



Mapping the Agritourism Potential of Coffee in Sapit Village as a Special Interest Tourism Attraction in East Lombok, Indonesia

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Abstract: The tourism industry in Lombok has developed very rapidly in recent years. The inclusion of Lombok Island as one of the priority destinations with the designation of Mandalika as a Special Economic Zone (SEZ) has made many tourists choose Lombok for their trips. Developing other types of tourism, either in a destination or tour packages, is necessary to increase the number of tourists and repeaters visiting Lombok. One of them is the development of coffee agritourism in Sapit village, East Lombok. Potential mapping needs to determine the suitability of Sapit village as a coffee agritourism and selling tour packages. This research used a qualitative research approach. Data was collected by site observation and interviews with tourism actors in the destination and a travel agency. The collected data was then analyzed using SWOT analysis to determine the strengths, weaknesses, opportunities, and threats of tourist attractions in Sapit village. The research results show that the main power of Sapit village is local wisdom and natural wealth. At the same time, its weakness lies in the tourism-supporting infrastructure in Sapit, such as accommodation. This can create opportunities for the local community, such as using resident's houses as capacity and introducing local knowledge and novel experiences for tourists. The main threat to tourism in Sapit village is the negative impact of tourism activity on nature and weather conditions in the area. However, Sapit village still has the strength to become a new tourism package that can attract tourists. Apart from these aspects, the possible natural disasters and the internal management of tourism managers in Sapit village need to be considered to minimize the potential risks and achieve coffee tourism development, which provides economic benefits and possible sustainable achievement in the future.

Keywords: Coffee, Agritourism, Sapit village, SWOT.

1. Introduction

The tourism industry has played an important role in economic development, including in Indonesia for decades (Permatasari & Esquivias, 2020). This is because of the unique culture and natural resources that still attract the attention of tourists visiting the country (Siti Fatimah, Syafrini, Wasino, & Zainul, 2021; Nugroho, Hanani, Toiba, Sujarwo, & Purnomo, 2021). These resources and culture are starting to be noticed and are becoming an alternative to increasing economic development in Indonesia (Ekawati, Rizieq, Widarti, & Viktor, 2021). Many tourism destinations are starting to develop, creating job opportunities in the tourism sector and the creative economy. The tourism industry has grown rapidly and become an important pillar of the country's economy, showing consistent and remarkable revenue increases over time (Chien et al., 2023). As shown by data provided by the Ministry of Tourism, Indonesia earned tourism revenues of more than 16 billion USD in 2018 (Ollivaud & Haxton, 2019). This significant contribution to the national economy places tourism as a strong catalyst for economic development in various archipelago regions. This, in turn, will create jobs, encourage entrepreneurship, and improve living standards in areas that host tourism activities, especially uplifting marginalized communities and encouraging inclusive growth (Scheyvens & Biddulph, 2018).

The potential for natural beauty in Indonesia in recent years has become a concern. This has received great attention to be developed in Indonesia, including Lombok Island. The flourishing tourism industry in Lombok has resulted in an upsurge of tour and travel companies seeking to capitalize on the island's allure (Fahlevi et al., 2020). The increasing number of visitors from Indonesia and overseas has prompted these companies to compete aggressively with tourists' diverse needs and preferences. This vibrant market has become a driving force behind the growth and expansion of tour and travel businesses in Lombok. Among them, PT. Lirik Lombok Tour & Travel and JATATUR Tour & Travel have emerged as prominent players in the travel agency landscape on the island. Additionally, various domestic and international tourists have forged partnerships or established branches in Lombok, such as Werkudara, a partner of PT. Lirik Lombok Tour & Travel, and PADI Travel, specialize in marine tourism. This fierce competition has heightened the awareness of all parties involved to offer unique and enticing packages to attract tourists (Soenarto, Rahmawati, Suprapti, Handayani, & Sudira, 2018).

