decline was due to the declining enthusiasm of farmers to run their businesses, and there has even been a conversion of land into conventional rice fields (Effendi et al., 2015)). This study is a follow-up study where the first year's study found that organic agricultural land can be developed into a tourism product that carries the concept of eco-edu tourism, namely creating an educational program that is integrated with the organic land area. The potential for eco-edu tourism in Lubuk Bayas is very promising considering that BPS data records that there are 405 Ha. rice fields, some of which are organic land and surrounded by forests and rivers (Amala et al., 2013; Harefa, 2019; Sitopu et al., 2014). The people of Lubuk Bayas Village still hold fast to local wisdom in farming, including the use of organic fertilizers and natural

pesticides (Pinem & others, 2019; Setiawati & Sitorus, 2014). The existing potential can be optimized for nature tourism and education about organic farming (Mostafanezhad, 2016; Noviani & Wahyuni, 2019; Safitri et al., 2013). The urgency of Further Research is the need to develop this model in Lubuk Bayas Village, including: a) Study on the right tourism village development model, a study needs to be conducted to determine the most appropriate tourism village development model for Lubuk Bayas Village, by considering the village's potential, community needs, and government support; b) Development of interesting educational programs, interesting and interactive educational programs need to be developed for tourists, especially about organic farming and local culture; and c) Institutional strengthening, institutional strengthening needs to be carried out at the village level to manage tourism villages effectively and sustainably.

Research problems:

- a. How can the potential of Lubuk Bayas village be maximized for the development of tourist villages?
- b. How to develop a tourism program strategy with an interactive and attractive eco-edu tourism concept for tourists

2. Literature Review

In developing a tourism village model, it is necessary to consider the needs of the Lubuk Bayas Village community such as improving economic welfare, education, health, and environmental preservation by utilizing important aspects in educational programs for tourists about organic farming including an introduction to organic farming practices, their benefits for the environment and health, environmentally friendly cultivation techniques, and an understanding of the organic food production cycle.

To create an interactive and interesting educational program for tourists, it can be done through various activities such as organic farming workshops, tours to organic gardens or fields, cooking demonstration sessions with organic ingredients, and other participatory activities that directly involve tourists in the organic farming experience. Concrete steps to strengthen institutions at the village level to support sustainable tourism village management include the formation and strengthening of community organizations.

Environmental educational tourism activities must be able to develop basic knowledge about the environment, improve reasoning and problem identification skills, contribute to problem solving, and prevent new problems (Ahmad & Hanipah, 2015; ASWITA et al., 2020). Lakovoglou (2015) and Huang (2023) stated that the problem of educational tourism is that it does not produce many empirical benefits for the community and business so that tourism development must create benefits for the local industry. Tauro et al. (2021) proposed the concept of field environmental philosophy (FEP), which directs ecotourism practices to reconnect residents and nature that integrates the social, economic, and environmental dimensions of sustainability.

The educational ecotourism model based on organic farming has been studied in Indonesia such as Namo Sialang Village in Tangkahan (Siregar et al., 2020; Tauro et al., 2021) and Penglipuran Village in Bangli which found various approaches in strengthening village educational tourism (Namugenyi et al., 2019). This study strengthens the ecoedu tourism village development model with the Tourism Social Entrepreneurship approach which combines the development of tourist villages, environmental education, and organic farming holistically and integrated with the government, community and local industry so that the existence of ecoedu tourism has a significant impact on the environment and social welfare.

3. Research Metode

This research is a qualitative descriptive researcher through a case study approach. Data collection with documentation study techniques, observations, interviews, The analysis used is a combination of SWOT analysis approaches, Business Model Canvas and Analytical Hierarchy Process. SWOT analysis to identify strengths, weaknesses, opportunities and challenges of eco edu tourism (Bonazzi & Zilber, 2014; Osterwalder & Pigneur, 2010). The next stage is to determine strategic priorities using the Analytical Hierarchy Process (AHP). Based on the selected strategy, strategy development is carried out according to the priorities that have been obtained using the Business Model Canvas with nine BMC elements found by (Osterwalder & Pigneur, 2010)consisting of: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structures, which are needed to develop eco edu tourism (Sparviero, 2019).

