

Development of Community-Based Coffee Agrotourism in West Nusa Tenggara Province

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Abstract

Sustainable rural development requires strategies that optimise local resources while maintaining environmental and socio-cultural sustainability. The purpose of this study is to analyze the development of community-based coffee agrotourism in East Lombok Regency, West Nusa Tenggara Province, as a strategy to strengthen sustainable rural economic development. The research method uses a qualitative descriptive approach from secondary data to analyze the biophysical potential of local coffee-based agroecosystems, the institutional readiness of farmer groups and regional organizations, and existing collaboration mechanisms between government, communities, academics, and private actors. The results indicate that East Lombok has the potential to be developed into coffee agrotourism based on its natural and socio-cultural conditions, agricultural climate, farming communities, and local traditions. Obstacles faced include tourism infrastructure, community management capacity, and weak coordination between institutions. The recommended model to overcome the difficulties of agrotourism development is Community-Based Tourism (CBT), which integrates economic, socio-cultural, and ecological dimensions. In addition, cross-sector collaboration (quadruple helix) is needed to ensure a stable distribution of economic and environmental benefits. Therefore, the results of this study provide a practical basis for planning and policy-making related to the development of inclusive and sustainable agrotourism.

Keywords: agrotourism; coffee; empowerment; community; sustainability.

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INTRODUCTION

The agricultural sector is currently transforming through integration with tourism activities, known as agrotourism. This approach is considered effective in strengthening rural economic resilience by diversifying farmers' income sources (Paramita, 2024). In addition to providing recreational experiences, agrotourism also plays a role in increasing public education about sustainable agricultural practices and their accompanying ecological values (Wiguna et al., 2022). Globally, agrotourism has proven to be a strategy for revitalising rural areas based on local potential (Nono et al., 2024). Coffee, as one of the leading products of the tropical agriculture sector, has a strategic position in the development of agrotourism thanks to its economic value and cultural appeal (Satriawan et al., 2025). Experiences from coffee-producing countries such as Colombia, Vietnam, and Ethiopia show that coffee tourism can drive local economic growth, strengthen social identity, and sustain agricultural landscapes (Shabrina & Eristya, 2025). Thus, coffee agrotourism is an innovation that bridges economic, cultural, and environmental aspects (Darmawan et al., 2024). In the Indonesian context, the success of coffee agrotourism is also influenced by product innovation, tourism facilities, and active community involvement (Wardani & Farhan, 2024).

Coffee agrotourism is the integration of agricultural economic value with experience-based and educational tourism. This model not only expands sources of income but also strengthens the agrarian identity of local communities (Parining et al., 2024; Mangku & Mahayana, 2023). In sustainable rural development, agrotourism contributes through job creation, increased added value of local products, and strengthening of community social capital (Lane & Kastenholz, 2015; Hidayat et al., 2023). The sustainability approach in agrotourism encompasses three main dimensions: economic, social, and environmental, which need to be synergized to achieve long-term rural development goals (Yudhari et al., 2020). The development of agrotourism that is adaptive to local values, such as coffee plantation culture and agroforestry practices, can strengthen community independence and reduce dependence on a single sector (Safirah, 2024). This principle aligns with the concept of Community-Based Tourism (CBT), which emphasizes community participation in the planning and management of tourism activities (Utami et al., 2022; Noknoi, 2016). In other words, coffee agrotourism has strategic potential to strengthen local economic resilience while preserving rural socio-cultural values (Harudin et al., 2025).

Although the potential for developing coffee agrotourism in areas such as East Lombok is substantial, its realization remains hampered by several structural and managerial constraints. Many farmers are still focused on production and have not integrated tourism activities into their agribusiness systems (Sunarto et al., 2024; Karyani et al., 2018). In addition, local institutions do not yet fully support it, tourism infrastructure is limited, and the community's managerial capacity remains low (Hidayat et al., 2023). Bibliometric findings also confirm that barriers to agritourism development in Indonesia include limited access, a shortage of human resources, and a lack of collaboration among stakeholders (Prasetyanto et al., 2025). Various regional studies show similar patterns of challenges: suboptimal quality management practices (Harahap et al., 2025), the impact of climate change and technological limitations (Mulyono et al., 2022), and the absence of institutional models that encourage active community participation (Risvita et al., 2023). These conditions indicate the need for comprehensive, collaborative development strategies among farmers, government, academics, and the private sector to optimize the potential of coffee agrotourism (Ramonita et al., 2025).