In response to the increasing competition within the tourism industry, businesses seek fresh innovations to entice visitors, as many companies offer similar packages and services. This observation has been reinforced

through researchers' participation in events such as travel fairs or tablet summits organized by various government or industry groups. Nearly all tour and travel enterprises sell identical packages, creating uniformity in the offerings. The West Nusa Tenggara (NTB) province has over 631 tour and travel agencies spread across eight districts and two cities. There are approximately 601 agencies, accounting for more than half of the total in Lombok. Based on personal experiences, researchers noted that most travel agencies in Lombok offer similar packages (Dinas Pariwisata Provinsi NTB, 2022). Therefore, the introduction of innovative ideas is deemed necessary to provide new options for the tourism industry in Lombok, enriching the overall tourism landscape of West Nusa Tenggara province and Lombok in particular.

Developing new tourism products is in line with the tourism development in the destination, as well as consideration of the positive impacts of the industry on the local community and the environment (Hizmi & Junaid, 2023; Williams & Williams Jr, 2022). The potential of natural resources as tourism products must be maintained to preserve environmental quality and sustainability (Sangadah & Sukidin, 2016). This, by stakeholders and policymakers, has been mostly focused on promoting cultural and environmental tourism, specifically in tourist villages (Ekawati et al., 2021; McCool, Moisey, & Nickerson, 2001; Sharpley, 2009a, 2009b). Besides tourist villages, agritourism is another type of tourism promoting sustainable implications. Agritourism promotes agriculture as a tourism product that has continuously developed, especially in rural areas for education and recreation (Ekawati et al., 2021; D. Rotich, Nthiga, Bor, & Kogola, 2012; S. J. Rotich, 2018). This type of tourism has positive impacts on the development of the rural area and can be used as a solution to preserve tradition as well as the income of the local community (Bakhmatova, 2021). Referring to the geographic characteristics of Lombok, agritourism of coffee can potentially be prospective. According to the Central Statistics Agency (BPS) report in 2023, Indonesia's coffee production reached 794.8 thousand tons in 2022, an increase of around 1.1% compared to 2021. This makes Indonesia the third largest producer of coffee beans and shows the important role the coffee industry plays in Indonesia's economic growth.

These forms of tourism cater to specific interests and preferences, offering unique experiences that differentiate them from conventional mass tourism. Agritourism can essentially be a promising industry which exploits the appeal of plantation activities to attract visitors looking for authentic and immersive experiences. Apart from experience in coffee plantations, the quality and taste of coffee in Lombok can compete with other types of coffee in Indonesia. Lombok coffee has attracted the interest of coffee businesspeople from all corners of Indonesia, where demand for this type of specialty coffee can be seen from sales records at one of the coffee processing places in Sapit village, East Lombok. Sapit village has produced coffee since 2003 with two variants of coffee (Robusta and Arabica). At least 150 tons of Robusta has been harvested every year, while Arabica is about 15% of the total area of 450 ha (Kemenparekraf, 2023; Yulistina & Arianti, 2019).

Lombok coffee's appeal is not limited to Sembalun, with many other coffee plantations spread across the island. Sapit village, located in the middle of the beautiful natural scenery of East Lombok, with stunning views of the Alas Strait and Sumbawa Island, as well as a charming hilly environment, has a unique charm that makes it an ideal location for coffee-based tourism. The beauty of Sapit village, highlighted by the panorama, makes it a worthy competitor for coffee agritourism. The rich culture of the community, coupled with coffee-growing traditions, creates a charming atmosphere for visitors looking for an authentic and immersive experience. The potential of Sapit village as an agritourism destination lies not only in its beautiful natural scenery but also in its friendly people who warmly welcome visitors, making them feel part of the local culture (Amrina, Karyadi, & Hamdi, 2021; Jannata & Supiarmono, 2023).

