

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

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Abstract

Purpose: This study documents and analyzes the tourism potential of Sukasantai Farmstay, an agritourism enterprise located at the foot of Mount Gede in Sukamaju Village, Sukabumi Regency, West Java, that combines accommodation, organic farming, livestock management, and nature-based recreation within a sustainability-oriented farm-to-table model. The research assesses the destination across five dimensions of the tourism attraction development framework and examines its impact on the surrounding community.

Methodology: A qualitative case study design was used, combining in-depth interviews with the co-owner, garden manager, kitchen staff, and four visiting guests, together with two days of direct field observation and secondary document review.

Results: Sukasantai demonstrates strong potential across all five criteria, supported by diverse natural attractions, a broad activity portfolio, quality accommodation with digital detox features, authentic farm-produced goods, and multi-modal transportation access. Community impact is evidenced through fair local employment and pandemic-resilient farm sales.

Conclusions: Sukasantai constitutes a well-developed agritourism destination with meaningful community and educational value.

Limitations: The study relies on a single field visit and a small informant sample.

Contributions: This research offers the first systematic academic documentation of Sukasantai using an established tourism attraction framework, contributing empirical insight into organic farming-based hospitality models in rural West Java.

Keywords: *Agritourism, Community Impact, Farm-To-Table, Sustainability, Tourism Potential*

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1. Introduction

Indonesia possesses extraordinary natural diversity that stretches from the mountainous interior of Sumatra to the coral reefs of Papua, and every region of the archipelago offers a distinctive combination of landscape, culture, and local livelihood that continues to attract both domestic and international visitors. This natural richness cannot be experienced fully within a single night, and this reality has gradually pushed travelers toward extending their stays in a single destination rather than moving quickly between locations. The practice of remaining in one place for an extended period,

commonly referred to as a staycation, gained particular momentum during the COVID-19 pandemic, when urban residents sought mental clarity, relief from daily routines, and physical distance from the pressures of city life without necessarily traveling far from home. The term itself merges the words stay and vacation, describing a holiday centered on residing at a destination rather than transiting between multiple sites, and its popularity has been widely discussed in recent tourism scholarship examining shifting consumer preferences after the pandemic ([Jiang, & Balaji, 2022](#); [Atmoko, 2021](#); [Mansor, Ibrahim, Simpong, Razak, & Othman, 2019](#)).

Among the various staycation formats that have emerged, the farmstay, an accommodation model that integrates agriculture-based programming into the guest experience, has become a distinctive innovation within Indonesia hospitality sector. The concept draws inspiration from farmstay traditions long established in Europe, Australia, and New Zealand, where staying on a working farm has represented a popular family holiday alternative that differs fundamentally from the experience offered by conventional hotels or resorts ([Janjua, Krishnapillai, & Rahman, 2021](#); [Kusumawati, & Sulistyo, 2024](#)). Beyond simple lodging, farmstay attractions derive their appeal from the warmth of rural settings, the aesthetic and sensory qualities of the natural environment, and direct engagement with agricultural and livestock activities that create educational and experiential value rarely available in urban environments. Within the greater Jakarta region, several farmstay operators have already established themselves as recognizable brands, including BSP Farmstay, known for its organic coffee and tea gardens, Kabin Kebun in Cisarua, which introduces visitors to a slow-living philosophy, and Portibi Farmstay, which supplies organic vegetables to restaurants in the capital ([Ramadhan, Rampengan, Yumnani, Setiono, Tjandra, Ariyanto, Idrisov, & Empitu, 2024](#); [Salepaki, Zerva, Kourkouridis, & Angelou, 2025](#)).