The research procedure consists of observation, problem formulation, data collection, mapping of organic farming eco-edu tourism conditions, mapping of strategic priorities, developing strategic models, and strategic recommendations. . Observation, activities in the second year of research begin with observations of the results of the first year's research by identifying potential problems that arise from the implementation of the first year's output model. Problem formulation, determination of research problems based on phenomena found in observation activities. Data collection, this study uses Focus Group Discussion (FGD), interviews, and questionnaires. The informants of this study consist of the Perbaungan District Government, Lubuk Bayas Village Office. Serdang Bedagai Tourism, Culture and Sports Office, visitors to tourist locations, and the community who are MSME actors in the tourist area. Interviews and questionnaires were conducted on research informants, and FGDs were carried out to produce evaluations and strategic recommendations. Mapping of Eco-edu tourism Conditions of Organic Farming, conducted using SWOT with consideration to identify the internal strengths and weaknesses of the organization, while exploring opportunities and threats from its external environment. Mapping of strategic priorities using the Analytical Hierarchy Process to obtain a priority scale from the results of the SWOT analysis. Development of Strategy Model, this stage uses Business Model Canvas to develop an ecoedu tourism business model into nine key elements to obtain a comprehensive and sustainable business model.

4. Results and Discussion

Result

The Analytical Hierarchy Process (AHP) can be effectively applied in eco-tourism to support decision-making processes involving multiple criteria and stakeholders. It can help in evaluating different eco-tourism sites, developing sustainable tourism strategies, and selecting the best management practices. The Analytical Hierarchy Process is a valuable tool for eco-tourism decision-making, enabling a systematic evaluation of multiple criteria and alternatives. By structuring the problem, performing pairwise comparisons, and calculating priorities, AHP helps identify the most sustainable and balanced choices in eco-tourism, promoting environmental conservation, economic benefits, and cultural preservation.

The Analytical Hierarchy Process (AHP) combined with (Strenght, Weakness, Opportunities, and Threat) SWOT analysis provides a robust framework for decision-making in eco-tourism, particularly in North Sumatra. This region, renowned for its biodiversity, cultural richness, and natural beauty, faces complex challenges and opportunities in sustainable tourism development. SWOT analysis identifies the strengths, weaknesses, opportunities, and threats

associated with eco-tourism in North Sumatra, while AHP systematically prioritizes these factors to inform strategic decisions. By integrating these methodologies, stakeholders can achieve a comprehensive and balanced evaluation, ensuring effective resource management, stakeholder engagement, and sustainable development. This approach supports the region's long-term conservation and economic goals, enhancing the overall sustainability and appeal of eco-tourism initiatives in North Sumatra.

Lubuk Bayas is an area known for its natural beauty, diverse ecosystems, and rich cultural heritage. As eco-edu tourism gains popularity, there is a growing interest in destinations that offer both ecological and educational experiences. This paper aims to assess Lubuk Bayas' potential as an eco-edu tourism destination and to provide a framework for sustainable tourism development using SWOT analysis and AHP.

Integrating an organic paddy farm into the eco-edu tourism strategy for Lubuk Bayas can provide a unique and immersive experience for visitors, highlighting sustainable agricultural practices and local traditions. Developing an organic paddy farm as a tourist destination in Lubuk Bayas not only provides a unique and educational experience for visitors but also promotes sustainable agriculture and supports the local economy. Continuous engagement with the community and adherence to sustainable practices are key to the long-term success of this initiative.