The potential of Sapit village can be used as an opportunity to be developed as a tourist attraction and become a special interest tourism product that can positively impact the economy of the local community in Sapit village. However, research in Sapit village is still limited, and the study related to the potential or marketing strategies of agritourism in Sapit village has never even been carried out. Therefore, researchers attempt to analyze the potential with a qualitative approach using SWOT analysis to map the potential and initial steps that can be taken in developing or marketing coffee agritourism products in Sapit village as a choice for visitors exploring Lombok.

2. Methodology

The data in this research were obtained through observation and interviews with several stakeholders in the development of coffee tourism in Sapit village. The primary data collection was carried out by researchers through observation of coffee plantations and several potential attractions in Sapit village, East Lombok. As a prominent location for coffee lovers and producers, Sapit village presents an attractive coffee agritourism atmosphere. Data collection in this village involved the local coffee farmers to understand their perspectives on the coffee industry, the cultural significance of coffee cultivation, and the potential for agritourism in the area. To obtain a more detailed picture in mapping the potential of Sapit village as a coffee agritourism, interviews were conducted with coffee plantation managers, tourism actors, or tourism organizations in Sapit village to highlight the unique experiences as an agritourism destination. Apart from that, researchers tried to explore information related to tour

packages from the travel industry; in this case, the data was obtained from interviews with PT. Lirik Lombok Tour & Travel. This research seeks insight into the company's attitude towards coffee agritourism packages in Sapit village. Interview with directors and staff at PT. Lirik Lombok Tour & Travel explains the company's perspective, strategy, and vision in incorporating agritourism coffee into the tourism packages.

This research used a qualitative approach by reviewing the potential of the Sapit coffee plantation based on the results of observation compared with perspectives from coffee producers and enthusiasts in Sapit village, as well as insights provided by the travel industry. By juxtaposing these points of view, this research aims to identify the potential for synergy and convergence of their perceptions regarding coffee agritourism in Sapit village. This comparative approach provides an understanding of the feasibility of developing a destination that can be created from the potential of coffee plantations, alignment with local sentiment, and tourism industry objectives (Pujasmanto, 2021). In addition, interviews with various tourism enthusiasts and stakeholders in Sapit village provide a comprehensive understanding of the views, aspirations, and hopes of the local community regarding agritourism development. The input gathered from these interviews allowed the researchers to identify potential challenges, opportunities, and cultural considerations that need to be integrated into the development of coffee agritourism in this location.

Semi-structured interview methods provided flexibility in exploring various aspects related to the development of coffee agritourism from an industrial perspective following the needs of creating the coffee agritourism package. The interview allows researchers to probe prepared questions and unanticipated themes that may emerge during the conversation. In this research, site observations were conducted in July-August 2021, starting with a visit to Sapit village, located in Suela District, East Lombok Regency, to map and review potential locations that would be used for development. The observation helps researchers gain primary data to understand the phenomenon in the research site without interference or manipulation of the subjects being observed.

Qualitative descriptive analysis in this research was conducted using a SWOT analysis approach. SWOT analysis aims to identify Strengths, Weaknesses, Opportunities, and Threats, which can then be used as a basis for designing strategies in work programs (Forleo & Palmieri, 2019). SWOT analysis was applied to assess the potential quality of the Sapit village as a coffee agritourism. Strength refers to the aspects that are the main attraction of the coffee agritourism in Sapit village, which can attract tourists effectively and create a good impression. Weakness aspects include factors that could pose a threat to the popularity and demand for coffee agritourism. These factors can include aspects related to the availability of human resources and natural resources, both of which are integral components of an agritourism package. The opportunity aspect includes various factors such as regulations, trends, or other issues that can be utilized to promote coffee agritourism in Sapit village so that it can attract more tourists. Threats are factors that can cause material and immaterial losses, both affecting tourists as customers and service providers. From the four existing factors, a strategy is then formed by combining the relationships between internal and external factors which are described in a matrix (S. Fatimah, 2020)

External factors in the SWOT analysis relate to external conditions that can influence the formation of opportunities and threats from the development of coffee agritourism in Sapit. Factors may include the macro business environment, specific conditions of coffee agritourism, legal aspects, politics, economics, or social media. Meanwhile, internal factors are influenced by the company's strengths and weaknesses, which include the relationship between conditions in the management of Sapit coffee agritourism and influencing the decision-making process. This includes managerial functions such as finance, human resources, marketing, management information systems, or operations (T. Fatimah, Wahyuningputri, & Hasudungan, 2021).

