

Luwak Coffee Agrotourism Development Strategy

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ABSTRACT

BACKGROUND AND OBJECTIVES

Bali tourism that relies on the advantages of nature, culture, and community participation continues to develop through the diversification of education-based and sustainability-based products, including civet coffee agrotourism in Tegallalang District, Gianyar. Bali Nature Luwak Coffee Agrotourism in Sebatu Village faces challenges in the form of fluctuations in visits, changes in tourist preferences, as well as the need to strengthen competitiveness and sustainable management so that it is necessary to formulate a directed development strategy based on comprehensive analysis.

METHODS

A qualitative descriptive approach was used, with data collected through observation, interviews, documentation, and questionnaires. The analysis uses IFAS, EFAS, IE Matrix, SWOT, and QSPM to identify internal and external factors and determine strategic priorities to increase the competitiveness and sustainability of civet coffee agrotourism.

FINDINGS

The results of the study show that agro-tourism sites have strengths such as unique coffee products and strategic locations, but face weaknesses in the quality of facilities and digital promotion. Opportunities include increased interest in educational and sustainable tourism, while threats involve competition and changes in tourist behavior. The recommended strategy emphasizes improving service quality, improving digital marketing, and building partnerships with external stakeholders. This research provides a practical framework for sustainable.

CONCLUSION

The main findings from the analysis results through IFAS, EFAS, IE Matrix, SWOT, and QSPM show that the Bali-based Luwak Alam Coffee Agrotourism has the main strength in the form of the uniqueness of coffee products and its strategic location. Contributions in this research can make a positive contribution in the field of agro-tourism development to make Bali's Alam Luwak Coffee agrotourism remain competitive and sustainable. The limitations in this study are the lack of operational evaluation through facility improvements, addition of product variety, and the development of strategies to overcome the decline in visits. Thus, recommendations are needed in the form of improving agro-tourism management and stakeholders in formulating a competitive agro-tourism development strategy.

Keywords: Agrotourism; Luwak Coffee; Sustainable; SWOT; Tourism

INTRODUCTION

Tourism is one of the strategic sectors that plays an important role in supporting the economy of Bali Province (1). The natural beauty, cultural richness, and hospitality of the local people make Bali a widely known tourist destination at the national and international levels (2). The development of tourism encourages the emergence of various forms of alternative tourism that are not only oriented to entertainment, but also prioritize aspects of education and sustainability, one of which is agrotourism (3). Agro-tourism combines agricultural activities with tourism activities so that it can provide added economic, social, and environmental value for local communities (3).

Bali is an island that is close to tourism (4). (5) In that research, Bali as a tourist island has been famous to foreign countries. The beauty of nature, cultural diversity and also the hospitality of the local people make this island always in demand by travelers (6). In a study written by (7) It is stated that the growth and development of tourism in Bali has made this sector a support for the community's economy. This is in line with the results of the research (8) which states that Bali's economy is largely driven by the tourism sector. In fact, in other studies, it is stated that Bali is a donor to Indonesia's foreign exchange (9). One form of agrotourism that is growing rapidly in Bali is civet coffee agrotourism. Tegallalang District, Gianyar Regency, is one of the areas that develops civet-based agrotourism because it is supported by highland geographical conditions that are suitable for coffee cultivation. Bali Alam Luwak Coffee Agrotourism in Sebatu Village is one of the pioneers of civet coffee agrotourism in the region that offers educational tourism experiences through the traditional coffee processing process and the involvement of local communities. The existence of agro-tourism not only contributes to increasing people's income, but also plays a role in the preservation of local values and the environment in line with the concept of sustainable tourism (10).

As an important player for the Bali economy and the country's foreign exchange, the island of Bali is required to continue to develop every potential resource it has. Tourism actors in this region also seem to never run out of ideas to develop their potential resources. This is an effort to attract tourists. Agrotourism is one of the new forms of tourism activities that are widely developed by the Balinese people. (11) said that agrotourism as a form of utilization of agricultural activities is something that has tourism and economic value. This agro-tourism activity itself has the goal not only to increase tourism interest and develop the economy of the local community, but can also help tourists experience recreation while expanding their knowledge of agriculture and as a form of maintenance (12). In the context of Bali itself, agrotourism is a form of strategic tourism that is able to maintain environmental and social balance in accordance with the philosophy of Tri Hita Karana. Agrotourism as an agricultural tourism concept, can utilize various types of agriculture. One of the emerging agro-tourism on the island of Bali is agro-tourism regarding the processing of civet coffee (10). Several areas in Bali are now being developed as agro-tourism objects, namely in the Tegallang area, Gianyar Regency. One of them is Alam Bali Agrowisata, this place is an agrotourism for making and processing civet coffee that is quite popular in Bali. This agro-tourism is also in demand by tourists, not only because of the taste of

the special coffee variant but also because of the process of making and processing the civet coffee which is still traditional and uses selected seeds consumed by the civets directly.

