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Agrotourism Destination Development Strategy on Lombok Island

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ABSTRACT: This study aims to (1) Knowing the internal factors in the development of agrotourism destinations on Lombok Island; (2) Knowing the external factors in the development of agrotourism destinations on Lombok Island; (3) Determine alternative strategies for developing agrotourism destinations on Lombok Island; and (4) Determine priority agrotourism destination development strategies to be applied to agrotourism destinations on Lombok Island. This study used descriptive qualitative method. Determining the research area using the *Purposive Sampling method* . The main respondents in this research are owners/managers of agrotourism destinations, while additional respondents are related institutions/parties so that the assessment is more objective. Respondents, owners/managers, and tourism service institutions and tourists were determined using the *purposive sampling method* . The types of data in this research include quantitative and qualitative data, while the data in this research comes from primary data and secondary data. The data in this research was collected using interview techniques, questionnaires,observation and recording.

The results of this research are as follows: (1) Internal factors in developing agrotourism destinations on Lombok Island include: (a) Strengths consist of 8 factors, weaknesses consist of 4 factors; (2) External factors in developing agrotourism destinations on Lombok Island include: (a) Opportunities consist of 4 factors and threats consist of 4 factors; (3) Alternative strategies for developing agrotourism destinations on Lombok Island resulted in 15 alternative strategies; (4) The main priority agrotourism destination development strategy to be implemented on Lombok Island is to improve government-supported infrastructure to facilitate tourist access to visitagrotourism destinations and offer affordable prices.

KEYWORDS: Agrotourism, Lombok Island, SWOT Strategy, QSPM Priorities

INTRODUCTION

Indonesia has extraordinary natural wealth and tourism potential (Wibowo, Paninggiran, & Heptanti, 2023). Tourism in Indonesia is a significant source of foreign exchange for the country(Nugraha & Siti, 2020). Indonesian tourism is greatly influenced by its natural and cultural riches(BankBJB, 2023). Agrotourism is one of the great potentials to be developed in Indonesia, with the development of agrotourism it can improve people's welfare (Rachman, 2022). Lombok Islandhas great tourism potential, including agrotourism potential (ITMP Pulau Lombok, 2020). One ofthe problems related to the development of agrotourism on Lombok Island is the lack of local community involvement and the large number of agrotourisms that have not been exposed to the media (Salmah, Yuniarti, & Handayani, 2021). Agrotourism on Lombok Island is spread across various regions on Lombok Island with different agricultural (Amir, 2020)subsectors , so that it can influence internal and external factors of agrotourism destinations on Lombok Island .Considering these internal and external factors, an appropriate strategy is needed to develop agrotourism destinations on Lombok Island so that tourists have references for visiting agrotourism destinations.

Based on the description above, researchers need to conduct more in-depth research regarding the development of agrotourism destinations, through research with the title **"Agrotourism Development Strategy on Lombok Island".**

This research aims to: (1) Find out the internal factors in the development of agrotourism destinations on Lombok Island. (2) Knowing external factors in the development of agrotourism destinations on Lombok Island. (3) Determine alternative development strategies for agrotourismdestinations on Lombok Island. (4) Finding priority agrotourism destination development strategies to be implemented in agrotourism destinations on Lombok Island .

RESEARCH METHODS

This study used descriptive qualitative method. Determining agrotourism destinations is carried out using the *purposive sampling method*. The main respondents in this research are owners/managers of agrotourism destinations, while additional respondents are related institutions/parties so that the assessment is more objective. Respondents, owners/managers, and tourism service institutions and tourists were determined using the *purposive sampling method*. The data used in this research are quantitative and qualitative data, while the data comes from primary data and secondary data. The data in this research was collected using interview techniques, questionnaires, observation and recording.