SWOT analysis evaluates the interaction between external factors (opportunities and threats) and internal factors (strengths and weaknesses). Internal factors are consolidated into the Internal Strategic Factor Analysis Summary (IFAS) matrix, while external factors are consolidated into the External Strategic Factor Analysis Summary (EFAS) matrix (Ekawati et al., 2021; Rizieq, Widarti, & Viktor, 2021). By using SWOT analysis, researchers can identify competitive advantages, challenges and potential growth opportunities related to coffee agritourism in Sapit village, which contributed as recommendations to the development of new tourist attractions and sustainable tourism packages at PT. Lirik Lombok Tour & Travel.

3. Results and Discussion

Element of Agritourism Services in Coffee Plantation of Sapit

Based on the site observation and type of agritourism, Sapit village can be categorized as an open space agritourism because tourists can carry out the same activities as people in the coffee plantation areas. Activities that can be done are not only picking or studying the characteristics of coffee in the coffee plantation but there are also other activities such as camping or enjoying the view from the Sapit plateau. Facilities, such as camping equipment, toilets and gazebos were built and managed by the local community. The attractions in Sapit village are specific and are also managed by the local community who live or own coffee plantations in Sapit. Facilities at the coffee agritourism utilize natural materials found around coffee plantations, such as wood and other natural

materials with construction considering cultural values, aesthetics and environmental impacts as well as the safety of wild animals and easy access for large-sized transportation. Based on the rough assessment, the agritourism in Sapit village has generally met the requirements for coffee agritourism as described in Table 1 below.

Table 1. Elements of agritourism services in coffee plantation of Sapit village

No	Agritourism service elements	Type	Availability	Information
1	Information service system	Guidebook	X	There is no guidebook available to inform visitors about the location of tourist attractions, the roles of the area in Sapit village or the Sapit village profile
		Local Tour Guide	X	There is no local tour guide available to assist visitors during their trip so the tourists usually bring a guide from outside Sapit village to assist
2	Facilities	Accessibility	V	There are dirt roads made by residents and not yet paved but still well-suited for 4-road cars
		Transportation	V	There is no special transportation to access the coffee plantation or attraction in Sapit village
		Lodging	V	There are tents for rent for camping visitors
3	Infrastructure	Toilet	V	There is a portable toilet available around the camping ground and a toilet in the local's house.
		Information/Sig npost	V	There are notice boards and signposts for tourist attractions
		Restaurant	V	There are restaurants and stalls available on the camping ground
4	Role of the local community	Labor	V	The local community of Sapit village is willing to contribute
		A souvenir Shop	X	There is no souvenir shop in the camping ground or coffee plantation
5	Supporting infrastructure	Water	V	There are water channels, but they are not evenly distributed, especially during the dry season.
		Electricity	V	The electricity is ready in the camping ground and local house around the coffee plantation.
		Internet	V	The internet is available
		Security post	X	There is no security post, but local people are guarding the place

V = available

X = not available

Source: Fatimah (2021)

Based on the site observation, it is found that Sapit village has two main attractions for visitors, namely the coffee plantation and the camping ground on the top of the end of the coffee plantation. The geographical conditions of Sapit village are situated at an altitude ranging from 697 to 2,300 meters above sea level, making it an ideal location for cultivating various crops, including coffee. The agricultural and topographical features of Sapit village present a conducive environment for cultivating several plant species, with coffee being one of the prominent ones. The availability of suitable altitudes and favourable climatic conditions in the village contribute to the successful growth and production of coffee crops.