However, the dynamics of Bali tourism after the Covid-19 pandemic pose various serious challenges for the sustainability of tourist destinations, including civet coffee agrotourism (13). Mobility restrictions, a decrease in the number of tourist visits, and changes in tourist behavior have a direct impact on the decline in agro-tourism income and operational activities (14). This condition requires agro-tourism managers to make adjustments to development strategies to be able to survive and compete in the midst of changing tourism trends that are increasingly leading to experience-based, educational, and sustainable tourism. Furthermore, Covid-19 has also reduced people's interest in purchasing power due to the decline in the community's economy (12). The supply of natural civet coffee production in Bali is also disrupted due to production limitations. So, it can be concluded that this then makes civet coffee business actors who previously relied on tourist visits as the main market have to find new strategies to survive in the midst of this pandemic situation.

A number of previous studies have examined the development of agro-tourism from various perspectives, such as community participation (15), Local Economic Potential (16), and the implementation of the concept of sustainable tourism (17). Other research also uses strategic analysis approaches such as SWOT to formulate a strategy for the development of tourist destinations. (5) In his research, Bali as a tourist island has been famous to foreign countries. The natural beauty, cultural diversity and also the hospitality of the local people make this island always in demand by travelers. However, the study integrating internal and external factor analysis with the determination of strategy priorities using the IFAS, EFAS, IE, SWOT, and QSPM Matrix approaches on civet coffee agrotourism after the Covid-19 pandemic is still relatively limited, especially in the context of Bali Alam Luwak Coffee Agrotourism in Sebatu Village. Thus, there are research gaps that need to be filled related to the adaptive and sustainable development strategy of civet coffee agrotourism during the tourism recovery period.

Based on these gaps, this study takes steps to analyze the internal and external conditions of Bali Nature Luwak Coffee Agrotourism and formulate development strategies that are the most priority and relevant to post-pandemic conditions. The novelty of this research lies in the use of an integrated strategic analysis approach, especially the use of the QSPM matrix to determine the priorities of the education and sustainability-based civet coffee agrotourism development strategy. In addition, this research provides practical contributions for agro-tourism managers and local governments in formulating agro-tourism development policies based on local potential and community participation. In particular, the objectives of this study are: (i) identifying internal and external factors that affect the development of Bali Nature Luwak Coffee Agrotourism based on IFAS, EFAS, and IE matrices; and (ii) determine priority development strategies that can be applied to increase the competitiveness and sustainability of agro-tourism after the Covid-19 pandemic. To answer these goals, this research is focused on the main question, namely what is the most appropriate development strategy and priorities to be applied to Bali Nature Luwak Coffee Agrotourism in Sebatu Village.

RESEARCH METHOD

This study uses a descriptive research design with qualitative and quantitative approaches. This approach was chosen to obtain an overview of the internal and external conditions of Bali Luwak Coffee Agrotourism and formulate appropriate and sustainable development strategies in the post-Covid-19 pandemic period. The qualitative approach is used to explore in-depth information related to the conditions, potential, and problems of agrotourism, while the quantitative approach is used to analyze strategic factors in a measurable manner. The research was carried out at the Bali-based Luwak Alam Coffee Agrotourism located in Sebatu Village, Tegallalang District, Gianyar Regency. This location is in the Tegallalang area which is in a district famous for its natural scenery of rice fields and terraces which are the attraction of tourism in Gianyar, which is located about 10-11 km north of Ubud. This location was chosen because it is one of the pioneers of civet coffee agrotourism in the Tegallalang area and has experienced a decrease in the number of tourist visits during the Covid-19 pandemic, so it requires an adaptive development strategy based on real conditions in the field. The research was carried out in the period from December 2024 to March 2025.

