

Coffee Tourism Development Potential: Benefit and Consequences

H. P. Diyah Setiyorini

Tourism Marketing Management
Indonesia University of Education
Bandung, Indonesia
hp_diyah@upi.edu

Abstract—This conceptual paper discuss the coffee tourism development potential and its impacts. Literatures are being used to explain the benefit and consequences to local communities. It also discussed the marketing opportunity for coffee tourism.

Keywords — *coffee tourism; third wife of coffee; community*

I. INTRODUCTION

Tourism development is being used to increase social welfare by many countries. It often synergizes with many sectors to amplify the benefits, as agri-tourism that utilizes agricultural resources for tourist activities. Coffee is a prominent agricultural commodity in Indonesia and there are vast plantations in many regions. The existing facilities and resources at the plantations have the potential to provide more economic value to local communities [1]. Therefore, developing coffee tourism could add value for local communities; as a result, their welfare has the potential to increase. This essay will explain market opportunity, value-added benefits for local communities, impacts on the environment that are caused by coffee tourism development, and the government roles.

II. LITERATURE REVIEW

The Tourism defined as ‘a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual’ [2]. It contains social interaction between the communities as hosts, visitors or tourists as guests, the business or industry involves, government, and other related stakeholders. [3] studied the positive and negative of social impacts in the eyes of local communities. They identified the positive social impacts for tourism as improving resident’s involvement in cultural activities, providing more entertainment offer, developing global visibility of the region, creating image, improving local heritage understanding, developing mutual understanding on cultural differences, and giving more opportunities to learn about other countries. While the negative impacts concern with uncontrolled development, affected local cultural identity, decreased cohesion in community, increased crime

rates, prostitution, vandalism, and conflict between residents and visitors, as well as decreased local community safety [3]. The interaction would influence and be influenced by culture. Culture could attract visitors to visit destinations and the tourism development, in some cases could also contribute to impacts. Positive cultural impacts are also discussed in the previous social impacts, for example that tourism could encourage local culture preservation, cultural understanding and learning between the host and visitors. However, the threat of commodification could not be avoided [4]. Therefore, [4] recommended three ways in anticipating the negative cultural changes, as follow: ‘1) developing cultural collaboration and partnership; 2) involving community members in the planning and developing strategy for tourism; 3) establishing a long-term tourism vision to boost community participation and preservation.’ There are also some positive and negative impacts on the region economic conditions, such as increasing employment opportunities, improving community welfare, and boosting economic growth for sustainable development [5].

Based on these impacts, many countries attempt to develop tourism for gaining the positive result for the community. Therefore, the countries has bee looking for many opportunities to develop unique and attractive destinations to attract tourists. One of the opportunities to develop tourism is in giving added value to agricultural resources, or so-called as agri tourism. [6] have studied that developed countries also utilize agritourism for increasing the local people welfare. According to [6], the current agricultural resources could be developed into entertainment and leisure activities, especially for visitors from cities or those who are interested in rural communities. They also urged that agritourism development could reduce the poverty in the communities. [7] explained that agritourism activities are related with education for the visitors. However, the local communities have not developed this form of tourism satisfactorily. They have not been able to explore the economic benefits optimally.

Coffee tourism is a mean of agricultural. More people are attracted to come to coffee plantation to get more experience, knowledge, and understanding about coffee. People tend to understand the way the beans are nurtured, and processed to a cup of coffee. [8] explained this notion on his research as a 'third-wave of coffee culture'. Jonathan Gold in [8] stated that the first wave positioned by most consumed and massed coffee products (i.e. Folgers in USA) in consumers' daily coffee consumptions. The second wave was signed by increasing number of cafés that provide premium and reputable coffee from many parts of the world in a cozy atmosphere at urban areas. Then, the third wave of coffee culture emphasizes on providing the experience and knowledge of how coffee is being nurtured in the farmer, roasted, and tasted. People give more appreciation to local coffee and its production process. It is then position coffee as wine, where people put high appreciation to the vineyard and how it is produced.

Therefore, the travel to coffee plantation and experience the farming, roasting, and sipping a cup of coffee near the field has become popular.