Step 1: Situational Assessment (SWOT Analysis)

Establishing an eco-edu organic farm in Lubuk Bayas presents a unique opportunity to integrate environmental conservation, educational enrichment, and sustainable agriculture. A SWOT analysis—evaluating strengths, weaknesses, opportunities, and threats—provides a comprehensive overview of this venture's potential, offering insights into its viability and strategic direction. The establishment of an eco-edu organic farm in Lubuk Bayas presents a promising venture that leverages the region's natural and cultural assets while promoting sustainable development. The strengths of rich biodiversity, sustainable practices, community involvement, and educational value provide a strong foundation. However, addressing weaknesses such as initial investment, skill gaps, market awareness, and maintenance costs is crucial. The opportunities in eco-tourism growth, educational partnerships, value-added products, and community development offer pathways to success. Vigilance against threats, including environmental challenges, market competition, regulatory hurdles, and economic fluctuations, is essential for long-term viability. Through strategic planning and community collaboration, the eco-edu organic farm can thrive, benefiting both the environment and the local population.

Table 1. SWOT Analysis of Lubuk Bayas

Strength	S1	Organic paddy farming minimizes chemical use, preserving soil health and local biodiversity, aligning with eco-tourism principles.
	S2	Organic rice is free from harmful pesticides and chemicals, appealing to health-conscious tourists.
	S3	Opportunity for tourists to learn about sustainable agriculture and the benefits of organic farming
	S4	Boosts the local economy by providing jobs and promoting local products.
	S5	Differentiates from other tourism options by combining agriculture and sustainability.
Weaknesses	W1	Rural areas might lack the necessary infrastructure (e.g., transport, accommodation) to support tourism.

	W2	Paddy farming is seasonal, which could affect tourist numbers and revenue throughout the year.
	W3	High initial investment required to set up eco-tourism facilities and organic farming practices.
	W4	Ongoing maintenance of both the farm and tourism facilities can be resource-intensive.
	W5	Limited awareness and understanding of eco-tourism and organic farming benefits among potential tourists.
	O1	Increasing global interest in eco-tourism and organic food products.
Opportunities	O2	Potential to collaborate with environmental organizations, educational institutions, and travel agencies.
	O3	Availability of grants and subsidies for sustainable and organic farming practices.
	O4	Engaging local communities in tourism activities, creating a sense of ownership and pride.
	O5	Utilizing social media and online platforms to reach a broader audience and promote unique experiences.
	T1	Adverse weather conditions can impact paddy production and, consequently, the tourism experience.
Threats	T2	Other destinations offering similar eco-tourism experiences may compete for tourists.
	T3	Navigating local regulations and obtaining necessary permits for both farming and tourism operations.
	T4	Organic farming is more susceptible to pests and diseases, which can affect crop yields and tourist satisfaction.
	T5	Economic instability can reduce the disposable income of potential tourists, impacting travel plans.

Step 2: Structure the Hierarchy

The study's hierarchical structure can be seen from the SWOT analysis. The primary objective is to create the finest strategic marketing plan for a destination impacted by an unexpected disaster in order to revive sustainable tourism. The SWOT factors that are given to each SWOT group are found at the lowest level. Normally, alternatives must be at the bottom of the AHP hierarchical structure. But in those situations where the evaluation is done using an absolute value technique or a grading scale with regard to upper-level variables instead of pairwise comparisons, the alternative level can be removed. In order to connect the SWOT groups to the objective, pairwise comparisons are made using the factor that each SWOT group has the highest priority value (Büyüközkan & Ilıcak, 2019; Kangas et al., 2001).

Eco-edu organic tourism combines the principles of sustainable tourism with educational experiences centered around organic farming and environmental conservation (Choo & Jamal, 2009; Kaplan, 2014; Murphy & Price, 2012). To ensure the success and sustainability of this tourism model, it is essential to address three priority issues: environmental impact, community involvement, and economic viability. Addressing these three priority issues i.e.:

1. environmental impact,
2. community involvement, and
3. economic viability

It is essential for the success of eco-edu organic tourism. By implementing sustainable practices, fostering community engagement, and ensuring economic sustainability, this tourism model can provide enriching experiences for visitors while supporting environmental

conservation and local development (D'Souza et al., 2019; Rahman & Baddam, 2021). Through careful planning and ongoing adaptation, eco-edu organic tourism in Lubuk Bayas can become a model for sustainable and educational travel.

