

ABSTRACT

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Title : The Tourism Potential of Sukasantai Farmstay in Sukamaju Village, Sukabumi Regency, West Java

Began from the love that a mother and daughter who has a hobby towards farming specifically towards planting organic vegetables that are good for health, stands a farmstay that is located at Sukamaju Village, Sukabumi Regency, West Java on the foot of Mount Gede called Sukasantai Farmstay. Sukasantai has various tourism activities that are offered with an agricultural concept like farming, raising livestock, and introducing nature and is also equipped with a uniquely conceived lodging in terms of architecture compared to other farmstays. Sukasantai prioritizes guest experience and also has a motto that is giving back to the community, a role that Sukasantai hopes to be able to give to every guest and also its surrounding environment, making Sukasantai a farmstay that continues to emphasize its concept of sustainability. Sukasantai offers a variety of activities such as farming, planting, cow milking, hammocks, bamboo forest trekking, fishing and other outdoor activities. With the various activities that it offers, it has an aim of providing education and introduces a new environment that is far from the cities to each and every guest. Therefore, Sukasantai Farmstay has a target audience of families with children under 12 years old. Through the variety of its tourism potential that can be provided by Sukasantai, a positive impact can be felt by every guest especially in building a closer relationship with family and a very friendly environment by every staff and farmers. They also feel the positivity that is given through alternative jobs that is given to local residents with fair wages.

Keyword : Lodging, Farmstay, Agriculture