III. RESEARCH METHODOLOGY

This is a conceptual paper, the research compile literatures from journal, governmental reports, and other mass publications. It will give a discursive analysis of coffee tourism development, in the realm of the market opportunity, the positive value-added to communities, and the consequences. The research context is in Indonesia coffee plantations.

IV. FINDING AND DISCUSSION

There is a significant market opportunity for coffee tourism. First, nowadays more people travel for educational purposes to enrich their knowledge. Tourists engage with several educational activities in agri-tourism, for instance learning about farming practices as well as exploring nature and participating in cultural based activities [9]. Secondly, people often associate the products with the place, that later motivates them to visit the area. [10] studied the association of place and coffee lovers behavior. The study categorized coffee as an outside drink, that people enjoy having outside their home. Furthermore, creating places for people to enjoy coffee is a good opportunity because the demand is significant. Third, coffee drinking is a lifestyle for all generations, including millennials. [11] reported that millennials contribute to 20% of international travellers or approximately to about 200 million people. Hence, it has the potential to generate greater market growth in the future.

Furthermore, Indonesia has a great potential in coffee tourism because it has vast plantations that are spread out in almost every province. There are five, out of 34, provinces, that have high coffee productions, namely Aceh (47,380 Tons), North Sumatera (60,180 tons), South Sumatera (110,390 Tons), Lampung (110,250 Tons), and East Java

(33,980 Tons) (Statistics Indonesia, 2017:xi). There are three types of Indonesian coffee plantations, namely Government-Owned Large Plantation (*Perkebunan Besar Negara*), Private-Owned Large Plantations (*Perkebunan Besar Swasta*), and Communities Plantation (*Perkebunan Rakyat*). According to Statistic Indonesia [12], the land area of each plantation is as follows.

TABLE 1: INDONESIAN COFFEE PLANTATIONS AREA IN 2014-2016

Plantation Type	2014		2015		2016	
	Land	%	Land	%	Land	%
Government-Owned Large Plantation	22,369 Ha	2	22,366 Ha	2	26,780 Ha	2
Private Owned Large Plantations	24,460 Ha	2	24,390 Ha	2	18,900 Ha	2
Communities ' Plantation	1,184,000 Ha	96	1,183,000 Ha	96	1,181,000 Ha	96
Total	1,230,829		1,229,756		1,226,680	

Source: Adapted from Indonesian Coffee Statistics, Statistics Indonesia (2017)

The table shows that the communities own the largest share of Indonesian coffee plantations. It covers 1,181,000 hectares in 2016 or 96% of the total area. There is a slight decline at about 0.01% from the previous years. In 2015, the area covered 1,183,000 hectares, and it was 1,184,000 hectares in 2014. The private-owned plantations also have 0.2% decreased for the last two years. However, the government-owned plantation shows a 19.72% increase in 2016. The total area was 22,369 hectares in 2014, and it had been decreased to 22,366 hectares in 2015. Conversely, in 2016 the area increases to 26,780 hectares.

As a result of the total decline in the coffee plantations' area, the production is also decreasing. Production on communities' plantations has been declined for 1.7% from 612,870 tons in 2014 to 602,430 tons in 2015 [12]. There is also a 0,1% decline in 2016. Totally, Statistics Indonesia [12] reported that in 2016 the decline was about 4.53% from the previous years. Therefore, effort on finding other alternatives to leverage the social and economic value for the communities should be encouraged.

There are economic and social value-added benefits that foster the local community's welfare. The communities might not only produce coffee beans but also various tourism products. Vanhove in [13] states that 'the product is the mirror image of tourist's overall experience from moment the person leaves home until she or he returns'. Therefore, there are many kinds of products and services that can be offered to enliven the visitors' experience. Levitt (as cited Mehmetoglu & Normann in [14]) listed three categories of products, namely core, tangible, and augmented products. Furthermore, [14] developed the categories for tourism products. First, the core product consists of the essential values of tourist attractions

that shape the experience, namely novelty, relaxation, excitement, and prestige. Secondly, the tangible product refers to products provided for visitors before and after they travel to a destination, namely information, activities, transport, and accommodation. Finally, augmented product covers weather, location, price, and image of the destination. Visitors experience those products' as bundle of different kinds of goods and services.