Tourism attraction has long been understood as the underlying potential that motivates a traveler to visit a particular destination area, a definition that continues to anchor much of the conceptual work produced on Indonesian tourism planning. Law No. 10 of 2009 concerning Tourism defines a tourism attraction as anything possessing uniqueness, beauty, and value that encompasses natural, cultural, and man-made diversity and that constitutes the object or goal of a tourist visit. Building on this legal foundation, Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan 2010 to 2025 classifies tourism attractions into three broad categories ([Undang-Undang, 2009](#)). Natural tourism attractions include landscapes, ecosystems, and environments, and this category explicitly incorporates agricultural and plantation settings. Cultural tourism attractions cover tangible heritage and living cultural practice, while man-made tourism attractions encompass recreational facilities and other human-created experiences. Agricultural land that has been repurposed for tourism, therefore, occupies a legally recognized position within the national tourism development framework, a reality reflected in the growing body of Indonesian scholarship documenting agricultural land transformed into tourist destinations across regions such as Lombok and West Java ([Sandra, Suryana, Sunarmin, & Rofiq, 2023](#)).

Among the range of farmstay options currently operating in West Java, Sukasantai Farmstay, situated in Sukamaju Village, Sukabumi Regency, at the foot of Mount Gede, presents a distinctive combination of agricultural tourism, natural beauty, an explicit sustainability philosophy, and a stated commitment to community empowerment that together warrant systematic academic documentation. Despite recognition through design awards and positive word-of-mouth coverage, no prior peer-reviewed study has examined Sukasantai tourism potential using an established analytical framework, leaving a gap that this research seeks to address. This study aims to document and analyze Sukasantai Farmstay tourism potential across the five criteria of an established tourism attraction development framework, to examine the farmstay's founding philosophy and operational approach, to assess its impact on the surrounding community and environment, and to document visitor experiences and satisfaction across its diverse activity offerings.

2. Literature Review

2.1 Agritourism and Farmstay: Concepts and Definitions

Agritourism, understood broadly as tourism that draws on the natural, built, and human resources of agriculture for the purposes of education, entertainment, and recreation, represents one of the fastest-growing segments of experiential tourism worldwide. Recent scholarship continues to frame agritourism as a diversification strategy that allows farmers to generate additional income streams beyond conventional crop or livestock sales while simultaneously offering urban visitors an authentic connection to food production ([Peroff, Morais, & Sills, 2022](#)). The farm stay format represents agritourism's most immersive accommodation model. Unlike farm-adjacent hotels or day-visit agritourism operations, a farm stay places guests directly within the operational agricultural environment for overnight periods, which enables sustained engagement with farming cycles, livestock routines, and the daily rhythms of agricultural life that a brief day trip cannot replicate.

Agriculture in its broadest sense concerns the production of food, fiber, and other human necessities through the cultivation of plants and the management of animals. Farming more specifically involves the human activity of cultivating land for both food and non-food crops while maintaining livestock. Organic farming, the production system most relevant to premium agritourism operations such as Sukasantai, relies on biological cycles that recycle nutrients through crop and livestock waste to improve soil structure without synthetic chemical inputs. This chemical-free production philosophy offers visitors both a health-oriented food proposition and an educational demonstration that resonates strongly with guests who typically consume produce without understanding its origins. Contemporary research on organic farming's role within tourism systems suggests that agritourism operations can actively promote farmers' adoption of organic methods by exposing both hosts and visitors to more environmentally conscious production practices, thereby reinforcing the broader sustainability goals that many rural destinations now pursue ([Jęczmyk, Uglis, & Steppa, 2021](#); [Alyahya, & McLean, 2022](#)).

Nature-based tourism, encompassing activities that derive from natural resources and environments, constitutes the broader category within which agritourism and farm stay accommodation fall. Nature-based tourism activities, whether enjoying mountain scenery, forest landscapes, coastal environments, or farming activities, are generally directed toward cultivating a deeper appreciation of nature among visitors, providing experiential learning that formal classroom education cannot easily replicate. This experiential dimension has become increasingly important in an era when digital devices dominate daily attention, and recent hospitality research has documented growing consumer interest in destinations that deliberately limit connectivity to encourage genuine engagement with the physical environment ([Cai, & McKenna, 2023](#); [Brockmeier, Keller, Dinger, Paduszynska, Luszczynska, & Radtke, 2025](#)).