Step 3: Pair-wise comparisons

Comparing eco-edu organic tourism to non-organic farm tourism involves evaluating various aspects such as environmental impact, educational value, health benefits, community involvement, and market appeal. Eco-edu organic tourism and non-organic farm tourism offer distinct experiences with unique benefits and challenges (Iswanto & Roitman, 2018; Kurniawan et al., 2021; Rahmani et al., 2018). Eco-edu organic tourism stands out for its emphasis on sustainability, environmental education, health benefits, and deep community involvement. It appeals to a niche market increasingly focused on responsible and sustainable travel. On the other hand, non-organic farm tourism offers insights into conventional farming practices, potentially attracting a broader audience interested in agricultural life (Di Domenico & Miller, 2012; Tew & Barbieri, 2012). However, it faces challenges related to environmental impact, health concerns, and equitable community involvement (Wallerstein & Duran, 2010; Yakubu, 2018).

Balancing these factors is crucial for the development and promotion of each tourism model. The question format for pairwise comparisons was as follows: (1) compare the two factors in order to determine which is more important—the most governing factor in the case of strength and opportunity, or the least important factor in the case of weakness and threat—in order to develop the best sustainable tourism revival strategic marketing plan ; and (2) how much more. Similar to how the three control criteria (SO1, SO2, and SO3) were put through pair-wise comparisons, the relative local priorities of the factors were calculated utilizing the eigen-value calculation method for these comparisons as the input.

Table 2. Factor Priority Scores

SWOT GROUPS	Scaling Factor	SWOT Factors Local		Local Priority	Regional Priority
Strenght	S1	Organic paddy farming minimizes chemical use, preserving soil health and local biodiversity, aligning with eco-tourism principles.	1	0.4742	0.1076
	S2	Opportunity for tourists to learn about sustainable agriculture and the benefits of organic farming	5	0.0288	0.0083
	S3	Organic rice is free from harmful pesticides and chemicals, appealing to health-conscious tourists.	2	0.1723	0.0345
	S4	Boosts the local economy by providing jobs and promoting local products.	4	0.0679	0.0175
	S5	Differentiates from other tourism options by combining agriculture and sustainability.	3	0.1682	0.0435
Weaknesses	W1	Rural areas might lack the necessary infrastructure (e.g.,	4	0.0485	0.0167

SWOT GROUPS	Scaling Factor	SWOT Factors Local		Local Priority	Regional Priority
		transport, accommodation) to support tourism.			
	W2	High initial investment required to set up eco-tourism facilities and organic farming practices.	2	0.2890	0.0867
	W3	Paddy farming is seasonal, which could affect tourist numbers and revenue throughout the year.	1	0.4346	0.1084
	W4	Ongoing maintenance of both the farm and tourism facilities can be resource-intensive.	3	0.0786	0.0254
	W5	Limited awareness and understanding of eco-tourism and organic farming benefits among potential tourists.	5	0.0475	0.0109
Opportunities	O1	Increasing global interest in eco-tourism and organic food products.	3	0.1490	0.0345
	O2	Potential to collaborate with environmental organizations, educational institutions, and travel agencies.	2	0.3752	0.0785
	O3	Availability of grants and subsidies for sustainable and organic farming practices.	5	0.0660	0.0175
	O4	Utilizing social media and online platforms to reach a broader audience and promote unique experiences.	4	0.07653	0.0355
	O5	Engaging local communities in tourism activities, creating a sense of ownership and pride.	1	0.4785	0.1452
Threats	T1	Adverse weather conditions can impact paddy production and, consequently, the tourism experience.	1	0.1902	0.0423
	T2	Other destinations offering similar eco-tourism experiences may compete for tourists.	2	0.4451	0.0990
	T3	Organic farming is more susceptible to pests and diseases, which can affect crop yields and tourist satisfaction.	4	0.0324	0.0072
	T4	Economic instability can reduce the disposable income of potential tourists, impacting travel plans.	5	0.2895	0.0644
	T3	Navigating local regulations and obtaining necessary permits for	3	0.0428	0.0095

SWOT GROUPS	Scaling Factor	SWOT Factors Local		Local Priority	Regional Priority
		both farming and tourism operations.			