Data analysis

1. Input Stage Stages

At this stage it consists of the IFE matrix and EFE matrix which are used to enter informationas a basis for the matrix at the matching and decision making stages.

a. IFE and EFE matrices
   The IFE matrix is used as a tool to evaluate internal factors in agrotourism, while the EFEmatrix is used as a tool to evaluate external factors in agrotourism (Sedarmayanti, 2014).

i. Identifying internal and external factors of agrotourism destinations
   Internal factors can number between 10 and 15 and are influential factors in agrotourism, such as strength factors, weakness factors, opportunity factors and threatfactors. After all factors are identified, weights and ratings will be given to these factors.

ii. Provides weight
   At this stage, the weighting has a score of 0.0 to 1.0, indicating how important each component is to the success of agrotourism.

iii. Provide Ratings
   The rating consists of numbers 1–4 which show how influential agrotourism is on theseimportant factors.

iv. Multiplying weight and rating
   Next, the weighted value of agrotourism is calculated by multiplying the weighting value and the rating . IFE Matrix - EFE has internal factor, weight, ranking and weighted average column sections.

v. Addition of scores
   To calculate the total weighted score for all agrotourism variables, add up all the weighted scores for each variable.

2. Matching stages

The matching stage aims to maximize internal resources, capabilities, opportunities and risksbased on external factors that influence agrotourism (Asmoro, 2020).

a. Internal External (IE) Matrix
   The current position of agrotourism can be determined using the IE matrix. The IE matrixis based on two parts, namely the total IFE and EFE weight values. The IFE value is on the x-axis, and the EFE value is on the y-axis (Rahim & Radjab, 2017).

b. SWOT Matrix
   To choose alternative strategies, decision makers can use the SWOT matrix (Valguna, Dewanti, & Suparma, 2020). SWOT analysis is a combination of internal and external factors to obtain various strategic alternatives, namely the strength-opportunity strategy (SO), the weakness-opportunity strategy (WO), the weakness-threat strategy (WT), and the strength-threat strategy (ST) (Fatimah & Dwi, 2020). To help businesses develop their business, a SWOT analysis will provide several options. The SWOT matrix is formatted as follows (David, 2016).

3. Decision stages

This is the final step in formulating a strategy (Harwadi, Murianto, Suteja, & Mashyudi, 2022). The decision stage is the stage of finding strategies suitable for implementation in agrotourism. The QSPM matrix is an analytical tool used to determine decisions (Purba & Kusumadmo, 2019).

a. QSPM Matrix

Quantitative Strategic Planning Matrix (QSPM) is the final stage in the strategic planning process (Pertiwi, Senjawati, & Puspitaningrum, 2023). QSPM is an analytical tool usedto evaluate alternative strategies objectively based on important external and internal factors known at the *input stage. stages* and *matching stages* (Sentana, Wahyuningsih, Sriwi, & Indrapati, 2023). QSPM provides a very good assessment of the strategies that will be selected and implemented in developing agrotourism destinations (Handayani &Sarwono, 2021).

According to (David, 2016), the preparation of the QSPM strategy consists of 6 stages. Thefollowing stages are used to

develop selected strategies through QSPM.

1) Identifying strength factors, weakness factors, opportunity factors and threat factors, with datasourced from the IFE and EFE matrices.
2) Give weight to each internal factor and external factor. By using the values contained in the IFE and EFE matrices.
3) Determine alternative strategies that are generated through the SWOT matrix and are suitablefor application to agrotourism destinations.
4) Determining the relative attractiveness score (Attractiveness *Score /* AS) for each alternativestrategy selected. The measure of the attractiveness of alternative strategies in overcoming internal and external factors is measured using *the Attractiveness value Score*
5) Calculating *Total Attractiveness Score* (TAS). *Total attractiveness score* (TAS) is obtained by multiplying the weight and *Attractiveness Score* on each line. The TAS value shows relative *attractiveness* on the alternative strategies obtained.
6) Calculating *Total Attractiveness Score* (TAS), calculation of *Total Attractiveness Score*(TAS), is done by adding up all *the Total Attractiveness Score* (TAS), in each QSPM column.Strategy with *Total Attractiveness value The highest score* (TAS) is the priority strategy to implement.