2.2 Tourism Attraction Development Framework

A widely used five-criteria framework for tourism attraction development provides the analytical structure for this study's assessment of Sukasantai Farmstay tourism potential. The five criteria, commonly summarized as What to See, What to Do, Where to Stay, What to Buy, and How to Get There, collectively encompass the dimensions of visitor experience, facility quality, commercial offering, and accessibility that determine whether a tourism destination can attract and satisfy visitors. A destination that satisfies all five criteria comprehensively is positioned to generate repeat visits and positive word-of-mouth recommendations, which are critical success factors for a farm stay that, like Sukasantai, relies primarily on social media and peer recommendations rather than mass advertising. This framework remains widely applied in Indonesian tourism research because it translates readily into actionable planning categories for destination managers and local governments alike ([Ananda, & Koswara, 2022](#); [Byba, 2019](#)).

2.3 Community Impact and Sustainability in Agritourism

Beyond the physical and commercial dimensions of tourism attraction, a growing body of literature emphasizes the social and economic impact of tourism enterprises on host communities. Community-based tourism research consistently finds that local participation in decision-making, together with

fair employment practices, strengthens both the sustainability of tourism operations and the wellbeing of surrounding residents ([Rocca & Zielinski, 2022](#)). Empirical work on rural households further shows that diversifying livelihood strategies through tourism-related employment can meaningfully reduce economic vulnerability, particularly in regions where conventional agricultural income remains volatile ([Huang, Yang, Colmekcioglu, & Liu, 2022](#)). Similar findings have been reported in the context of homestay-based rural tourism, where sustained interaction between hosts and guests has been associated with stronger social cohesion and a more resilient local economy ([Janjua, Krishnapillai, & Rahman, 2021](#)).

The COVID-19 pandemic period offered a natural test of these resilience arguments. Several studies examining tourism-adjacent enterprises during pandemic restrictions found that operations capable of maintaining an independent revenue stream, whether through direct agricultural sales or through psychologically supportive employment practices, were better positioned to protect both business continuity and worker welfare than those wholly dependent on accommodation occupancy ([Mao, He, Morrison, & Coca-Stefaniak, 2021](#)). This dynamic is directly relevant to Sukasantai, whose organic vegetable operation continued generating income even while overnight bookings were interrupted.

A further stream of literature relevant to Sukasantai concerns the growing consumer demand for digital disconnection during travel. Digital detox tourism refers to travel experiences that deliberately limit or eliminate technology use so that travelers can reconnect with themselves, their companions, and their surroundings ([Hassan, Salem, & Saleh, 2022](#)). Motivations for pursuing such experiences include technology exhaustion, social networking fatigue, and a desire for personal growth, health benefits, and stronger family relationships ([Egger, Lei, & Wassler, 2020](#)). Subsequent studies have shown that digital-free travel experiences can meaningfully build character strengths among travelers and support psychological wellbeing well beyond the duration of the trip itself ([Li, Pearce, & Oktadiana, 2020](#)). More recent bibliometric reviews confirm that this line of inquiry has expanded rapidly, with researchers examining digital disconnection through lenses ranging from locus of control theory to family systems theory ([Hassan & Saleh, 2024](#)). The deliberate limitation of in-room television and WiFi at Sukasantai situates the farm stay squarely within this emerging market segment.

Table 1. Summary of key literature informing the study of Sukasantai Farmstay

Thematic Area	Representative Source(s)	Relevance to This Study
Agritourism and farmstay definitions	Peroff et al. (2022) ; Janjua et al. (2021)	Establishes the conceptual boundary between agritourism generally and the immersive farmstay accommodation format specifically
Organic farming within tourism systems	Byba (2019)	Frames the educational and sustainability value of Sukasantai organic garden operation
Tourism attraction development framework	Ananda & Koswara (2022)	Provides the five-criteria analytical structure applied in Section 4
Community-based tourism and empowerment	Rocca & Zielinski (2022) ; Llupart (2022) ; Mansor et al. (2019)	Supports the assessment of Sukasantai employment practices and local partnership model
Pandemic resilience in rural livelihoods	Huang et al. (2022) ; Mao et al. (2021)	Contextualizes Rosy Veggies' continued operation during COVID-19 restrictions
Digital detox and digital-free tourism	Hassan et al. (2022) ; Egger et al. (2020) ; Li et al. (2020) ; Hassan & Saleh (2024)	Frames Sukasantai technology-limited accommodation design as a recognized market segment

Table 1 summarizes the key strands of literature that inform the analytical structure of this study. The table is organized to show, for each thematic area, the principal focus of the cited scholarship and its relevance to the tourism potential and community impact analysis undertaken in this research.