The villagers' livelihoods, heavily dependent on agriculture, particularly coffee cultivation, play a crucial role in sustaining the local economy and fostering a connection to the land and its resources. The unique geographical advantages of Sapit village offer opportunities for developing agritourism activities centered around coffee, thereby potentially enhancing the village's socio-economic prospects while preserving its rich cultural and agricultural heritage. By recognizing the significance of coffee cultivation in the livelihoods of the community and the natural suitability of the village for coffee farming, the research aims to explore the potential of agritourism coffee packages as an innovative approach to sustainable tourism development in Sapit village. This acknowledgement of the village's distinctive characteristics and the integration of the local community's traditional practices with tourism activities are essential in creating a meaningful and mutually beneficial agritourism experience for tourists and villagers alike.

As a village situated at an elevation with most of its population engaged in farming, Sapit village offers stunning natural beauty and biodiversity. The hilly terrain and expansive forests stretching from the east to the west provide breathtaking views. The terraced rice fields create a unique rural ambiance, complemented by the cool climate of Sapit village, with temperatures ranging from 25 to 17 degrees Celsius, making it an ideal location for coffee cultivation. Thus, visitors can enjoy the natural beauty of the camping site. Besides nature, the cultural life of the community and cultural attractions held at specific times, such as the Local *Mauled* (birthday of prophet Muhammad) or *Mauled Beleq* and *Bubus Batu* ceremonies in January and July, add to the appeal for tourists. There are also various activities to be enjoyed in Sapit village. Adventurers can embark on trekking expeditions to Pal Jepang Hill, reaching heights of 2,300 meters above sea level, with challenging trails. Alternatively, soft trekking around the rice fields, with views of Alas Strait to the east and forest-covered hills to the west, offers a more leisurely experience. However, the most captivating activity is the agritourism coffee experience in the village. Tourists visiting this attraction participate in the traditional coffee processing, from harvesting to packaging. The entire process is conducted using traditional methods, and tourists are also taught about various coffee types and how to prepare coffee using manual brewing techniques or simple espresso machines.

Based on the observations conducted, there is a lack of sufficient tourism facilities in the area. The relatively low number of tourists visiting might draw attention from the village and regional authorities. Nevertheless, some directional signs and information boards about local attractions can be found in certain village areas. The hilly geographical condition of Sapit village makes it somewhat challenging to access larger vehicles, such as buses with a capacity of more than 30 seats. It is highly recommended to use motorcycles or mini-buses when visiting the village. The relatively long travel distance, approximately 2 hours from Lombok International Airport and around 2 hours and 45 minutes from Mataram city, suggests that tourists might stay overnight to fully enjoy their experience in Sapit village.

Only a few homestays managed by the community are available, with most of them being private homes offering some tourist rooms. While this scarcity of accommodation might be considered a weakness, it also adds to the uniqueness and authentic charm of Sapit village as a destination.

Strengths

Based on observations and interviews with destination managers and travel agents, researchers identified several advantages of agritourism coffee packages in Sapit village, including: (1) The unique natural beauty of Sapit village, as observed and confirmed by researchers, is located at an altitude of more than 600 meters above sea level and the livelihood of its residents relies mostly on agriculture, including rice farming and forestry. This provides an atmosphere and panorama that is suitable for development as a new mainstay tourist attraction in the future; (2) Sapit village has a rare variety of coffee, the Arabica coffee is rarely found in other places in Lombok; (3) The culture of the local community is still maintained, and this can be one of the attractions introduced to tourists; (4) An attractive tourism package is characterized by emphasizing activities and providing new experiences in tourism. Involving tourists in every coffee processing, which is carried out simply with the village community, will provide a unique experience for tourists.