Previous studies have confirmed that coffee-based agrotourism provides significant benefits to both farmers' economies and the sustainability of agroecological landscapes. Studies in Bali, East Java, Banyuwangi, and Malang show that success depends on four main aspects: tourism facilities, community participation, institutional support, and local identity (Pribadi et al., 2025). Findings from Pacitan, Pagar Alam, and Sumbertangkil emphasize the importance of training, digitalization, destination branding, and multi-stakeholder collaboration (Pratiwi, 2019; Narimawati et al., 2025). However, in-depth studies on the synergy among the economic, social, and ecological dimensions and on community empowerment in the context of East Lombok remain limited. Therefore, this study aims to formulate a model for the sustainable development of coffee agrotourism, with local economic empowerment and community involvement as the leading actors. The results are expected to contribute conceptually and practically to the development of coffee agrotourism in eastern Indonesia.

MATERIALS AND METHODS

Research Design

This study employs a qualitative descriptive approach, focusing on analyzing existing conditions, opportunities, and challenges in the development of coffee agrotourism in East Lombok. The research Design aims to develop a conceptual model for community-based agrotourism development, so that the analysis is conducted on secondary empirical data describing the region's potential, the community's socio-economic characteristics, institutional capacity, and government policies related to the agriculture and tourism sectors. This approach was chosen to gain a comprehensive understanding of the local context without conducting experiments or primary

surveys, while still following the systematic procedures of applied research.

Data sources and sampling techniques

The data used are secondary, derived from statistical documents, policy reports, regional potential mapping results, and scientific publications related to coffee agrotourism. Data sources were selected through purposive sampling, based on their relevance and connection to the research objectives. The selection criteria included a) documents published between 2015 and 2025; b) information containing data on coffee potential, socio-economic conditions of the community, or community empowerment programs; c) data that could empirically explain coffee production, tourism development, or local institutions in East Lombok.

Research Instruments

The research instrument consists of a descriptive analysis guideline sheet that identifies key data from each document. This instrument covers a) biophysical conditions and the potential of coffee land; b) socio-economic characteristics of farming communities; c) local government policy support; d) the role of institutions and stakeholder networks; and e) opportunities and obstacles to the development of coffee agrotourism.

Research Procedures

This research procedure was carried out through four main stages, consisting of

Preparation Stage

This stage aims to determine the research focus, the study location, and formulate indicators for analyzing the development of community-based coffee agrotourism. This stage also involves identifying data requirements and developing analysis instruments.

Secondary Data Collection

Data dikumpulkan dari publikasi resmi pemerintah, statistik daerah, dokumen rencana pembangunan, serta literatur ilmiah yang relevan. Setiap sumber kemudian dicatat dalam matriks data untuk memudahkan proses pengelompokan tematik.

Data Analysis

Data analysis was conducted using descriptive-qualitative methods consisting of a) situation analysis (socio-economic profiling); b) analysis of potential and constraints; c) analysis of institutions and stakeholder collaboration; and d) identification of development opportunities based on regional and national trends. This approach enabled researchers to develop a comprehensive interpretation of the region's readiness for the development of coffee agrotourism.

Conceptual Model Development

The results of the analysis were then synthesized to formulate a community empowerment-based agrotourism development model. The resulting model was linked to the principles of sustainability (economic, social,

and environmental) and the Community-Based Tourism (CBT) framework to suit the context of East Lombok.

RESULTS AND DISCUSSION

Comparison of Research Findings with Previous Research

Based on data from Statistics Indonesia (2025), the area of smallholder coffee plantations in NTB reached

14,000 hectares in 2024, making it the leading commodity after coconut (57.9 thousand hectares). The largest production centers are in the East Lombok Regency, particularly in the Sembalun and Sapit Districts. To describe the existing conditions more systematically, the following is a summary table of the region's basic potential. The conditions and potential for developing coffee agrotourism in NTB Province are shown in **Table 1**.

Table 1. Conditions and Potential for Coffee Agrotourism Development in NTB Province

Aspect	Main Indicator	Value / Condition	Data Source
Area of smallholder coffee plantations in NTB	± 14,000 ha (2024)	Main commodity after coconut (57.9 thousand hectares)	NTB Province BPS (2025)
Main production center	East Lombok (Sapit, Sembalun)	Mountain agroclimatic conditions are ideal for Arabica coffee.	NTB Agriculture Office (2024)
Active tourism activities	< 20% of the coffee area is utilized	Tourism remains focused on hiking and natural scenery.	NTB Tourism Office (2024)

Source: Secondary data

Research findings indicate that the potential for coffee agrotourism is very high, but integration between coffee farming and the tourism sector remains limited. Tourism activities in Sembalun focus more on hiking and natural panoramas, while educational coffee tourism covers only a small portion of the land. This situation highlights the need for a community-based agrotourism development model to optimize potential and enhance local economic sustainability in NTB Province. This condition is consistent with previous studies in Indonesia; for example, a study by [Hidayat et al. \(2023\)](#) revealed that coffee agrotourism in East Java faces institutional and community-participation barriers that affect its sustainability. A study by [Yudhari et al. \(2020\)](#) in Bangli Regency, Bali, found that, despite extensive Arabica land and beautiful scenery, coffee tourism management remains suboptimal due to weak institutional support.