The population in this study includes parties who have direct involvement and understanding of the management of Bali Nature Luwak Coffee Agrotourism. The research sample was determined purposively, namely respondents who were considered able to provide relevant information related to internal and external factors of agrotourism. Respondents consist of agrotourism managers, employees, and related parties who understand agro-tourism development operations and strategies. The number of respondents was adjusted to the needs of strategic analysis and the representativeness of the information obtained. Data collection was carried out through several methods, namely observation, interviews, documentation, and questionnaires. Observation is used to observe the physical condition, facilities, and agro-tourism activities directly. Interviews were conducted in a semi-structured manner with key informants to obtain in-depth information about the strengths, weaknesses, opportunities, and threats faced by agrotourism. Documentation is used to complete data in the form of archives, reports, and other supporting data. The questionnaire is used to obtain quantitative data needed in the preparation of a strategic analysis matrix. Data analysis was carried out in stages according to the research objectives. The first goal, namely to identify internal and external factors of Bali's Luwak Coffee Agrotourism, was analyzed using IFAS and EFAS matrices. The second goal, namely determining the position of the agro-tourism development strategy, was analyzed using the IE Matrix based on the results of IFAS and EFAS calculations. The third goal, which is to formulate alternative development strategies, is analyzed using a SWOT matrix. Furthermore, to determine the most priority development strategies, a QSPM matrix is used taking into account the weight and attractiveness of each alternative strategy. All analysis results are presented descriptively to provide a clear picture of the recommended agro-tourism development strategy.

RESULTS AND DISCUSSION

Identification of Internal Factors and External Factors of Bali's Natural Agrotourism Development based on IFAS, EFAS, and IE Matrix Analysis

Identifying internal factors and external factors owned by Balinese natural agrotourism is important in the development process Based on the results of the distribution of questionnaires that have been carried out to respondents as key informants, the results of internal factors owned by Balinese Nature agrotourism can be seen in Table 1.

Tabel 1. Matriks IFAS

Strengths			
Internal Factors	Weight	Rating	Score
Strategic business location	0.08	4	0.32
Organic civet coffee quality	0.08	4	0.32
The uniqueness of the production process	0.06	4	0.24
Local community involvement in operational and educational matters	0.08	4	0.32
Images that are starting to be known	0.07	4	0.28
The existence of social media	0.06	4	0.24
Commitment to environmental sustainability	0.08	3	0.24
Weakness			
Internal Factors	Weight	Rating	Score
Physical facilities	0.08	2	0.16
There is no consistent digital promotion	0.06	2	0.12
Limited human resources	0.07	1	0.07
Absence of integrated tour packages	0.08	2	0.16
There is no online reservation system and tourist information	0.05	2	0.1
Lack of tour guide training	0.08	2	0.16
Lack of collaboration with travel agents and schools	0.07	2	0.14
QUANTITY	1.00		2.87

Source : Data processed (2025)

Based on Tables 1 and 2, regarding the IFAS analysis of internal factors based on the strengths and weaknesses of Bali Nature Agrotourism, a total score of 2.87 was shown. This figure is higher than the average value of 2.50, so it can be interpreted that the internal condition of this agrotourism shows quite strong conditions.

Then from the results of the compilation of informant answers through questionnaires that have been distributed, it was found that external factors owned by Bali Nature Agrotourism are influenced by several opportunities and threats. As for the analysis, it can be seen in Table 2.