The strengths demonstrate the potential for coffee agritourism in Sapit to become an attractive and competitive product. The natural beauty, rare coffee varieties, culture, and interactive approach to tourists provide opportunities for sustainable growth and differentiation in a highly competitive tourism industry. As Woyesa and Kumar (2021) found, the development of tourism innovation, including coffee agritourism can bring sustainable livelihood. However, to take advantage of these strengths, weaknesses and external factors that may be challenges or risks to the development and success of agritourism packages in Sapit village must be overcome. By formulating a strategic plan, coffee agritourism in Sapit village can be attractive and popular with tourists and contribute positively to economic development.

Weaknesses

Accommodation

One of the weaknesses of agritourism in Sapit village is the lack of suitable accommodation options for visitors. Although some accommodations have been established and recorded by the tourism department, they are primarily residential houses and not specifically designed for tourists. This aligns with the statement made by a local tourism enthusiast and coffee farmer in Sapit village, who mentioned:

"Before the earthquake, there were occasional visitors here, and even during the pandemic, there were still one or two guests. However, the main weakness here is the lack of accommodation, suitable lodging."

This statement is also supported by Wang et al., (2022) that accommodation is an important aspect of agritourism and become a part of the hospitality service.

Local Guide

The absence of local guides is another weakness found in Sapit village, which was also mentioned by the tourism actor in Sapit village: *"If you want to bring guests here, bring along a tour guide, a local tour guide because there is none available here."* This should be under consideration if Sapit village is promoted as Coffee Agritourism as the local guide plays an important role in tourist satisfaction and revisiting intention to a destination (Çetinkaya & Öter, 2016).

Accessibility

The accessibility of Sapit village poses a challenge for the development. The village's hilly terrain makes it difficult for certain vehicles to access the area. Buses with a capacity of more than 35 people are guaranteed to be unable to enter the village due to narrow and steep roads with sharp turns. Only smaller vehicles such as mini-buses can navigate the roads and access the village. The accessibility issue also extends to the coffee plantation areas within the village. These locations can only be reached by motorcycles through small, steep, and narrow paths, presenting another weakness of the destination. This limitation poses a specific challenge for the target market of the coffee agritourism in Sapit village.

In conclusion, the weaknesses identified in coffee agritourism highlight important aspects that need to be addressed for successful development. Solutions to improve accommodation options, establish local guide services, and address accessibility concerns will be crucial to enhance the overall visitor experience and attract a broader range of tourists. Addressing these weaknesses will contribute to the package's competitiveness and sustainability, ensuring its positive impact on the local community and the tourism industry in Sapit village.

Opportunities

Some external factors that present opportunities to increase tourist interest and address existing shortcomings, several opportunities are identified as follows: (1) One of the opportunities that can be leveraged in marketing coffee agritourism is the increasing trend of coffee consumption in Indonesia. This trend opens up agritourism as an attractive alternative for coffee enthusiasts or individuals interested in learning more about coffee; (2) The absence of similar packages offered by other travel agencies in Lombok creates an opportunity for the agritourism coffee package to stand out as a unique offering by PT. Lirik Lombok Tour & Travel. Creating a new type of tourism will be a part of innovation to build a competitive advantage in the tourism industry (Borseková, Vaňová, & Vitálišová, 2017; Hjalager & Flagestad, 2012)

Threats

One of the potential threats from developing coffee tourism is the negative impact of tourism on the social life of the Sapit village community. Due to the high number of religious people in the customs and norms of Sapit village, there are concerns about the potential negative impact of tourism activities. In an interview with a resident and tourism activist in Sapit village, he expressed his fear of the negative impacts that might arise as a result of tourism activities. He emphasized the importance of tourists respecting and obeying the customs and norms of the Sapit community:

"Which needs to be anticipated are the negative aspects, for example, the interaction between men and women, or in a colloquial sense, whether the guests will adhere to the local customs, or the locals will adopt the customs of outsiders, right?"