Reading the table from top to bottom traces the conceptual progression of the study, beginning with foundational definitions of agritourism and farm stay accommodation, continuing through the five-criteria tourism attraction framework, and concluding with literature on community impact, pandemic resilience, and digital detox tourism.

3. Research Methodology

A qualitative case study research design was employed, appropriate for the study's objective of producing an in-depth documentation and analysis of the tourism potential of a specific farm stay destination where statistical generalization was not the primary aim. Data were collected through three complementary methods over a two-day immersive field visit to Sukasantai Farmstay. In-depth semi-structured interviews were conducted with five stakeholder groups. The co-owner, Stephanie Moriama, provided the founding context, architectural philosophy, and community mission. The garden manager of Rosy Veggies, Mirza, offered insight into organic farming operations and community employment. A kitchen staff member, Ary, contributed perspective on the farm-to-table food preparation process and employment experience. Four visiting guests, identified in this study as Anggi, Hasan, Ela Fauziah, and Kartika, provided visitor experience perspectives drawn from different family demographics.

Direct field observation was conducted across all agricultural, livestock, accommodation, and landscape areas of Sukasantai Farmstay, enabling documentation of the physical facilities, the natural setting, and the visitor-activity interactions that together constitute the farm stay's tourism product. Secondary data sources included published academic literature on tourism attraction typology, organic agriculture, and agritourism, media coverage of Sukasantai Farmstay, and documentation of the architectural awards the property has received. Data were analyzed thematically, organized according to the five-criteria tourism attraction framework together with a separate community impact dimension.

Table 2. Research informants and data obtained

Informant	Role	Data Obtained
Stephanie Moriama	Co-owner and Founder, Sukasantai Farmstay	Background and founding story, architectural concept, core philosophy combining guest experience with community benefit, operational history, future development plans, and community impact vision
Mirza	Head, Rosy Veggies Organic Garden	Garden operations, cooperation with local farmers, organic vegetable production, sales channels, employment conditions, and the impact of Sukasantai on local farmer resilience during COVID-19 restrictions
Ary	Kitchen Staff, Sukasantai Farmstay	Farm-to-table food preparation process, comparison between organic and conventional vegetables in cooking, role of Sukasantai in staff employment, and working conditions
Visitors (Anggi, Hasan, Ela Fauziah, Kartika)	Guests staying at Sukasantai Farmstay	Visitor experience of agricultural and nature activities, educational value for children, quality time with family, recommendations for improvement, and overall satisfaction and key impressions

Table 2 presents the full list of research informants together with a summary of the data each informant contributed. The table is organized by informant name and role, and the third column lists the specific categories of information obtained from each source during the interview process. This structure clarifies how triangulation across ownership, operational staff, and visitor perspectives was achieved within the case study design.

4. Results and Discussions

4.1 Sukasantai Farmstay: Founding Philosophy and Architectural Concept

Sukasantai Farmstay was established in 2019 by Stephanie Moriama and her mother, both originally from Jakarta. The founding motivation combined a shared passion for organic vegetable cultivation

with Stephanie professional experience in the hospitality industry, which included participation in resort development projects that generated critical reflection on conventional resort sustainability. Stephanie observed that most resort projects she had encountered consumed extensive resources, including swimming pools, air conditioning, and one-to-one staff-to-guest service ratios, without generating a proportionate benefit for the surrounding environment and community. She also identified a gap in the available accommodation market for open-space nature experiences, in which guests could be genuinely immersed in a natural environment rather than consuming a nature-themed product from behind a glass window.