Step 4: Strategy formulation using TOWS matrix

By aligning internal strengths and weaknesses with external opportunities and threats, these strategies can help establish and grow a successful eco-education tourism initiative centered on organic paddy farming. The TOWS matrix is a strategic planning tool that helps organizations develop strategies by matching internal strengths and weaknesses with external opportunities and threats. Here's a TOWS matrix for an eco-education tourism initiative focused on organic paddy farming:

Strengths-Opportunities (SO) Strategies

1. Promote the environmental benefits of organic paddy farming to attract eco-conscious tourists through targeted marketing campaigns.
2. Develop health and wellness tourism packages that emphasize the benefits of organic food, supported by government grants and subsidies for sustainable practices.
3. Collaborate with educational institutions to offer field trips, workshops, and internships, showcasing traditional farming practices and sustainable agriculture.
4. Use digital platforms to create engaging content, such as virtual farm tours and interactive sessions with farmers, to attract a global audience.

Weaknesses-Opportunities (WO) Strategies

1. Seek government grants and community involvement to enhance infrastructure, such as transportation and accommodation, to support tourism.
2. Partner with other local attractions and activities to offer year-round tourism packages, mitigating the impact of seasonal farming cycles.
3. Launch awareness campaigns and educational programs to inform potential tourists about the benefits of eco-tourism and organic farming.
4. Invest in a robust online presence to educate and attract tourists, highlighting unique experiences and health benefits.

Strengths-Threats (ST) Strategies

1. Use environmentally sustainable practices to mitigate the impact of climate change on farming and create educational content about these practices.
2. Emphasize unique cultural and educational experiences to stand out in the competitive market.
3. Leverage government support to navigate regulatory challenges and ensure compliance with farming and tourism regulations.
4. Engage local communities in tourism activities to create a resilient local economy that can better withstand economic downturns.

Weaknesses-Threats (WT) Strategies

1. Develop infrastructure gradually, using government grants and community funding to minimize the impact of economic instability.
2. Offer diverse activities, such as cultural festivals, local crafts workshops, and eco-adventure tours, to attract tourists year-round and reduce reliance on seasonal farming.
3. Implement robust pest and disease management practices to protect crops and ensure a reliable experience for tourists.

4. Provide continuous training for staff and farmers on the latest sustainable practices and tourism management to maintain high standards and adaptability.

Analysis of Eco-Education Tourism Focused on Organic Paddy Farming Using TOWS Matrix Strengths-Opportunities (SO) Strategies

The initiative can capitalize on its strengths, such as environmental sustainability and health benefits, to tap into the growing demand for eco-tourism. Promoting the organic paddy farming process through targeted marketing campaigns will attract eco-conscious tourists. Partnerships with educational institutions can enhance the cultural and educational experiences offered, making the initiative appealing to those interested in learning about sustainable agriculture. Utilizing digital marketing to create engaging and interactive content, such as virtual farm tours and farmer Q&A sessions, can significantly broaden the reach and attract a global audience.

Weaknesses-Opportunities (WO) Strategies

To address weaknesses like infrastructure limitations and market awareness, the initiative should seek government grants and community involvement to improve transport and accommodation facilities. By collaborating with local attractions, it can offer year-round tourism packages that mitigate the impact of seasonal variability in paddy farming. Launching educational programs and awareness campaigns can inform potential tourists about the benefits of eco-tourism and organic farming. Investing in a strong online presence through digital marketing can educate and attract a broader audience, emphasizing the unique experiences and health benefits of the initiative.

Strengths-Threats (ST) Strategies

To mitigate external threats, the initiative can use its strengths to create resilience against climate change by employing sustainable farming practices and educating tourists about these methods. Differentiating from competitors by emphasizing unique cultural and educational experiences can help the initiative stand out in a competitive market. Leveraging government support can aid in navigating regulatory challenges and ensuring compliance with necessary regulations. Engaging local communities in tourism activities can help build a resilient local economy that is better equipped to handle economic downturns.