Weather conditions are a threat that can disrupt agritourism activities in Sapit village. Unpredictable weather, especially in the hilly and forested areas where tours take place, is a big issue for both tourists and service providers. Weather conditions greatly influence the success of agritourism tourism, as does the time when coffee is harvested, which is susceptible to pest attacks, thus potentially disrupting tourism activities. This is in line with the statement of the informant of the owner of PT. Lirik Lombok Tour and Travel.

"One of the concerns is the natural conditions, such as rain, for example, or fog, and also the harvest season, which could potentially affect the sale of this package."

Although the development of coffee agritourism in Sapit village presents various opportunities to attract tourists and provide unique experiences, it also faces potential threats that need to be addressed for sustainable development. Solutions to mitigate the impact of tourism on the social life of local communities, as well as contingency plans for adverse weather conditions, will be critical to the long-term success and positive impact of the tourism industry and communities in Sapit village. This is also in line with the systematic review conducted by Nopiyani and Wirawan (2021).

Based on the explanation and research result above, the SWOT analysis of Coffee Agritourism in Sapit village can be summarized in the matrix below:

Table 2. Matrix of SWOT Analysis

EFAS	IFAS	Strength	Weakness
			<ol style="list-style-type: none"> 1. The natural beauty and availability of other attractions besides the coffee plantations. 2. The coffee in Sapit is a rare variety. 3. Sapit village still has a strong culture that can be introduced to tourists 4. The Coffee Agritourism of Sapit emphasizes engaging activities and new experiences for tourists.
Opportunity		SO	WO
	<ol style="list-style-type: none"> 1. The growth of the coffee industry and the current coffee trend can be one of the factors that attract tourists. 2. The absence of similar packages makes Coffee Agritourism a potential alternative and new option for tour packages. 	<ol style="list-style-type: none"> 1. The favorable development of the coffee industry in Indonesia can serve as one of the factors attracting tourists to Sapit village. With its natural beauty and various tourist activities, the agritourism package of coffee in Sapit village can be an appealing choice for both general tourists and those specifically interested in or involved in the coffee business. 2. The absence of similar activities and attractions offered by other travel agents in Lombok presents a unique opportunity for the tour package provided by PT. Lirik Lombok Tour & Travel. 	<ol style="list-style-type: none"> 1. Utilizing residents' homes as accommodation can present an opportunity to address the existing shortcomings. 2. Offering a new experience to tourists by embarking on challenging journeys through the hilly natural terrain of Sapit village. 3. New access or local transportation can be introduced to visitors, and it can create another economic income for the local community.
Threats		ST	WT
	<ol style="list-style-type: none"> 1. The community's perception of tourism and its negative impacts on tourism. 2. Unpredictable weather conditions and seasonal variations in the harvest period. 	<ol style="list-style-type: none"> 1. Implementing community-based tourism so that all layers of the community can enjoy the positive impacts of tourism, thus reducing its negative effects. 2. Choosing the appropriate timing between April and October can enhance the smoothness of tours in Sapit village. These months coincide with the coffee harvesting season and avoid the rainy season. 	<ol style="list-style-type: none"> 1. The lack of accommodation and the condition of residential facilities of the locals may be a consideration and require improvement. 2. The residents, who mostly work as farmers and have a low education level, need government attention.

Source: Analysis of researcher (2023)

Strength– Opportunity (SO) Strategies

Based on the analysis of strengths (S) and opportunities (O), opportunities for developing coffee agritourism in Sapit village can run optimally. The local community can promote unique activities and attractions to tourists that are different from their current activities. With its culture preserved and its natural beauty, Sapit village can be an alternative special interest tour package that is different from other tourism products. This not only has the potential to be a business opportunity for travel agencies such as Lombok Lirik Tour and Travel but can also be used as a strategy to introduce culture and natural beauty in Sapit village, which is not far from the famous tourism destination in East Lombok, namely Sembalun.