RESULTS AND DISCUSSION

Characteristics of Agrotourism Destinations

The characteristics of agrotourism destinations on Lombok Island are seen from the type of subsector, agrotourism destinations have varying areas, with available development areas or thosewithout development areas.

In table 1 you can see the subsectors , characteristics, area size and length of time the agrotourism business has been carried out. Of the 9 agrotourism destinations that were informantsin this research, there are 2 food and horticulture subsectors , 3 fisheries and marine subsectors , 2plantation subsectors , and 2 forestry subsectors .

Table 1. Area of Agrotourism Destinations and Business Length of Agrotourism Destinations onLombok Island.

No.	Agrotourism Destinations	Subsector	Characteristics of agrotourism	Agrotourism Destination Area Area (m^2)	Length of Agrotourism Business (years)
1	Pawon 21 Bonjeruk	Food and Horticulture	Mainland Agrotourism	100	6
2	Harry Surf School Selong Belanak	Fisheries and Maritime Affairs	Maritime Agrotourism	76	14
3	Jerowaru Mangrove Bale	Forestry	Maritime Agrotourism	200	3
4	Sembalun Rice Shop	Horticulture and food	Mainland Agrotourism	2,000	6
5	Sapit Farm	Plantation	Mainland Agrotourism	3,000	4
6	Tramena Dive Center	Fisheries and Maritime Affairs	Maritime Agrotourism	1200	1
7	Senara Chocolate Village	Plantation	Mainland Agrotourism	48,000	6
8	Bens Eco Mangrove Sheet	Forestry	Maritime Agrotourism	72,000	5
9	Eco Dive Gili Gede	Fisheries and Maritime Affairs	Maritime Agrotourism	600	3
	Total			127,176	48
	Average			14,130.66	5.33

Source: *Primary data processed, 2024*

The agrotourism destinations on Lombok Island are divided into 2 characteristics, namely land agrotourism with 4 destinations and maritime agrotourism with 5 agrotourism destinations with varying destination areas and length of business.

Internal Factors of Agrotourism Destinations

The internal factors of agrotourism destinations are the factors that are the strengths and weaknesses in the process of developing agrotourism destinations on Lombok Island(Purwaningrum, 2020). So the following 12 factors are obtained:

Table 2. Internal Factors of Agrotourism Destinations

No.	Internal factors (Strengths and Weaknesses)
I	Strength
1.	There are beautiful and beautiful agricultural areas available in agrotourism and have aesthetic plants
2.	Agrotourism has adequate conditions and still has development areas
3.	Ticket prices are affordable and in accordance with agrotourism facilities
4.	Agrotourism has supporting facilities for visitors (toilets, places of worship, clean parking lots, gazebos, accommodation, restaurants, souvenir shopping centers, electricity, internet)
5.	There is planned management and agrotourism institutions
6.	There are special services such as complaints and reservations for agrotourism
7.	Road access in agrotourism destination areas leading to agrotourism locations is easy and good.
8.	The climate and soil conditions at agrotourism locations are supportive and good for plant cultivation
II	Weakness:
1.	are less interesting photo spots
2.	Agrotourism does not collaborate with other parties
3.	Lack of community support in agrotourism destinations
4.	Human Resource Management in agrotourism is still lacking

Source: *Primary data processed, 2024*

internal factors are obtained by carrying out an inventory, then giving a score andeliminating factors that have a score below 2.5, resulting in 12 internal factors consisting of 8 strength factors and 4 weakness factors.