Table 2. Matrix EFAS

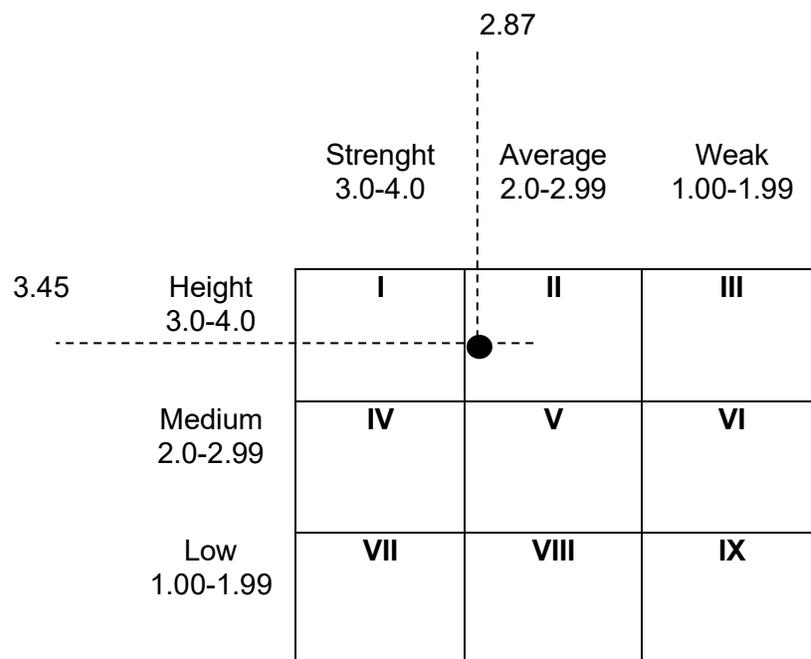
Opportunities				
External Factors	Weight	Rating	Score	
The trend of educational and nature-based tourism is increasing	0.08	4	0.32	
Government support in development	0.07	3	0.21	
Potential collaboration	0.08	4	0.32	
Increased market interest in specialty coffee	0.08	4	0.32	
Post-pandemic domestic tourist growth	0.06	3	0.18	
Public awareness of sustainability and local products	0.08	3	0.24	
The development of digital technology in marketing	0.06	3	0.18	
Threats				
External Factors	Weight	Rating	Score	
Competition with other agro-tourism destinations	0.08	3	0.24	
Dependence on foreign tourists	0.07	3	0.21	
Uncertainty in coffee market prices	0.06	4	0.24	
Changes in tourism or agricultural regulations	0.07	3	0.21	
The challenge of maintaining the quality of civet coffee products	0.08	4	0.32	
Lack of young workforce in the agriculture/agrotourism sector	0.05	3	0.15	
Risk of natural disasters and climate change	0.08	4	0.32	
QUANTITY	1.00		3.46	

Source : Data processed (2025)

Based on Table 2 above, it has indicated that Bali Nature civet coffee agrotourism in Sebatu Village has a fairly solid ability in dealing with external conditions. This can be seen through the total score of 3.46 which is higher than the average score of only 2.50. Of course, this reality can be understood that external factors make a positive contribution to the direction of agrotourism development so that it remains competitive and sustainable.

Referring to the results of the calculation of the IFAS and EFAS matrix analysis that have been obtained by IFAS with a score of 2.87 and EFAS with a score of 3.45. This value if analyzed using IE Matrix calculations is in the 2nd cell position. As for a clearer picture, you can see Table 3.

Table 3. Matrix IE diagram



Referring to table 3 above, it can be seen that the value between the IFAS and EFAS matrix lies in the second column which can be understood as a group that strives to work on a company development strategy or what is often called a *growth strategy*.

Determining the Strategy for the Development of Bali Nature Agrotourism

In an effort to develop Bali Nature Agrotourism to find out the appropriate alternative strategies, it is necessary to analyze through the calculation of the SWOT matrix. This calculation is done by compiling 4 main factors into one matrix. This is done to see the relationship between strengths, weaknesses, opportunities, and threats in the development strategy of Bali Nature Agrotourism. The results of the analysis can be seen in Table 4 below.

Table 4. Matrix SWOT

Internal	Strengths (S)	Weakness (W)
	- Strategic business location for tourists	- Physical facilities have not been maximized

External

- Quality of organic civet coffee
- The uniqueness of the production process
- Involvement of local communities in operations and education
- Local brand image that is becoming widely known
- The existence of social media as a means of communication and branding
- Commitment to environmental sustainability in aquaculture
- Digital promotion has not been consistent
- Limitations of human resources in tourism services and education
- Absence of integrated tour packages
- There is no adequate online reservation system and tourist information
- Lack of training for officers or tour guides
- Lack of collaboration with travel agents and schools