Research in Amadanom Coffee Village, Malang, [Pangestuti et al. \(2018\)](#) also concluded that the lack of local government support limits the development of coffee agrotourism despite its enormous potential. Meanwhile, research in Cibeureum Village, Kuningan, by [Setiawati \(2024\)](#) focused on "coffee-trail planning" as an instrument for coffee tourism development, showing that specific strategies are needed to optimize the potential of coffee areas. In the Yogyakarta region, [Ariyanto et al. \(2025\)](#) showed that local coffee commodities, combined with a community-based tourism model, can increase tourist satisfaction when service quality is guaranteed. Research by [Ketut et al. \(2023\)](#) in Belok Sidan, Badung, identified development strategies, including digitization and agro-tech parks, to support community-based coffee tourism. Moreover, a study by [Nono et al. \(2024\)](#) in NTT concluded that the development of community-based coffee agrotourism does have great potential but is hampered by human resources and promotion. Thus, the findings in East Lombok align with national literature, indicating that the potential for coffee agrotourism in various regions of

Indonesia has not been optimally utilized, thereby reinforcing the urgency of a more systematic, collaborative, and sustainable development model.

Discussion Based on Scientific References

In the context of community empowerment and the implementation of community-based models, literature shows that farmer participation and local institutions are crucial to the success of coffee agrotourism. For example, in their study "Participation of coffee farmers in developing agrotourism," [Parining et al. \(2024\)](#) found that the level of farmer participation in developing coffee agrotourism in Bali varied, with passive activities dominating. [Novikarumsari & Subekti \(2022\)](#) in Gombengsari, Banyuwangi, reported that empowering coffee farmers through training and product diversification significantly contributes to sustainable agrotourism. Meanwhile, research by [Basalamah et al. \(2023\)](#) in Banyuwangi found that integrating socio-cultural aspects with coffee tourism strengthens sustainability and local identity. A study in Turekisa, NTT, by [Nono et al. \(2024\)](#) shows that SWOT strategies and community readiness need to be improved to develop community-based coffee agrotourism. In terms of education and tourism experiences, [Bhakti et al. \(2025b\)](#) researched "coffee edu-tourism". They described that designing coffee tourism experiences that involve local communities can increase educational value and empowerment.

An analysis of social media discourse by [Nasvian et al. \(2025\)](#) explains how narratives about coffee tourism in Indonesia are shaped through digital platforms, underscoring the importance of digital promotion in this sector. Meanwhile, a study by [Kurniatun et al. \(2023\)](#) shows that the development of Sembalun Coffee Agrotourism requires strategies based on community empowerment, strengthening local institutions, and

digitizing promotion to achieve economic and social sustainability.



Figure 1. Venn Diagram: Factors in the Development of Community-Based Coffee Agrotourism

Based on **Figure 2**, a synthesis of various studies shows that the development of community-based coffee agrotourism depends on three main aspects: community empowerment, farmer participation, and the strengthening of socio-cultural values and digitalization. [Novikarumsari & Subekti \(2022\)](#) emphasize the important role of institutions such as LMDH, technical agencies, universities, banks, and CSR in increasing farmer capacity through training, digital marketing, and access to financing. [Parining et al. \(2024\)](#) reinforce these findings, showing that 70% of farmers have a very high level of participation, indicating the community's social readiness for agrotourism development. The socio-cultural aspects identified by [Basalamah et al. \(2023\)](#), the community readiness strategies identified by [Nono et al. \(2024\)](#), and the potential for edu-tourism identified by [Bhakti et al. \(2025b\)](#) show that active community involvement is key to the sustainability of coffee agrotourism. On the other hand, [Nasvian et al. \(2025\)](#) and [Kurniatun et al. \(2023\)](#) emphasize the importance of digitalization of promotion and strengthening local institutions. Overall, the data shows that the success of coffee agrotourism stems from the synergy between institutional capacity, farmer participation, local cultural strength, and the use of digital technology. Based on these findings, the development of coffee agrotourism in East Lombok must strengthen community capacity, reinforce local institutions, and utilize digital channels for promotion and diversification of tourism products.