Weakness – Opportunity (WO) Strategies

The lack of accommodation and difficulty of access to Sapit village becomes a business opportunity if it can be developed by the village community, where local people can provide lodging in the form of homestays or rent out tents to tourists. The involvement of local communities can be an additional strength that can be utilized to overcome these shortcomings. Regarding accommodation, Sapit village can utilize local houses by setting service standards and maintaining the cultural integrity of the houses. Hospitality education or training in collaboration with tourism universities is also important to support the success of the program to be implemented and provide excellent service.

Strength – Threats (ST) Strategies

The beautiful natural environment and the presence of rare coffee, which are the strengths of Sapit village, also give rise to weaknesses. Unpredictable natural and weather conditions can significantly affect the success of the

programs included in this agritourism package. Therefore, information and coordination are very important. Information is needed so that tourists can visit at the right time. Regarding the facilities, tourism actors in Sapit village need to pay attention to appropriate quality and safety to provide comfort for tourists who come to Sapit village, especially those carrying out coffee agritourism activities.

Weakness – Threats (WT) Strategies

The readiness of the local community as part of developing coffee agritourism tourism in Sapit village needs careful attention and guidance. Therefore, cooperation and coordination with external parties such as the government and academics is needed to improve the quality of human resources and product development in the village. The training referred to in the HR context covers aspects of hospitality, accommodation management, and general tourism knowledge. Apart from that, the challenging natural conditions of Sapit village require careful planning to anticipate weather problems that have the potential to pose a threat to the success of this tourism program.

Challenges in Developing Coffee Agritourism in Sapit village

As an industry especially vulnerable to natural disasters, it is necessary to develop strategies to overcome adverse possibilities. Apart from that, an obstacle that may arise is coordination between sectors. In overcoming a problem, especially a natural disaster that may not be predictable, multi-sectoral coordination and communication and various levels of stakeholders require maximum attention in preparing disaster and crisis risk management plans (Chan, Nozu, & Cheung, 2020). Sapit village was one of the villages that was heavily impacted by the Lombok earthquake in 2018. The impact of the earthquake was not only damage to infrastructure but also a water crisis due to the closure of several main springs due to the earthquake. In the current dry season, the possibility of drought could cause a water crisis, which causes a lack of supply to several locations, including the camping ground, which has the potential to be one of the attractions in Sapit village besides the coffee plantation. Drought also has the potential to cause forest fires, which can be dangerous and cause other negative impacts (Sun, Zhou, Wall, & Wei, 2017).

Therefore, the potential for disaster is a challenge for tourism development in Sapit village; it can have a negative impact not only on tourists but also on local communities and the government, both physically and non-physically. Risk cognition is the first step in reducing damage and losses due to disasters. Thus education and capacity building are needed so that local community knowledge regarding disasters increases and reduces the impact of disasters. Collaboration between stakeholders must also be improved. The success of such collaboration depends on experience and relationships, while consistent communication and trust among tourism stakeholders are important drivers in influencing the effectiveness of collaboration (Jiang & Ritchie, 2017). Tourism management in Sapit village must also be carefully considered, especially regarding the level of coordination, transparency between stakeholders, and a clear division of tasks and responsibilities in organizing tourism and contributing to advancing tourism activities.

4. Conclusion

Coffee agritourism in Sapit village has great potential to become a new tourist attraction in East Lombok. This is seen from the results of observations that almost all elements fulfill the potential of Sapit village to be developed as coffee agritourism. However, regarding the SWOT analysis, deficiencies in the availability of accommodation facilities and weather changes need to be considered. Risk analysis and planning for risk mitigation also need to be prepared to anticipate and reduce risks from natural disasters. Collaboration in the internal management of tourism actors in Sapit village needs to be considered for the sustainability of tourism activities in Sapit village. Sapit village could become a new tourist destination on Lombok Island with its natural wealth and cultural heritage. Coffee processing activities and community adherence to ancestral culture make the village an integral part of tourist activities in the village.

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