External Factors of Agrotourism Destinations

External factors for agrotourism destinations are factors that can be used as opportunities and threats in the development of agrotourism destinations on Lombok Island (Naila, 2022). So we get the following 12 factors:

Table 3. External Factors of Agrotourism Destinations

No.	External factors (Opportunities and Threats)
III	Opportunity :
1.	Visitor interest agrotourism tall
2.	Agrotourism is of interest to tourists from various groups
3.	The agrotourism area has electricity and internet networks
4.	Supporting infrastructure is available such as road access and land and sea transportation routes to agro-tourism destinations
5.	Advances in information technology encourage the development of agrotourism and attract visitor interest
6.	Availability of support from other parties in developing agrotourism
7.	Tourism is the government's flagship program on Lombok Island
8.	Level of satisfaction visitors
IV	Threat :
1.	Price competition with other tourist destinations
2.	Promotional competition with other tours
3.	Lack of awareness in the surrounding community about agrotourism development
4.	Management waste in the area tourism by parties related not optimal

Source: *Primary data processed, 2024*

External factors are obtained by carrying out an inventory and then giving a score and eliminating factors that have a score below 2.5 to obtain 12 external factors consisting of 8 opportunity factors and 4 threat factors.

IFAS and EFAS Matrix Analysis

a. IFAS Matrix Analysis

Evaluation of internal factors is a step to carry out planning and direction regarding actionsthat can be taken based on

developments in internal factors that can influence agrotourism destinations (Piter, Ruauw, & Loho, 2023). The results of the weight and rating calculations arein the following table

Table 4. IFE Matrix

No.	Internal factors (Strengths and Weaknesses)	Weight	Ratings	Score
I	Strength			
1.	There are beautiful and beautiful agricultural areas available inagrotourism and have aesthetic plants	0.121	2,667	0.322
2.	Agrotourism has adequate conditions and still has development areas	0.121	3,444	0.416
3.	Ticket prices are affordable and in accordance with agrotourism facilities	0.127	3,111	0.397
4.	Agrotourism provides supporting facilities for visitors	0.111	3,444	0.383
5.	There is planned management and agrotourism institutions	0.147	4,000	0.588
6.	There are special services such as complaints and reservations foragrotourism	0.134	3,556	0.476
7.	Access to agrotourism locations is easy and good	0.101	2,333	0.236
8.	The climate at the agrotourism location is supportive and the soil conditionat the agrotourism location is good for plant cultivation	0.137	3,000	0.412
	Total	1,000	25,556	3,231
II	Weakness:			
1.	There are no interesting photo spots	0.276	2,333	0.643
2.	Agrotourism does not collaborate with other parties	0.245	2,222	0.544
3.	Lack of community support	0.245	2,333	0.571
4.	Human Resource Management in agrotourism is still lacking	0.235	2,778	0.652
	Total	1,000	9,667	2,410

Sourc : *Primary data processed , 2024*

From the *Internal Factor Matrix Evaluation* (IFE), the factor that gives the greatest strength to agrotourism destinations on Lombok Island is the factor that there is planned management and agrotourism institutions; There are special services such as complaints, reservations for agrotourism; Agrotourism has adequate conditions and still has development areas; The climate at the agrotourism location is supportive and the soil condition at the agrotourism location is good for plant cultivation; Ticket prices are affordable and in accordance with agrotourism facilities; Agrotourism provides supporting facilities for visitors.

From the *Internal Factor Matrix Evaluation* (IFE), the factor that gives the greatest weakness to agrotourism destinations on Lombok Island is that human resource management in agrotourism is still lacking; There are less interesting photo spots ; Agrotourism does notcollaborate with other parties; Lack of support from society.

Evaluation of external factors is a step to carry out planning and direction regarding actionsto be taken by agrotourism based on the development of external factors that have an influence onagrotourism destinations (Ramzah, 2019). The results of the weight and rating calculations are intable 5 below.

Table 5. EFE Matrix

No.	External factors (Opportunities and Threats)	Weight	Ratings	Score
III	Opportunity:			
1.	Interest in agrotourism visitors is high	0.132	3,222	0.426
2.	Agrotourism is of interest to tourists from various groups	0.132	2,778	0.367
3.	Electricity and internet networks are available in the agrotourism area	0.154	4,000	0.617
4.	Supporting infrastructure is available such as road access and land and sea transportation routes to agrotourism	0.137	3,000	0.410
5.	Advances in information technology support the development ofagrotourism and increase visitors	0.137	3,000	0.410
6.	Availability of support from other parties in developing agrotourism (government / local community / investors / media / NGOs / academics)	0.110	2,889	0.318
7.	Tourism is the government's flagship program on Lombok Island	0.198	4,000	0.793