Sukasantai Farmstay architectural concept is described as Modern Vernacular, a design philosophy that integrates contemporary construction techniques with locally rooted aesthetic sensibilities without drawing attention to the building itself, instead directing attention toward the surrounding environment. A notable design constraint arose because the farm stay's building footprint was deliberately limited by three large trees on the property: a kemiri tree to the south, a rubber tree to the west, and a damar tree at the rear, none of which Stephanie was willing to remove. The building was therefore shaped around these trees rather than at their expense, an environmental consideration that functions both as a practical architectural decision and as a broader philosophical statement about Sukasantai relationship with its natural context. This approach resonates with recent regenerative tourism scholarship arguing that transforming mindsets and systems, rather than simply minimizing harm, represents a more durable pathway toward sustainable destination development ([Akanni, 2023](#)).

Sukasantai Farmstay won the INDE.Awards 2020 Best of the Best award and the Social Space award, recognition that affirms the architectural and conceptual quality of the design. The farm stay has been featured in local and international magazines, which has supported its word-of-mouth and social media-based marketing approach rather than reliance on conventional advertising spend.

4.2 Tourism Potential Analysis: Five-Criteria Framework

Table 3. Tourism potential analysis of Sukasantai Farmstay

Criterion	Sukasantai Farmstay Features	Tourism Potential Assessment
What to See	Mount Gede panoramic view from Rosy Veggies garden, giant bamboo forest reachable within fifteen to twenty minutes on foot, organic vegetable garden with over one hundred varieties, livestock farm, mountain streams, and surrounding rice fields	Strong natural attraction complemented by agricultural scenery, with the bamboo forest and garden views providing distinctive visual experiences unavailable in urban settings
What to Do	Farming activities including planting and harvesting, organic garden tours, cow milking, livestock feeding, bamboo forest trekking, fishing, meditation, pizza-making workshops, hammock relaxation, horse riding, evening firefly watching, children's games, and library access	Exceptionally diverse activity portfolio appealing to multiple visitor segments, with children's educational agricultural activities and adult relaxation options creating broad family-market appeal
Where to Stay	Twelve rooms with capacity for two or four persons, extra beds available, a three-bedroom villa for larger families or privacy-seeking guests, five-star equivalent cleanliness standards, a large communal projector rather than individual televisions, and WiFi limited to specific zones	Quality accommodation with deliberate technology limitation that reinforces the digital detox concept, while room variety suits different family sizes and privacy preferences
What to Buy	Essential oils including lemongrass, clove, and citronella variants, lemongrass soap, butterfly pea flower tea, rosella tea, calming tea, fresh organic vegetables in over one hundred varieties, fresh milk, and Rosy Veggies products available for purchase online	Farm-produced souvenir range that is both authentic and commercially viable, with an online sales channel that extends market reach beyond on-site visitors

Criterion	Sukasantai Farmstay Features	Tourism Potential Assessment
How to Get There	Approximately three hours from Jakarta via the Jagorawi and Bocimi toll roads, approximately two hours from Bandung, an owned transport service ranging from Avanza to Hi-Ace vehicles, Google Maps accessibility, and twenty-four hour WhatsApp administrative support	Accessible but not trivially convenient, as travel time and narrow village roads create a perception of genuine rural escape while the owned transport service reduces access barriers for urban families without private vehicles

Table 3 presents the complete tourism potential analysis of Sukasantai Farmstay organized according to the five-criteria framework. The first column identifies each criterion, the second column lists the specific features Sukasantai offers under that criterion, and the third column presents a brief assessment of the tourism potential associated with those features. Read together, the five rows demonstrate that Sukasantai satisfies every criterion of the framework at a comparatively strong level, a pattern examined in greater detail in the subsections that follow the table.