Weaknesses-Threats (WT) Strategies

Addressing both weaknesses and threats, the initiative should focus on gradual infrastructure development using government grants and community funding to reduce the impact of economic instability. Diversifying tourism offerings to include cultural festivals, local crafts workshops, and eco-adventure tours can attract tourists year-round, lessening the dependency on the seasonal paddy farming cycle. Implementing robust pest and disease management practices will protect crops and ensure a consistent experience for tourists. Providing continuous training for staff and farmers on sustainable practices and tourism management will maintain high standards and adaptability in the face of challenges.

Step 5 : Strategic Evaluation Matrix

Eco-education tourism centered around organic paddy farming offers a unique opportunity to blend sustainable agriculture with experiential learning and tourism. By prioritizing specific strategies, this initiative can maximize its impact and feasibility, ensuring long-term success and broad appeal. The top prioritized strategies include utilizing digital platforms for virtual farm tours, investing in a robust online presence, differentiating with unique cultural and educational experiences, and promoting environmental and health benefits through targeted

marketing campaigns. These strategies, when implemented effectively, can transform the initiative into a thriving model of sustainable tourism.

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Based on the total scores, the top prioritized strategies are:

1. Use digital platforms for virtual farm tours and interactive farmer sessions (SO) - Total: 6
2. Invest in a robust online presence to educate and attract tourists (WO) - Total: 6
3. Differentiate with unique cultural and educational experiences (ST) - Total: 6
4. Promote environmental benefits and health advantages through targeted marketing campaigns (SO) - Total: 5
5. Develop health and wellness tourism packages supported by government grants (SO) - Total: 5
6. Collaborate with educational institutions for field trips, workshops, and internships (SO) - Total: 5

These strategies should be prioritized in the strategic planning process to maximize the impact and feasibility for the eco-education tourism initiative focused on organic paddy farming. Implementing these top prioritized strategies can significantly enhance the success and sustainability of the eco-education tourism initiative focused on organic paddy farming. Utilizing digital platforms for virtual tours and interactive sessions, investing in a robust online presence, offering unique cultural and educational experiences, and promoting environmental and health benefits through targeted marketing campaigns are essential steps towards achieving this goal. These strategies not only attract a diverse and global audience but also foster a deeper understanding and appreciation of sustainable agriculture, contributing to a more sustainable and eco-conscious world.

7. Conclusions and Recommendation

Conclusion

In conclusion, the eco-education tourism initiative focused on organic paddy farming can thrive by implementing key strategies that leverage digital tools, create a robust online presence, offer unique cultural and educational experiences, and promote the environmental and health benefits of organic farming. Utilizing digital platforms for virtual tours and interactive sessions provides global outreach and engagement opportunities, while a strong online presence educates and attracts tourists. Differentiating the initiative with unique cultural and educational experiences enhances its appeal and sets it apart in the competitive market. Targeted marketing campaigns emphasizing the benefits of organic farming attract eco-conscious and health-oriented tourists. These strategies collectively foster a deeper understanding and appreciation of sustainable agriculture, ensuring long-term success and contributing to a more sustainable and eco-conscious world.

Recommendation

In the realm of eco-education tourism centered around organic paddy farming, it is imperative to employ well-defined strategies to ensure success and sustainability. Based on the strategic evaluation, several key recommendations emerge. These include leveraging digital platforms

for engagement and outreach, building a robust online presence, differentiating with unique cultural and educational experiences, and promoting environmental and health benefits through targeted marketing campaigns. Implementing these recommendations effectively can transform the initiative into a thriving model of sustainable tourism. Implementing these recommended strategies will position the eco-education tourism initiative for success by leveraging digital engagement, building a strong online presence, offering unique cultural and educational experiences, and promoting the significant benefits of organic paddy farming. These efforts will not only attract a diverse and global audience but also foster a deeper understanding and appreciation of sustainable agriculture. By following these recommendations, the initiative can achieve long-term sustainability and contribute positively to the eco-tourism landscape and environmental conservation efforts.

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