8.	Level of visitor satisfaction	0.163	3,444	0.561
	Total	1,000	26,333	3,902
IV	Threat:			
1.	Price competition with other tours	0.215	2,556	0.549
2.	Promotional competition with other tours	0.290	2,444	0.708
3.	Lack of awareness of local communities in developing agrotourism	0.252	2,889	0.729
4.	Waste management in tourist areas by related parties is not yet optimal	0.243	2,667	0.648
	Total	1,000	10,556	2,634

Source: *Primary data processed, 2024*

From the External Factor Matrix (EFE), the factor that provides the greatest opportunity for agrotourism destinations on Lombok Island is the implementation of tourism as a governmentpriority program; There are electricity and internet networks available in agrotourism areas; Levelof visitor satisfaction; Agrotourism visitor interest is high; Available supporting infrastructure suchas road access and transportation routes to agrotourism and advances in information technology encourage the development of agrotourism and increase visitors; These factors are the main opportunities for the agrotourism business environment on Lombok Island in competing in the tourism industry.

From the *External Factor Matrix Evaluation* (EFE), one of the threats to agrotourism destinations on Lombok Island is the lack of awareness of the surrounding community in developing agrotourism; Promotional competition with other tourist destinations; Waste management in tourist areas by related parties is not yet optimal with a score of 0.648 and price competition with other tourist destinations.

Internal-External (IE) Matrix Analysis

The internal external matrix (IE) is a matrix that combines the evaluation results of internaland external factors of agrotourism destinations which place agrotourism destinations in certain conditions (Naila, Amir, & Parsudi, 2022). In the IE matrix there are two main dimensions, namelythe total IFE value which is weighted on the X-axis, and the total EFE value which is weighted onthe Y-axis (Candradewini, 2021).

a. SWOT diagram

The SWOT (*Strength , Weakness , Opportunity , Threats*) diagram consists of four boxesfor each area but the shape can vary, depending on the value obtained (Aling, Mahardika, Dewi, & Semadi, 2023).

The sum of the strength scores minus the sum of the weakness scores is the internal analysiscoordinate, so 3.231 – 2.410 = 0.821. The external analysis coordinates are the total opportunity score minus the total threat score, so 3.902 – 2.634 = 1.267. The combination of internalcoordinates and external coordinates produces a SWOT coordinate point of 0.821; 1,267.

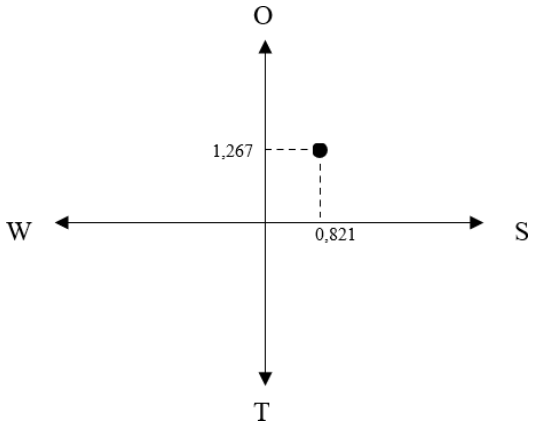

Figure 1. SWOT diagram

Based on the SWOT diagram, it shows that agrotourism on Lombok Island has a very favorable situation in Quadrant I. Agrotourism has the power to take advantage of the opportunitiesthat agrotourism destinations have. Aggressive growth policy (*growth orientes strategy*) is a strategy that must be implemented if the agrotourism destination is in quadrant 1 (Santana, Dolorasa, & Kurniati, 2023).