4.2.1 What to See: Natural and Agricultural Landscapes

Sukasantai Farmstay primary visual attraction is its natural landscape setting at the foot of Mount Gede, which offers panoramic mountain views from the Rosy Veggies organic garden that provide a sense of tranquility and spatial openness that urban visitors consistently identify as the farmstay's most immediately impactful quality. Visitor Hasan, for example, specifically noted the benefit of waking early to experience Mount Gede and Mount Pangrango clearly visible through the morning mist, a visual experience entirely unavailable in the city environment from which most guests travel. This kind of restorative visual encounter with mountain scenery aligns closely with findings from recent nature-based tourism research showing that access to open natural landscapes is strongly associated with visitors perceived psychological restoration during travel (Clark & Nyaupane, 2023).

The giant bamboo forest, reachable within fifteen to twenty minutes of walking from the main farmstay area, provides an additional nature-based visual attraction characterized by a tall bamboo canopy and a dense forest environment suitable for photography and quiet contemplation. The combination of mountain backdrop, organic garden landscapes, livestock areas, and forest environment creates a layered natural visual experience that changes across different times of day and across seasons, reinforcing the farmstay's positioning as a destination for repeat visitation rather than a single-visit novelty.

4.2.2 What to Do: Activity Portfolio

Sukasantai Farmstay activity portfolio is exceptionally diverse, spanning agricultural education, livestock interaction, nature exploration, relaxation, and skill-based workshops. Core agricultural activities include farming and planting in the Rosy Veggies garden, where guests learn cultivation techniques from seed through harvest, and cow milking, where guests interact directly with dairy cattle and can observe calf feeding routines. These activities are specifically designed to create educational experiences for children who typically consume food and dairy products without understanding their agricultural origins, a design intention consistent with broader agritourism scholarship documenting the educational value that farm-based learning experiences provide to young visitors (Peroff, Morais, & Sills, 2022; Can, & İflazoğlu, 2021).

Guest Anggi provided particularly illuminating testimony about the educational impact of these activities. Her children learned through a cheese-making demonstration, beginning with cow milking and progressing through milk processing to cheese production, that food requires a complex process of care and transformation, a lesson that also made the children more willing to eat whatever food was served at the table rather than being selective about it. This incidental educational outcome illustrates how well-designed agritourism activities can achieve behavioral and attitudinal changes in young visitors well beyond pure entertainment value (Conti & Farsari, 2024).

Nature activities including bamboo forest trekking and fishing complement the agricultural program with physical engagement and outdoor experience. Evening firefly watching provides a memorable nocturnal experience unavailable to most urban children, while library access, board games, and children's play equipment accommodate activity needs during periods of rain. The pizza-making workshop, available at additional cost, adds a culinary education dimension that connects field-to-kitchen food knowledge. The deliberate restriction of television access per room and limited WiFi availability, replaced by a large communal projector for group viewing, reinforces the digital detox philosophy discussed in Section 2.3 and encourages family interaction rather than individual screen consumption. This pattern mirrors motivations documented among travelers who actively seek digital-free holidays as a means of strengthening family relationships and reducing technology fatigue accumulated in daily life ([Egger, Lei, & Wassler, 2020](#); [Diaz-Meneses, & Estupinan-Ojeda, 2022](#)).

4.2.3 Where to Stay: Accommodation Quality and Design

Sukasantai Farmstay provides twelve accommodation rooms in two capacity configurations, two-person and four-person, with extra beds available on request. A three-bedroom villa offers a more private accommodation option for larger families or groups seeking independence from other guests. All rooms are maintained to five-star equivalent cleanliness standards despite the rural farm stay context, a quality commitment that removes the primary hesitation of urban family visitors accustomed to hotel standards who may otherwise be concerned about rural accommodation quality ([Dwiyanti, Solahudin, & Safei, 2023](#)).