Follow-up on Research Findings

Based on **Figure 2**, the strategic follow-up to the research results encompasses four main aspects: strengthening farmers' capacity through training, establishing local institutions, developing experience-based

tourism packages, and measuring sustainability. This series of strategies was developed with reference to various literature findings that consistently emphasize the roles of digitalization, community participation, tourism Design innovation, and the integration of economic, social, and ecological dimensions in the development of coffee agrotourism. As a follow-up to the findings of this study, it is necessary to formulate an integrated strategy.:

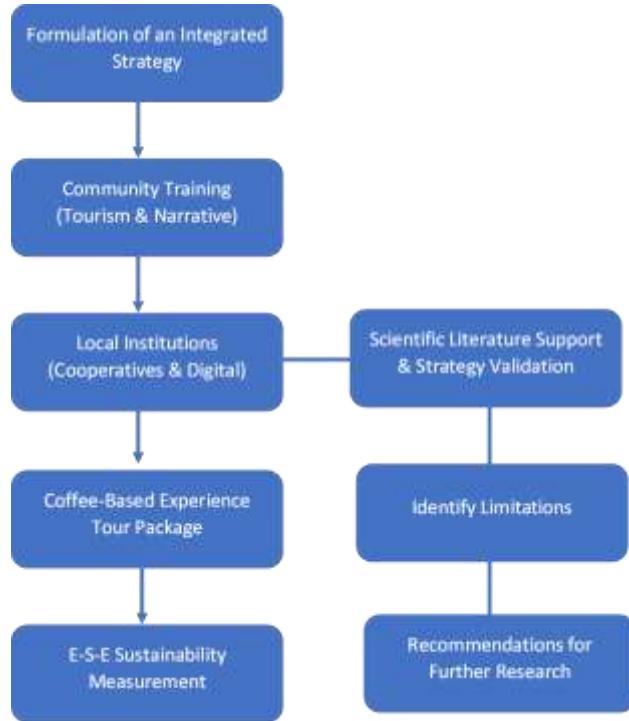


Figure 2. Follow-up on Research Findings

[Ketut et al. \(2023\)](#) show that digitization and the development of agrotech parks are priority strategies that can strengthen the competitiveness of coffee tourism villages. These findings align with [Bhakti et al. \(2025a\)](#), who emphasize that community education and community-based coffee tourism Design are key to the success of destination development. Additionally, [Nasvian et al. \(2025\)](#) highlight the importance of digital narratives as a medium for promoting the uniqueness of local coffee while expanding the reach of tourism promotion.

In terms of sustainability, [Hidayat et al. \(2023\)](#) emphasize the need for comprehensive integration across economic, social, and ecological dimensions to ensure that agrotourism development is not only commercially attractive but also long-term sustainable. In line with this, [Parining et al. \(2024\)](#) assert that farmers' active participation is an important factor in ensuring that economic benefits are felt evenly across the local community. Meanwhile, [Wardani and Farhan \(2024\)](#), in a study in Jember, underscore the importance of innovation in coffee agrotourism packages as a differentiation strategy to increase the destination's attractiveness. Overall, the integration of the four follow-up strategies shown in **Figure 2** is not only relevant to the field context but also aligns with

recent research trends on the development of participatory, innovative, and sustainable coffee agrotourism.

Research Limitations

Despite findings that support the potential for coffee agrotourism development, this study has several limitations. First, the data used are secondary and partial, so they do not capture the farming community's socio-economic dynamics in depth. Second, there is no longitudinal data available on the number of tourists and their direct economic contribution to farmers. In addition, the research area is still limited to potential zones such as Sapit and Sembalun, while other areas have not been spatially identified. Therefore, further research using mixed methods and spatial analysis (GIS) is recommended to obtain a more comprehensive and accurate mapping of potential.

KESIMPULAN

The development of coffee agrotourism in East Lombok has high prospects for promoting rural economic diversification, environmental conservation, and strengthening local cultural identity. The results of the analysis show that the success of coffee agrotourism development is highly dependent on the empowerment of the community as the leading actors and the effectiveness of cross-sectoral institutional synergy. A community empowerment-based development model integrated with economic, social, and ecological sustainability principles is key to creating a resilient agrotourism destination. Therefore, collaboration among farmers, local governments, educational institutions, and the private sector needs to be formalized within a quadruple helix framework to ensure the management of coffee agrotourism in East Lombok not only increases income but also maintains a balance between economic development and environmental conservation.

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