

Strategy of *Kopi Sembalun* Agro-tourism (Study in Sembalun Village, East Lombok Regency, NTB)

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ABSTRACT

Purpose — This research aims to analyze the potential for developing "Kopi Sembalun" agrotourism in Sembalun Village, East Lombok.

Design/methodology/approach — This research used a qualitative approach by observing the Sembalun village areas to see the potential of agritourism activities about coffee to be developed as a destination of agrotourism. Data were obtained from direct observation and a semi-structured interview with informants. Then, the obtained results were analyzed using the SWOT strategy IFAS and EFAS analysis.

Findings — Glamping Sajang, Bukit Pemedengan, Kebun Kopi Amaq Hartono, Kopikey, Sembalun Coffee House, and Rinjani Coffee have more potential than the other places. The direction of the strategy for developing agritourism coffee Sembalun is in quadrant I. An aggressive strategy using the strength opportunity (SO) is the best strategy for agritourism coffee in Sembalun village. The system that will be developed will elevate the history of Sembalun coffee and increase the ability to process coffee as an attraction; expand the marketing of Sembalun coffee by exploiting the potential of nature, maintaining coffee productivity and quality, involving coffee farming communities in the development of coffee agrotourism.

Practical implications — This research implication is used for the owner, manager, and community of Sembalun Village in managing and developing Sembalun coffee agrotourism so that Sembalun coffee is increasingly widely known and has an economic impact on coffee farming communities in Sembalun Village.

Originality/value — This paper describes effective solutions for coffee farmers regarding agrotourism development strategies.

Keywords — *Kopi Sembalun*, agrotourism development, potential, strategy, SWOT

Paper type — Case research

INTRODUCTION

Agrotourism is currently a well-established practice in several developed and developing countries as an alternative source of income for rural farming communities. It is also the best alternative for tourists. That is because agrotourism has the main activity, namely bringing someone (tourist) to get an experience entirely different from their daily routines, such as getting out of boredom, work pressure, and traffic jams. Agrotourism also includes education, such as providing knowledge or introducing how agricultural products (agro) are planted and harvested and how they are managed to become food and drink (farmstop.com). Development of agro-tourism, in addition to providing a choice of destinations for tourists, Agrotourism also has the goal of promoting and increasing the sales volume of agricultural products (Ohe et al., 2019). One of the farming products developed into agro-tourism is coffee plantations.

Combining tourism and coffee plantations or what is called agriculture or what is more familiar, agrotourism can be an alternative for coffee farmers so that their productivity increases and provide other alternatives as additional income for farmers and the economy of the surrounding community (Rogerson and Rogerson, 2014), and several countries in Asia, including Indonesia, has a rich culture and history of coffee that is packaged by offering tourism activities for visitors or tourists such as choosing coffee beans, roasting, and tasting (Wang et al., 2018)—coupled with the phenomenon that has emerged that enjoying coffee is a trend and lifestyle for young people (cermati.com, 2017 This phenomenon can be seen from the increasing number of cafes that provide



coffee from various regions in a comfortable atmosphere in urban areas, but it is possible that the trends and lifestyles of young people then position coffee like wine, in the sense that people place a high value on it on the vineyard and how it is produced (Manzo, 2015). Therefore, trips to coffee plantations and experiencing farming, roasting, and sipping coffee directly in the coffee plantation area are becoming popular (Setiyorini, 2018).

Coffee as a popular drink is geographically connected to its production area (Jolliffe and Kwan, 2010), so some researchers who study coffee associate cultural aspects with its production and consumption. This aspect is related to tourism, agro-tourism, and culinary tourism (Stylianou-Lambart, 2011; Liu et al., 2017; Rogerson & Rogerson, 2014; Kleides and Jolliffe, 2010 in Wang et al., 2018) because each coffee from different countries or regions has a different taste and has its processing and presentation methods which are compatible with the local culture. Coffee agrotourism is a combination of coffee and tourism and a development vehicle for people or countries involved in the coffee industry. That can be done in rural areas while benefiting coffee farmers and workers (Wang et al., 2018). Furthermore, Wang et al. (2018) stated that families of the younger generation manage most coffee plantations integrated with tourism. These young coffee plantation entrepreneurs often participate in coffee-related competitions for marketing or designing different experiences to attract visitors. The same thing also happened in one area in Indonesia, namely in Sembalun Village, East Lombok Regency, *NTB*. There has been the emergence of several coffee shops, such as Balenta Café, Kopikei, and Rumah Kopi Sembalun, owned and managed by the younger generation of the local community, to offer coffee plantation products to visitors or tourists who come to Sembalun Village. Sembalun Village has a coffee plantation that is quite large, around 1,400 hectares, and *coffee connoisseurs quite well know Kopi Sembalun* in the country (baktikunegeriku.com, 2018). However, *Kopi Sembalun* is still not as well-known as Kintamani Coffee, Toraja Coffee, Antam Coffee, Gayo Coffee, Dampit Coffee, and other known coffees from other regions. Thus, this research aims to analyze the potential of *Kopi Sembalun* agro-tourism to be developed into agro-tourism by offering tourism activities to visitors and tourists in order to market and introduce Sembalun village agricultural products, namely *Kopi Sembalun* through coffee agro-tourism.