The accommodation design deliberately limits certain urban amenities, most notably the absence of in-room television, replaced by a communal projector in a shared viewing space, and WiFi access limited to specific zones rather than made universally available. Guest Ela Fauziah specifically identified the limited phone signal as a positive feature of her stay, noting that reduced connectivity enabled genuine quality time with her family in a way that stronger urban connectivity routinely prevents. This design philosophy, in which technology limitation is treated as a positive guest experience feature rather than as an infrastructure shortfall, represents a distinctive positioning that differentiates Sukasantai from accommodation offerings that treat constant connectivity as a universal guest expectation. Similar findings have emerged from studies of digital-free accommodation more broadly, which report that guests often describe reduced connectivity not as a deprivation but as a deliberately sought benefit that supports psychological wellbeing during travel ([Hassan, Salem, & Saleh, 2022](#)).

4.2.4 What to Buy: Farm-Produced Souvenirs

Sukasantai souvenir offering is directly integrated with its farming operations, providing an authenticity of provenance that conventional souvenir products cannot replicate. Essential oils in lemongrass, clove, and citronella variants are distilled on site from farm-grown plants. Specialty teas, including butterfly pea flower, rosella, and calming tea blends, are produced from garden-cultivated herbs. Fresh organic vegetables in over one hundred varieties are available for guests to harvest directly during their stay and take home, completing the farm-to-table experience through an additional farm-to-home souvenir dimension ([Fasa, Berliando, & Prasetio, 2022](#)).

Rosy Veggies products are also available for online purchase through the Rosy Veggies Organic website, extending the operation's commercial reach beyond on-site visitors. This online sales channel creates economic resilience for the farming operation, as demonstrated during COVID-19 restrictions when Rosy Veggies maintained vegetable sales at owner-determined prices even when the accommodation side of the business was temporarily closed. This revenue diversification model strengthens the overall sustainability of the Sukasantai enterprise and is consistent with findings from rural livelihood research showing that households able to draw on multiple, tourism-adjacent income streams tend to experience less economic vulnerability during periods of disrupted travel demand ([Huang, Yang, Colmekcioglu, & Liu, 2022](#)).

4.2.5 How to Get There: Access and Transportation

Sukasantai Farmstay is located in Sukamaju Village, Sukalarang Sub-district, Sukabumi Regency, situated at the foot of Mount Gede between Sukabumi and Cianjur. Travel time is approximately three hours from Jakarta via the Jagorawi toll road, the Bocimi toll road, and the Cigombong toll gate, and approximately two hours from Bandung. Navigation is accessible through Google Maps, with the farm stay's characteristic blue gate serving as a visual arrival marker after turning at the landmark Sukamaju village head office.

Sukasantai Farmstay owned transport service, ranging from Avanza to Hi-Ace vehicles, addresses the access barrier faced by urban families without cars by offering pick-up from designated points in Jakarta, Bandung, and Sukabumi at fixed rates. The farm stay's twenty-four hour WhatsApp administrative support provides real-time navigation assistance for guests who encounter difficulty with the narrow village road approach to the property. The travel time and narrow approach roads, while potential friction points, are reframed by the farm stay as contributors to the sense of genuine rural escape, since the journey itself signals distance from urban environments. This reframing of accessibility friction as part of the destination's authenticity narrative echoes observations in rural tourism scholarship, which finds that moderate remoteness can enhance rather than diminish perceived destination value when paired with clear wayfinding support ([Janjua, Krishnapillai, & Rahman, 2021](#)).

4.3 Community Impact: Employment and Economic Resilience

Sukasantai Farmstay stated mission of giving back to the community is operationalized through two primary mechanisms: direct employment of local Sukamaju village residents and a cooperative partnership with local farmers through Rosy Veggies. On the employment side, staff positions including housekeeping, farm management, kitchen work, and general support are filled by local Sukabumi-area residents. The livestock section manager described returning to Sukasantai after years of working in other cities, noting that the farm stay's proximity to his home community enabled stable employment without family separation. Employment terms, including fair wages with flexible hours that accommodate family obligations such as walking children to school in the morning and collecting them in the afternoon, represent a meaningful departure from the labor conditions found at many larger urban hospitality employers. This pattern of locally embedded, family-accommodating employment is consistent with community-based tourism research emphasizing that tourism enterprises generate the strongest local support when employment terms are designed around the practical realities of resident workers' domestic responsibilities rather than imported from unrelated urban labor models ([Llupart, 2022](#)).