Agrotourism Destination Development Strategy on Lombok Island

SWOT Matrix Analysis

The strategy analysis for developing agrotourism destinations in this research is a SWOT analysis. SWOT analysis is a planning method for evaluating strengths , weaknesses , opportunities*and* threats *in* agrotourism businesses on Lombok Island (Lestari , Purbowo, & Fadhli, 2022). It is known that alternatives for developing agrotourism destinations on Lombok Island which wereanalyzed using SWOT resulted in an SO strategy with the following explanation:

a. SO Strategy

i. Updating the availability of beautiful and aesthetic agricultural areas by improving various facilities and attractions to attract visitors from various groups and provide comfort for tourists.

ii. Improving management systems and institutions in developing agrotourism destinations by utilizing technological advances so that it can make it easier for tourists to access agrotourismdestinations and increase tourist comfort.

iii. Improving infrastructure with support from the government to facilitate tourist access in visiting agro-tourism destinations and offering affordable prices will increase the number of tourist visits from various groups.

iv. Cultivating plants that can be used as tourist attractions by utilizing technology and geographical conditions in agro-tourism areas, so that it does not require large costs and offersaffordable prices for tourists.

b. WO Strategy

i. Create interesting photo spots by utilizing technological advances so that they can attract theinterest of tourists from various circles and can be enjoyed by visiting tourists.

ii. Collaborating and participating in activities carried out by related parties to develop agro- tourism destinations so that they can attract tourists and be enjoyed by tourists from various circles.

iii. Involving the community in developing agro-tourism destinations through the use of technological advances and existing facilities.

iv. Involving the community in improving the quality of human resources through training held by related parties by utilizing technological advances.

c. ST Strategy

i. Maintaining natural beauty as a characteristic of agrotourism and optimizing the services provided by agrotourism destinations so that they can offer affordable prices.

ii. Collaborating with related parties to protect the environment in developing agrotourism by involving local communities.

iii. Optimizing the services provided by agrotourism so that agrotourism becomes a priorityalternative for tourists.

iv. Taking advantage of climate conditions and supportive access to increase agrotourismpromotion and waste management in agrotourism destination areas.

d. WT Strategy

i. Utilize waste that can be recycled to create photo spots , so that it can attract tourist interest.

ii. Collaborate with related agencies and improve the quality of human resources managingagrotourism to develop agrotourism.

iii. Carrying out training for local communities to manage waste into products that have sellingvalue.

QSPM Matrix Analysis

QSPM is an analytical tool that makes it possible to develop strategies by evaluating various alternative strategies objectively (Indriarti & Chaidir, 2021), based on previously identified internal and external factors. The QSPM matrix will produce the highest attractiveness value from the 4 alternative SO strategies. This attractiveness value produces a priority strategy determined from the highest value based on the QSPM matrix.

Table 8. Ranking Strategy Alternatives

No.	Strategy Alternatives	TAS value	Ranking
Strategy1	Renewing beautiful and aesthetic agricultural areas to improve facilities and attractions to attract visitors and be comfortable for tourists .	21,060	3
Strategy2	Improving management systems and institutions in developing agrotourism destinations by utilizing technological advances;	21,078	2
Strategy3	Improving government-supported infrastructure to facilitate tourist access in visiting agro-tourism destinations and offering affordable prices	21,882	1
Strategy4	Cultivating plants that can be used as tourist attractions by utilizing technology and geographical conditions in agro-tourism areas	20,448	4

Source: *Primary data processed, 2024*

Agrotourism Destination Development Strategy on Lombok Island

From the ranking results , it can be seen that the alternative that has the highest interest value is the strategy of improving infrastructure with support from the government to facilitate tourist access to visit agro-tourism destinations and offering affordable prices so that it will increase the number of tourist visits from various groups, so that this strategy becomes a strategy. main priority for implementation in agrotourism destinations on Lombok Island.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research and discussion, it can be concluded:

1. Internal factors in developing agrotourism destinations on Lombok Island are as follows:

a. Strengths consist of : Availability of beautiful, beautiful and aesthetic agricultural areas in agrotourism; Agrotourism has adequate conditions and development areas; Affordable ticketprices; Agrotourism provides supporting facilities; There is agrotourism management and institutions; There are special services; Access to agrotourism locations is easy and good; The climate and soil conditions at agrotourism locations support plant cultivation.

b. Weaknesses consist of: Lack of interesting photo spots ; Agrotourism does not collaborate with other parties; Lack of community support; Human Resource Management in agrotourismis still lacking.