METHOD

The research was done following a qualitative approach. According to Bungin (2007), qualitative research describes social research with a descriptive qualitative format aimed at defining and summarizing various conditions, various situations, or various social reality phenomena that exist in the community that is the object of research and seeks to draw that reality to the surface as a feature, the nature, character, sign, or description of a particular condition, situation or phenomenon. The use of a qualitative approach is because the object in this research is an activity or process carried out by several people, namely the efforts to develop coffee agrotourism typical of Sembalun Village, East Lombok Regency, *NTB*.

Primary data used in this research, which is used to obtain informants with the snowball technique, is the key informant, where as much information according to the research is collected as possible, starting from one informant followed by other informants suggested by the previous informant. The selected informants are increasingly focused and in line with the direction of the research focus (Given, 2008). The informants in question are the Secretary of the East Lombok Regency Tourism Office, the Chair of the Sembalun Community Development Center (SCDC), the Chair of the Tourism Awareness Group in Sembalun Sajang Village, farmers, gardeners, and coffee shop owners in Sembalun Village.

Secondary data is all data obtained in a secondary way, namely in documents relevant to the research problem, which only complements the primary data, such as books, previous research journals, and information obtained from the research location. The research instruments used in this research were (a) Interview Guidelines, (b) Field Notebook, and (c) Recording Equipment (Recorder). The data collection technique used is a strategic step that the researcher uses to obtain data, namely: (a) literature research; (b) In-depth interview (in-depth interview); (c) Observation; and (d) Documentation. The functions of SWOT analysis are to get information from the situation analysis and describe the internal (strengths and weaknesses) and external (opportunities and threats) factors that determine the strategy.

FINDINGS AND DISCUSSION

FINDINGS

Sembalun Village is one of the villages that is the main entrance to climbing Mount Rinjani from the south route. This village is a daily transit place for tourists (mountain Rinjani climbers). In 1990, the Minister of Forestry, through letter No. 448/ *Menhut-VI/90*, dated 6 May 1990, determined that part of the Sembalun area be part of the Mount Rinjani National Park (TNGR). The natural condition of Sembalun village is a supporting factor for the growth of various agricultural products. Since colonial times, it has become an agro-industrial center for crops such as tomatoes, carrots, potatoes, garlic, and coffee. With the development of Mount Rinjani climbing tourism, the people of Sembalun Village, especially farmers in 2007, began to try to make their agricultural land agro-tourism, namely strawberry picking. Then, in recent years, coffee plantation owners have participated in developing their plantation land as a tourist spot. The land and coffee plantations in Sembalun village that are being developed into tourist destinations are *Glamping Sajang, Bukit Pemedengan, Kebun Kopi Amaq Hartono, Kopikey, and Rumah Kopi Sembalun*. Meanwhile, *Rinjani Coffee* is a coffee shop that offers activities such as coffee: mind processing, a routine activity of sitting and discussing involving visitors who are having coffee, thereby raising various themes, including the *Kopi Sembalun*. Aspects of *Kopi Sembalun* agro-tourism development include:

Outdoor recreation facilities

In this development aspect, farmers or agricultural area owners who develop their land into tourist destinations provide outdoor recreation facilities such as traditional games, camping grounds, etc. Places that develop coffee agro-tourism in Sembalun village generally provide camping grounds.

Educational experience

In its tourism activities, agrotourism is identified as an activity that offers an educational experience related to the agricultural power of the local area. The owners and managers of places that turn their coffee or coffee plantations and coffee grounds into tourist attractions in Sembalun village, such as the owners of *the Rumah Kopi Sembalun, Kopikey, and Kebun Kopi Amaq Hartono*, offer coffee processing activities from harvesting to cupping so that visitors or tourists can get an educational experience related to the management of the *Kopi Sembalun*.