The Rosy Veggies cooperative partnership provides a critical demonstration of economic resilience. During COVID-19 restrictions, when the accommodation side of Sukasantai was temporarily closed, Rosy Veggies continued operating, maintaining organic vegetable sales at prices determined by the owners rather than by intermediaries. Mirza contrasted this arrangement with the situation faced by conventional farmers, who were forced to accept intermediary-determined prices when market conditions deteriorated during the pandemic; local farmers working with Rosy Veggies were partially insulated from this price exposure. This economic model, in which integrated organic farming revenue operates independently of accommodation occupancy, provides meaningful resilience for both the enterprise and its local agricultural partners, and it exemplifies the broader argument found in pandemic-era tourism resilience research that diversified, community-anchored revenue structures outperform single-channel dependence during periods of demand shock ([Mao, He, Morrison, & Coca-Stefaniak, 2021](#)).

5. Conclusions

5.1 Conclusion

Sukasantai Farmstay in Sukamaju Village, Sukabumi Regency, West Java demonstrates comprehensive tourism potential across all five dimensions of the tourism attraction development framework applied in this study. Its natural and agricultural visual attractions satisfy the What to See criterion through Mount Gede vistas and giant bamboo forest scenery. Its exceptionally varied activity

portfolio, combining strong educational value for children with relaxation appeal for adults, satisfies the What to Do criterion. Its five-star quality accommodation, built around a deliberate digital detox design philosophy, satisfies the Where to Stay criterion. Its authentic farm-produced souvenirs, supported by online sales capability, satisfy the What to Buy criterion. Its multi-modal transportation access, supported by an owned shuttle service and continuous navigation support, satisfies the How to Get Their criterion. The farm stay was founded in 2019 by Stephanie Moriyama and her mother, motivated by a shared passion for organic farming and by a professional conviction that sustainable, community-benefiting hospitality is preferable to resource-intensive conventional resort models. Its Modern Vernacular architecture designed around rather than against the property's existing trees, together with its 2020 design award recognition, affirms that architectural quality and environmental sensitivity can function as complementary rather than competing values. Community impact is demonstrated through local employment offered at fair wages with family-friendly working hours and through Rosy Veggies demonstrated economic resilience during pandemic-era restrictions on travel and accommodation.

5.2 Research Limitations

Three limitations apply to this study. The field research was conducted over a single two-day visit, and longitudinal observation across different seasons and occupancy conditions would provide a more comprehensive assessment of operations, activity variety, and visitor demographics throughout the year. The visitor informant sample of four guests, while offering rich qualitative insight, is not sufficient to support statistical generalization about visitor satisfaction levels across the broader guest population, and a larger survey instrument administered to multiple guest cohorts would strengthen the representativeness of visitor experience findings. Sukasantai limited marketing reach, acknowledged during the interview process as an operational gap, also means that the property's tourism potential may be significantly underrealized relative to comparable award-winning properties that maintain more active promotional strategies.

5.3 Directions and Future Study

Three directions for future research and practice emerge from this study. Quantitative visitor satisfaction surveys administered to a larger guest sample would help establish statistical baselines for the tourism potential dimensions identified here, allowing operators to track performance over time rather than relying solely on qualitative impression. An economic impact analysis measuring Sukasantai contribution to Sukamaju Village household income, and comparing local employment wages against regional averages, would provide a firmer evidentiary basis for claims about community benefit. A comparative study of organic farming-based farm stay operations across West Java would help identify which operational and marketing models generate the strongest combination of visitor satisfaction, community benefit, and financial sustainability, offering practical guidance to other rural enterprises considering a similar agritourism transition.

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Author Contributions

FA conceptualized the study, conducted the primary interviews, and drafted the manuscript. SS led the field observation, managed secondary data collection, and contributed to the literature review. GLG performed the thematic analysis, prepared the tables, and reviewed and edited the final manuscript. All authors read and approved the final version of the manuscript.

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