Opportunities (O)	Strategi S – O	Strategi W – O
1. The trend of educational and nature-based tourism is increasing	1. Create a "Coffee Learning Trail" in the form of a tourist trail that connects coffee plantations, production areas, and nature photo spots	1. Improving and rearranging the physical facilities of agro-tourism to support the concept of educational and nature-based tourism.
2. Government program support in the development of tourism villages	2. Developing specialty coffee <i>derivative products</i>	2. Forming a village digital marketing team that manages social media for routine content creation
3. Potential collaborations with travel agents & influencers	3. Organizing the "A Day to Be a Coffee Farmer" program in collaboration with the village government.	3. Encourage integrated training through the support of the tourism village government to strengthen the competence and quality of local human resources.
4. Increased market interest in specialty coffee	4. Create a coffee-based homestay program, where tourists live with residents, learn about the local culture, and are promoted through tourism influencers.	4. Prepare coffee tour packages that are integrated with surrounding tourist attractions (cultural arts, trekking, Tegalalang rice fields) to be marketed through travel agents.
5. Post-pandemic domestic tourist growth		5. Develop a website or work with an <i>online booking platform</i>
6. Public awareness of sustainability and local products	5. Launched the "Coffee in Sebatu Village" campaign,	6. Organizing sustainability-based tour guide training

7. The development of digital technology in tourism marketing	<p>in the form of an annual civet coffee festival with a manual brew competition, live music, and a bazaar of local products.</p> <p>6. Create digital interactive content such as virtual coffee garden tours, behind <i>the scenes vlogs</i> of civet coffee production, and online booking systems with digital payment options.</p> <p>7. Developing <i>an eco-café</i> with the concept of green building</p>	- Collaborating with schools/universities for educational visits (<i>study tours</i>) and collaborating with local travel agents to attract domestic tourists.
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Threats (T)	Strategy S-T	Strategy W – T
<p>1.Competition with other agro-tourism destinations</p> <p>2.Dependence on foreign tourist visits</p> <p>3.Uncertainty in coffee market prices</p> <p>4.Changes in tourism or agricultural regulations</p> <p>5.The challenge of maintaining the quality of civet coffee products</p> <p>6.Lack of young workforce in the agro-tourism agriculture sector</p> <p>- Risk of natural disasters and climate change</p>	<p>1.Optimizing tourist facilities in strategic locations by adding photo spots, educational areas, and support services to be superior to other destinations.</p> <p>2.Encourage <i>direct selling</i> through tourists and <i>e-commerce</i></p> <p>3.Implementing the Coffee Education program with an interactive approach accompanied by the provision of meaningful and educational souvenirs</p> <p>4.Providing training for the local young generation to be interested in joining the agro-tourism sector.</p> <p>5.Making the brand "Kopi Luwak Alam Bali" as an ambassador for local products that follow international standards</p>	<p>1.Carry out gradual improvements to basic facilities (toilets, parking, seating areas) through cooperation with the community/village government to be able to compete with other destinations.</p> <p>2.Creating digital content in Indonesian and regional languages and collaborating with local influencers to increase domestic tourist visits.</p> <p>3.Providing <i>hospitality, guiding, monitoring</i> and coffee education training on a regular basis while providing incentives and awards to increase human resource motivation.</p> <p>4.Using the latest regulations as the basis for innovation in making integrated tour packages, so that it can attract market interest.</p> <p>5.Utilizing digital platforms and online reservations as an added</p>

- | | |
|---|---|
| <p>6. A digital community of civet coffee lovers to create a loyal market that is less dependent on seasonal trends.</p> <p>7. Developing climate-adaptive coffee conservation programs</p> | <p>value that differentiates agrotourism from competitors.</p> <p>6. Develop youth recruitment schemes by providing non-financial incentives, such as training certificates, access to tourism networks, and long-term career opportunities.</p> <p>7. Establish a network of partnerships with local travel agents and schools to create regular visit programs.</p> |
|---|---|

Based on the results of the SWOT matrix analysis in Table 4 of the SWOT Matrix, it can be seen that Bali Nature Luwak Coffee Agrotourism has great potential to continue to develop through the utilization of internal strengths and available external opportunities. Various strategies resulting from a combination of SWOT factors, namely SO, WO, ST, and WT strategies, show that development can be carried out through tourism product innovation, facility improvement, promotion strengthening, human resource development, and collaboration with various external parties. These strategies not only help overcome weaknesses and threats, but also strengthen the position of agrotourism in the face of competition and changing tourism trends.

The Cartesian diagram of SWOT analysis is applied after the score difference of internal factors (strengths with weaknesses) and external factors (opportunities with threats) is obtained. As for the results of the calculation, it can be seen in figure 1.