Participate in farming activities.

The strategy taken by *Kopi Sembalun* agrotourism in developing aspects of involvement in *Kopi Sembalun* agricultural activities is to hold a Coffee Tour and participate in farming and agro-tourism activities in the form of planting and harvesting activities.

SWOT Analysis on the Development of *Kopi Sembalun* Agrotourism

Strengths

Kopi Sembalun is less famous than other Indonesian coffees, such as *Kopi Kintamani, Kopi Dampit, and Kopi Gayo*. However, from the research, it has become known that it is seen from the emergence of coffee shops in Sembalun Village, which are visited by visitors and tourists who ask to be served *Kopi Sembalun*.

The history of how Sembalun coffee was first planted to become “*Kopi Sembalun*” which is known today, is an exciting story that is packaged into storytelling for visitors and tourists who visit coffee shops or coffee plantation land which is developed into a coffee agrotourism place in Sembalun Village. In addition to being able to make the history of *Kopi Sembalun* a story for visitors and tourists, the owners and managers of these coffee agro-tourism sites can also provide education about coffee to visitors and tourists about the process of picking coffee at harvest and how to process coffee until it is ready to drink. Another thing that is strong in developing *Kopi Sembalun* agro-tourism is that young people, namely the sons of coffee farmers, support each other in introducing *Kopi Sembalun* to visitors and tourists, even if the coffee farmers or coffee plantation owners do not develop their coffee plantation land into a place for coffee agro-tourism and or they do not sell their coffee harvest to tourists who visit Sembalun Village, these coffee farmers sell their coffee plantations to areas that are developing coffee agrotourism in Sembalun Village. In addition to the potential possessed by *Kopi Sembalun*, another strength is the existence of customary regulations (*awig-awig*), which are applied to visitors and tourists who travel to Sembalun Village *awig-awig* is

also used to *Kopi Sembalun* agrotourism places. *Awig-awig* is undoubtedly a different experience and new knowledge for visitors about the traditions and customs of the local community.

Weakness

Kopi Sembalun, which is integrated with tourism activities in Sembalun Village, was initiated by the land owner and coffee cultivator, Kopykey, who the coffee plantation land owners then followed by turning their coffee plantations into tourist destinations, namely by making photo spots and turning their lands into become a camping ground. However, in turning their coffee plantations into tourist attractions or agro-tourism, they experience problems such as the lack of knowledge of the owners of these agro-tourism sites related to agro-tourism-based tourism. In addition, the development of coffee agro-tourism in Sembalun Village was developed by land owners and coffee plantations to be more directed to individual businesses. That makes the impact of coffee agrotourism uneven so that the local government is less than optimal in providing support, such as helping to open access roads to coffee plantations that are being developed into tourist attractions.

Opportunity

The opportunity for developing *Kopi Sembalun* agrotourism in Sembalun Village came from the tourists who visit Mount Rinjani and the potential for the natural beauty of Sembalun Village. The mountains and hills can be seen from the places used for coffee-based agrotourism. Apart from the natural beauty of this Sembalun village, this village is also the only village with very cool air temperatures so that agricultural commodities thrive, including coffee.

Threat

The local community and youth mostly do Tembalun Village in its tourism development before receiving support from the local government. So, it is natural that the product of coffee agrotourism has not yet fully received support because combining coffee with tourism in Sembalun Village has only been carried out in recent years. The threat also comes from people who still believe in the harmful impact of tourism activities, especially after the Lombok earthquake 2018.

SWOT Analysis on the development of *Kopi Sembalun* agrotourism can be seen in table 1 and 2 as follow.

TABLE 1. THE INTERNAL FACTOR AT KOPI SEMBALUN AGROTOURISM

Internal Factor	Weight	Rating	Score
Strength (S)			
<i>Kopi Sembalun</i> has a history that can be told to visitors and tourists.	0,09	4	0,34
The owners and managers of Coffee Agrotourism have the ability to provide education about coffee to visitors and tourists.	0,07	3	0,24
Young people from coffee farmers support each other in introducing Sembalun Coffee to visitors and tourists.	0,08	4	0,31
The existence of customary regulations (<i>a wig-a-wig</i>) can lift the traditions and customs of the local community.	0,07	3	0,24
Coffee farming communities support the development of Sembalun Coffee agro-tourism by selling their coffee plantations to places that are developing coffee agro-tourism.	0,09	4	0,34
There are educational activities in coffee agro-tourism places.	0,09	4	0,34