2. External factors in developing agrotourism destinations on Lombok Island are as follows:

a. Opportunities consist of: High interest in agrotourism visitors; Agrotourism is of interest to tourists from various groups; There are electricity and internet networks available in agrotourism areas; Supporting infrastructure available to agrotourism destinations; Advancesin information technology support the development of agrotourism; Availability of support from other parties; Tourism is a leading program on the island of Lombok; Level of visitor satisfaction.

b. Threats consist of: Price competition with other tours; Promotional competition with other tours; Lack of awareness of local communities in developing agrotourism; Waste managementin tourist areas by related parties is not yet optimal.

3. Alternative strategies for developing agrotourism destinations on Lombok Island are as follows:

a. The SO strategy consists of 4 alternative strategies: Renewing beautiful and aesthetic agricultural areas to improve facilities and attractions to attract visitors from various groups and provide comfort for tourists; Improving management systems and institutions in developing agrotourism destinations by utilizing technological advances so that it can make iteasier for tourists to access agrotourism destinations; Improve infrastructure with support fromthe government to facilitate tourist access to visit agro-tourism destinations and offer affordable prices so that it will increase tourist visits; Cultivating plants that can be used as tourist attractions by utilizing technology and geographical conditions in agro-tourism areas so as to offer affordable prices for tourists.

b. The WO strategy consists of 4 alternative strategies: Creating attractive photo spots by utilizing technological advances, so that it can attract the interest of tourists from various groups; Collaborating and participating in activities carried out by related parties to develop agro-tourism destinations; Involving the community in developing agrotourism destinations through the use of technological advances and existing facilities; Involving the community inimproving the quality of human resources through training held by related parties by utilizingtechnological advances.

c. The ST strategy consists of 4 alternative strategies: Maintaining natural beauty and optimizingthe services provided by agrotourism destinations so that they can offer affordable prices; Collaborating with related parties by involving local communities; Optimizing the services provided by agrotourism, so that agrotourism becomes a priority alternative for tourists;Taking advantage of climate conditions and supportive access to increase agrotourism promotion and waste management in agrotourism destination areas.

d. The WT strategy consists of 3 alternative strategies: Using it to create photo spots , so that it can attract tourist interest; Collaborate with related agencies and improve the quality of humanresources managing agrotourism; Carrying out training for local communities to manage waste into products that have selling value.

4. The priority agrotourism destination development strategy to be implemented on Lombok Island according to its ranking is as follows: (a) Improving infrastructure with support from the government to facilitate tourist access to visit agrotourism destinations and offering affordable prices so that it will increase visits; (b) Improving management systems and institutions in developing agrotourism destinations by utilizing technological advances so thatit can make it easier for tourists to access agrotourism destinations; (c) Renewing beautiful and aesthetic agricultural areas to improve facilities and attractions to attract visitors from various groups and provide comfort for tourists; (d) Cultivating plants that can be used as tourist attractions by utilizing technology and geographical conditions in agro-tourism areas so as to offer affordable prices for tourists.

SUGGESTION

Based on the results of research related to strategies for developing agrotourism destinations on Lombok Island and the results of the analysis that has been carried out, the researchers provide the following suggestions:

1. For the government to pay more attention to the development of infrastructure to support thedevelopment of agro-tourism destinations on Lombok Island and make it easier for tourists tovisit agro-tourism destinations on Lombok Island.
2. Owners/managers of agrotourism destinations are expected to develop agrotourismdestinations on Lombok Island that focus on SO strategies with top priority. Apart from that,if an agrotourism destination experiences a different situation, it can be adjusted to other alternative strategies contained in the alternative WO strategy, ST strategy and WT strategy.

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