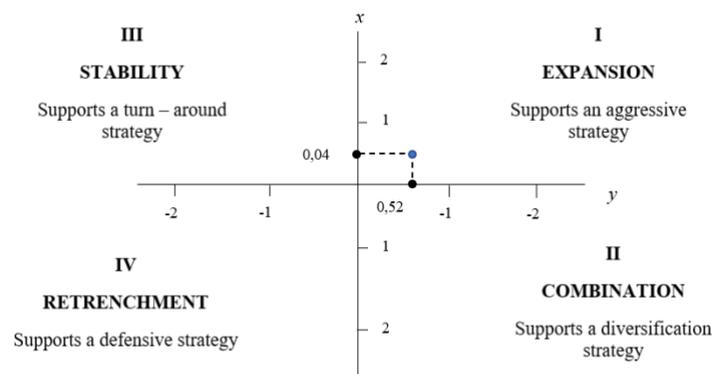


Figure 1. Cartesian Quadrant Diagram SWOT Analysis

After the SWOT analysis produces several alternative strategies, the next stage is to determine the strategy that is a priority in the development of Bali Nature Luwak Coffee

Agrotourism. This priority determination is carried out using the QSPM (*Quantitative Strategic Planning Matrix*) matrix. Through the QSPM matrix, each alternative strategy is assessed based on internal and external factors that have previously been compiled in the IFAS and EFAS matrices. The assessment process is carried out by multiplying the weight of each factor by the value of attraction (AS), resulting in the total value of attraction (TAS). These values are used to determine the most appropriate strategy to implement. As for the acquisition of values from the calculation of the QSPM matrix, it can be seen in Table 5 about the QSPM Matrix.

Table 5. Matrix QSPM

No	Alternatif Strategi	TAS	Peringkat
1	Creating a " <i>Coffee learning Trail</i> " as a tourist trail	7.73	1
2	Creating a Coffee Village Stay program as a homestay	7.35	2
3	Building a network of partnerships	7.13	3
4	Forming a village digital marketing team	6.95	4
5	Implementing the Coffee Education program	6.69	5
6	Create digital interactive content	5.92	6
7	Developing specialty coffee <i>derivative products</i>	5.79	7
8	Launching the "Coffee in Sebatu Village" campaign	5.40	8
9	Developing an <i>eco-café with the concept of green building</i>	5.16	9
10	Organizing the "A Day to Be a Coffee Farmer" program"	5.16	10
11	Collaborating with schools/universities for <i>study tours</i>	5.1	11
12	Compiling a coffee tour package that is integrated with surrounding tourist attractions	4.81	12
13	Encourage integrated training	4.59	13
14	Encourage <i>direct selling</i> and <i>e-commerce</i>	4.59	14
15	Develop a website or work with an <i>online booking platform</i>	4.59	15
16	Developing a recruitment scheme for young people	4.39	16
17	Developing <i>eco-facilities</i>	4.18	17
18	Making the brand "Kopi Luwak Alam Bali" as an ambassador for local products	3.92	18
19	Organizing sustainable tour guide training	3.88	19
20	Providing training for the local youth	3.73	20
21	Developing climate-adaptive coffee conservation programs	3.67	21
22	Create digital content in Indonesian and regional languages	3.65	22
23	Optimizing tourism facilities	3.59	23
24	Provide <i>hospitality, guiding, monitoring</i> and coffee education training	3.21	24
25	Building a digital community of civet coffee lovers	3.05	25
26	Using the latest regulations as the basis for innovation	2.98	26
27	Carry out gradual repairs of basic facilities	2.85	27
28	Leverage digital platforms and online reservations	2.77	28

Source : Data processed (2025)

Based on the analysis that has been carried out, it shows that there are six development strategies. Of the six strategies, the strategy with the highest score was "*Coffee Learning Trail*" with a score of 7.73. This strategy is a priority because it is considered the most attractive, more innovative, and in accordance with current tourism trends. Tourists today love nature activities such as walking on educational trails and enjoying the scenery. This path can also connect coffee gardens, production sites, and photo spots so that tourists can learn while enjoying the natural atmosphere. Meanwhile, the strategy with the lowest score was the use of digital platforms and online reservations with a score of 2.77. This strategy is considered less important because it has often been used by other tourist attractions. In addition, the character of tourists in Bali Nature Agrotourism prefers to come directly and feel a real experience. Therefore, owners focus more on strategies that are able to provide a direct, natural, and memorable experience for tourists. This approach can also be indirect promotion because tourists will usually share their experiences with others.