Agro-tourism places sell coffee farm products to visitors and tourists	0,09	4	0,36
Total	0,58		2,17
Weakness (W)			
Lack of knowledge of owners and managers of agro-tourism places about the fulfillment of agro-tourism facilities.	0,08	3	0,28
Lack of creativity in providing agro-tourism facilities and activities.	0,08	3	0,26
Limitations in involving visitors and tourists in the coffee growing process.	0,05	2	0,14
The absence of traditional crafts and culture is included in the development of Sembalun Coffee agro-tourism.	0,08	4	0,34
The coffee farming community in Sembalun Village has not been fully involved in developing agro-tourism.	0,07	3	0,20
Total	36		1.22

TABLE 2. EXTERNAL FACTOR AT KOPI SEMBALUN AGROTURISM

Internal Factor	Weight	Rating	Score
Opportunity (O)			
It has the potential for natural beauty with mountain views.	0,12	4	0,5
Potential tourists from within and outside the country because of climbing Mount Rinjani.	0,09	3	0,31
It has various tourist attractions such as nature tourism and cultural tourism.	0,12	3	0,47
The market share is still open because only Sembalun village has very cool air temperatures on the island of Lombok.	0,12	4	0,5
Agricultural commodities thrive.	0,12	4	0,5
Total	0,60		2,28
Threat (T)			
Lack of support and policies from local government.	0,09	3	0,31
Inadequate road accessibility	0,10	3	0,37
Many people still believe in the harmful impact of tourism activities.	0,09	3	0,28
Lack of experienced human resources in tourism, especially agro-tourism.	0,09	3	0,28
Total	0,39		1.24

DISCUSSION

Aspects of agro-tourism development, according to Rambodagedara et al. (2015), include:

Outdoor recreation facilities

In Sembalun Village, some places have been and are currently developing their potential: *Glamping Sajang, Bukit Pemedengan, Kebun Kopi Amaq Hartono, Kopiskey, Rumah Kopi Sembalun, dan Rinjani Coffee*. Tempat-tempat tersebut berada di lahan perkebunan kopi, kecuali *Rinjani Coffee*. These places are located on coffee plantations, except for *Rinjani Coffee*. These places are

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owned by individuals who are coffee farmers and cultivators. The management and development of agro-tourism are also carried out by the direct owner, Glamping Sajang, whose owner is an outsider of Sembalun Village. Still, the management and development are left to the local youth.

These coffee agro-tourism places are in their development seen from the aspect of outdoor recreation facilities that are provided only focusing on camping grounds and photo spots, whereas to provide value for outdoor recreation or outdoor recreation to visitors and tourists, the activities offered are in the form of surrounding plantations or agricultural land, planting and harvesting, cooking, mountain biking, watching natural panoramas, enjoying the culture of the local community such as traditional games (PANJATAP, 2016). So, to be able to enjoy outdoor recreation activities, facilities must be provided. With this, agro-tourism can be oriented to the best service for visitors. Coffee agro-tourism places in Sembalun Village must provide facilities such as toilets, food, or a kitchen for tourists who stay or camp in coffee plantation areas because only a few places that develop coffee agro-tourism already have toilets.

Educational experience

Coffee agrotourism places in Sembalun Village provide visitors and tourists with an educational experience related to coffee. As Wick & Merret (2003), Ashley et al. (2007), Ardahaey (2011), Schilling et al. (2012) in Ramodagedara et al. (2015) note that agro-tourism Agro-tourism, in particular, has been identified as an entrepreneurial operation which provides an opportunity to offer “ experience” related to agricultural areas by utilizing optimal resources productively by providing various activities such as farming, milking, traditional cooking, and others. It is just that in coffee agro-tourism places in Sembalun Village, the “experience” offered to visitors and tourists is to provide educational information about the post-harvest processing of coffee into coffee beans so that visitors and tourists know how the coffee served to them goes through various processes until ready to drink. Kleidas and Jolliffe (2010) stated in their article on Coffee Attraction Experiences: A Narrative Study that before coffee reaches the cup as a beverage, it goes through several process stages, many of these processes and the process areas being significant attractions.