Research at Kopi Luwak Alam Bali Agrotourism shows that the development of the Coffee Learning Trail is the main strategy used to increase the attraction of tourism and the quality of the educational experience of visitors which involves the arrangement of adequate facilities, the provision of informative educational points, and the strengthening of the role of tour guides so that tourists can get a meaningful and integrated experience from the cultivation process to coffee processing. The results of this study are relatively similar to the practice of coffee tourism in several other countries such as Taiwan, Thailand, and Costa Rica, which also prioritize direct experience-based tourism through coffee garden tours, processing demonstrations, and coffee tasting sessions, as in the study conducted by (18) which states that the development of coffee tourism in Taiwan is aimed at increasing students' tourism supply by creating coffee garden tourism products with an interesting journey through education. The similarity of the research results lies in the effort to provide an integrated experience from upstream to downstream coffee production and make education the main value in attracting tourists.

However, there is a fundamental difference in the focus of its development. Research in Alam Bali focuses more on strengthening education and promotion pathways as a means of increasing visits, while many studies in other countries place aspects of environmental sustainability, farmer empowerment, and social responsibility as core parts of the development of coffee tourism. In some coffee-producing countries, coffee tourism is developed as an instrument of community development and environmental conservation, so that the tourism experience is not only recreative and educational, but also oriented towards the welfare of local communities and environmentally friendly practices, as is the case with studies conducted by (19) stated that the existence of the coffee industry is aimed at supporting the welfare of the community and the environment by prioritizing environmentally friendly development. Thus, compared to international studies, this research focuses more on improving the quality of attractions and marketing, while foreign research tends to integrate economic, social, and ecological aspects in the management of coffee tourism.

CONCLUSION

Based on the results of the research, the manager of the Bali Nature Luwak Coffee Agrotourism is advised to prioritize the development of the Coffee Learning Trail as the main strategy in increasing tourist attraction and educational experience for visitors. The development of this tourist route needs to be supported by the arrangement of adequate facilities, the provision of informative educational points, and the strengthening of the role of tour guides so that tourists get a meaningful and integrated experience from the cultivation process to the processing of civet coffee. Managers are also advised to improve the quality of supporting facilities and optimize the use of digital media as a means of promotion and communication with tourists. Strengthening consistent and informative digital promotions can expand market reach, especially domestic tourists, as well as reduce dependence on foreign tourists. In addition, the development of cooperation with village governments, travel agents, educational institutions, and local business actors needs to be improved to create integrated and sustainable educational tour packages. For local governments and related stakeholders, the results of this research can be used as a reference in the formulation of agro-tourism development policies based on local potential and community participation. Support in the form of human resource training, promotion facilitation, and strengthening supporting infrastructure is needed to encourage the sustainability of agro-tourism. Further research is suggested to expand the scope of the research site, use a more in-depth quantitative approach, or examine tourists' perceptions of the quality of services and tourism experiences to enrich the development of agro-tourism strategies in the future.

RECOMMENDATIONS

Based on the results of the research, the manager of the Bali Nature Luwak Coffee Agrotourism is advised to prioritize the development of the Coffee Learning Trail as the main strategy in increasing tourist attraction and educational experience for visitors. The development of this tourist route needs to be supported by the arrangement of adequate facilities, the provision of informative educational points, and the strengthening of the role of tour guides so that tourists get a meaningful and integrated experience from the cultivation process to the processing of civet coffee. Managers are also advised to improve the quality of supporting facilities and optimize the use of digital media as a means of promotion and communication with tourists. Strengthening consistent and informative digital promotions can expand market reach, especially domestic tourists, as well as reduce dependence on foreign tourists. In addition, the development of cooperation with village governments, travel agents, educational institutions, and local business actors needs to be improved to create integrated and sustainable educational tour packages. For local governments and related stakeholders, the results of this research can be used as a reference in the formulation of agro-tourism development policies based on local potential and community participation. Support in the form of human resource training, promotion facilitation, and strengthening supporting infrastructure is needed to encourage the sustainability of agro-tourism. Further research is suggested to expand the scope of the research site, use a more in-depth quantitative approach, or examine tourists' perceptions of the quality of services and tourism experiences to enrich the development of agro-tourism strategies in the future.

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