Not all visitors and tourists want to know about the coffee processing process offered by agro-tourism sites in Sembalun Village. Their purpose is usually to come for coffee while enjoying the unspoiled natural scenery of Sembalun Village. Usually, these visitors and tourists are children. Young. Meanwhile, visitors and tourists who want to learn about this coffee are usually coffee professionals and coffee lovers. According to Sanchez (2008) and Kleidas and Jolliffe (2010), coffee professionals and lovers increasingly travel to coffee-producing areas. Although not all visitors and tourists who come to coffee agrotourism places in Sembalun Village want to learn about coffee, it is hoped that managers and owners can still provide this educational experience to visitors and tourists so that the meaning of agrotourism can be conveyed.

Participate in farming activities.

According to Rambodagedara et al. (2015), participation in farming activities is in the form of planting and harvesting. The agro-tourism sites in Sembalun Village are more about offering harvesting experiences because the coffee plantations that have been developed into agro-tourism already have coffee plants, so they are easier to provide harvesting activities. At this harvest, visitors and tourists are taught how to pick coffee cherries and what kind of coffee cherries are picked because, in Sembalun Village, coffee picks use the selective picking method.

The development of involving visitors and tourists in agricultural activities, especially in coffee farming, according to Kleidas and Jolliffe (2010), is by holding coffee tours. Kleidas and Jolliffe (2010) also mentioned that one of the coffee farms in Panama, namely Finca Lerida Coffee Farm, owned by Johnny Collins, held a coffee tour with activities such as staying on coffee farms, surrounding coffee plantations with several coffee plants as many as 240,000 coffee trees. In this coffee garden, coffee tour participants were explained about the types of coffee grown and information about their cultivation, then continued by visiting a post-harvest coffee management site to observe the roasting process. The tour ended with a coffee tasting where the coffee tour participants learned how to taste farm specialty coffee with techniques. Professional. The coffee agrotourism in Sembalun Village has also done the same thing; the one who held this coffee tour was only held by the *Rumah Kopi Sembalun*. The coffee tour organized by the owner of the Sembalun Coffee House is almost the same as that carried out by the Finca Lerida Coffee Farm. Concerning participating in farming activities, which include planting and harvesting activities, the development carried out by coffee agrotourism in Sembalun Village has not yet had the participation of visitors and tourists in planting activities. Hence, coffee plantation owners who are developing coffee agrotourism in Sembalun Village need to hold planting activities with visitors and tourists, in

addition to involving them in agro-tourism as well as to maintain coffee productivity, given that coffee trees can produce much fruit when the age of the coffee tree is under 20 years old. Najiyanti and Damayanti (2004) stated that coffee tree production decreases when it is over 20 years old.

SWOT Analysis on the Development of Kopi Sembalun Agrotourism

The analysis results of internal and external factors are used to analyze the SWOT quadrant. Later, the quadrant position obtained is used as a reference for developing Sembalun Coffee agro-tourism. The value (shown in Tables 1 and 2) is obtained from the difference in the score of the internal factors, namely Strength minus Weakness, with the difference from the score of the external factor Opportunity minus Threat with the following calculation:

$$strength - weakness = 2.17 - 1.22 = 0.95$$

$$opportunity - threat = 2.28 - 1.24 = 1.04$$

The results of the analysis show that the development of *Kopi Sembalun* agro-tourism sites is in the position of quadrant I, namely using an aggressive strategy as shown in the following figure:

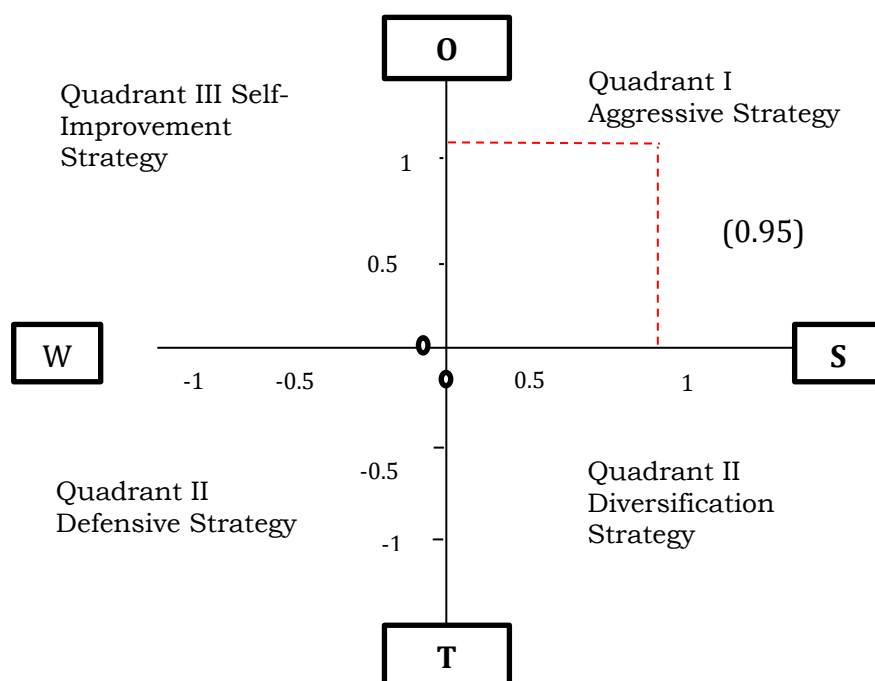


FIGURE 1. SWOT QUADRANT ANALYSIS

The internal factors in strengths and weaknesses are adjusted to the external opportunities and threats faced. A SWOT matrix is used to develop strategic factors. The SWOT matrix can produce possible alternative strategies that can be used in the development of *Kopi Sembalun* agro-tourism, as shown in the following table:

TABLE 3. THE DEVELOPMENT STRATEGIES FOR KOPI SEMBALUN AGROTOURISM

EFAS \ IFAS	STRENGTHS	WEAKNESSES
	<ul style="list-style-type: none"> - <i>Kopi Sembalun</i> has a history that can be used as storytelling. - The owner and manager can provide education about coffee. - Young people support each other in developing coffee agro-tourism. 	<ul style="list-style-type: none"> - Knowledge of agro-tourism is still lacking - Lack of creativity in developing agro-tourism activities and facilities. - Tourists are less involved in the process of growing coffee.

	<ul style="list-style-type: none"> - Uniquely customary regulations in tourism activities. - The coffee farming community supports the development of coffee agro-tourism. - There are educational tourism activities - Selling coffee to tourists 	<ul style="list-style-type: none"> - Local crafts and culture are not included in coffee agro-tourism activities. - Coffee farming communities are still not fully involved in developing coffee agro-tourism.
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> - Has the potential for natural beauty with views of the hills and mountains. - The potential of domestic and foreign tourists - The market share is still open because, in Lombok, only Sembalun Village has frigid air temperatures. - Crops thrive 	<p style="text-align: center;">Strategy SO</p> <ul style="list-style-type: none"> - Promote the history of Sembalun coffee and improve the ability to process coffee as an attraction to attract visitors and tourists. - Expanding the marketing of Sembalun coffee by exploiting the potential of nature - Maintain productivity and coffee quality. - We are involving coffee farming communities in the development of coffee agro-tourism. 	<p style="text-align: center;">Strategy WO</p> <ul style="list-style-type: none"> - Owners and managers of coffee agro-tourism develop creativity by utilizing the potential of the natural beauty of Sembalun village to increase coffee agro-tourism activities and facilities. - They hold artistic activities such as traditional games and displaying traditional weaving products in coffee shops. - They are holding coffee seed planting activities with visitors and tourists.
<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> - lack of support and policies from the local government. - Aksesibilitas jalan kurang memadai - Many people still believe in the harmful impact of tourism activities. - Lack of experienced human resources on agro-tourism. 	<p style="text-align: center;">Strategy ST</p> <ul style="list-style-type: none"> - Develop government policies that support the development of agro-tourism. - Repairing and fixing road access to coffee agro-tourism places - Conducting training related to agro-tourism. 	<p style="text-align: center;">Strategy WT</p> <ul style="list-style-type: none"> - Put up signposts to places of agro-coffee tourism. - They are forming an organization or farmer group to be involved in agro-tourism activities. - The Sembalun Village Government should try to help open and fix roads leading to coffee agrotourism places.

CONCLUSION

Based on the research, it can be concluded that out of 6 places in Sembalun Village, there is the potential to develop *Kopi Semblaun* agrotourism in Sembalun Village. SWOT analysis indicated a framework for helping the owners of these agro-tourism sites identify the strategies for achieving goals. Based on the analysis of existing internal and external factors, they are combined using a SWOT matrix. The scores of the strength and weakness factors are combined to get a total internal score of 0.95. At the same time, the total score of external factors, which is a combination of a score of opportunity and threat factors, is 1.04. So, get the result that the agro-tourism development strategy of Kopi Sembalun is in Quadrant I. The strategy used in Quadrant I is an Aggressive strategy. Based on the known quadrant position, the proper strategy focus is the S-O strategy.

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