A tour package is a form of tourism product that integrates activities, accommodation, and transportation in one single brand and price at the destination. Development of ecotourism, adventure, or educational tour package emerged as a current trend (Shunnaq, et al., cited in [15]). Coffee tourism is a means of eco and educational tourism because it provides experience with nature and knowledge of history, production, and culture. Some farmers could participate in tour package development, for example in providing tour guide services and accommodation [9], [16]. They can also upgrade their crop for added-value products, for instance, coffee beans packed as a souvenir and variety of coffee drinks to enhance visitor's experience. [9] mentioned in his research that scholars discussed the idea that visitors wanted to feel local authenticity, including the food. Drinking local coffee would not only enhance visitors' experience of the authentic coffee, but also encourage them to consume the coffee when they return home. Therefore, coffee tourism will also contribute to progress for commodity production. Furthermore, Whyte in [1] claimed that developing coffee tourism could make use of the existing facilities in the coffee plantations and open opportunities for employment of surplus labor. Hence, the local economy has the potential to grow.

Accordingly, the social interactions among local communities as well as between visitors and the communities could also contribute to progress. [16] mentioned that visitors might bring positive ideas that will increase various local business opportunities for development and income. Other social impacts are on the revival of local arts and local communities' social-cultural life [17]. Many coffee plantations are located in rural areas, and the way of life is different from visitors that usually come from urban areas. The cultural differences become the source of tourist attractions. The demand for local art performance can encourage the local communities to pass the art and culture to the next generation. Therefore, their local values could be sustained. [16] also asserted that involving culture in the marketing could enhance the sense of identity of the communities that could contribute to fostering culture conservation. As a result, their social environment becomes more conducive to live in.

However, there are also some negative impacts on development. First, social impacts could occur in local communities. For instance, there might be a potential conflict between those who are competing for tourist dollars as well as those who are not involved in the tourism industry. Some people might be not involved in the industry due to their lack of tourism business expertise, capital-ownership, or opportunities. However, all communities will be affected by

the impacts of the development. For this matter, [16] pointed out that '... while [cooperative] members receive benefits, the potential costs, both tangible and intangible, associated with an influx of tourists are borne by the community as a whole'. Traffic congestion, waste, and conflict in using public infrastructure between tourists and residents might increase due to tourism activities. Those are some adverse conditions that should be faced by all community's members.

Secondly, the culture of the communities might also be exploited. Joliffie in [16] studied that coffee tourism activities consist of understanding coffee history, production, and culture. Furthermore, cultural based tourist attractions can be found, for instance in coffee farming, local arts, and innovative coffee drinks. Being exposed to visitors, commercialization and commodification of culture might not be avoided. [17] has compiled some issues from many experts on other socio-cultural impacts, for instance, changes in family values and adjustment of cultural activities to tourists preferences. Consequently, this situation tends to decrease local values and traditions. [16] also argued another impact like local communities distress if the visitors might give negative influence, such as drugs or crime.

Thirdly, there is also potential damage to the environment. In some cases, the natural environment will be destroyed when new infrastructure or tourist facilities are built. Accessibility is important in tourism developments. Roads and transportations facilities are developed for transferring tourists to reach destinations. Moreover, in the developments process, road constructions might be built in some productive areas. Tourist amenities, such as hotels, restaurants, tourists information centre, should also be provided to cater to visitors' needs. The developments could contribute to local communities as well. However, some developments would have a negative impact on the existing plantation and community land use. The change might also harm ecosystems, especially animals and vegetation at the plantation. Moreover, as visitors come to coffee plantation, they might cause bio security breaches, for example, bacteria, fungus, or viruses. As a consequence, the farmers possibly face some risk that might reduce their potential income.

Therefore, serious planning and management are required to minimize these impacts and to ensure economic and social benefits for local communities. As one of tourism stakeholders, government plays a role in coordinating stakeholders in planning and management, as well as, formulating policy. Tourism stakeholders, namely government, community, tourism business, and tourists, all need to be involved in the planning process. A well-defined plan can be implemented if it is followed by policy. In coffee tourism development policy, government might emphasize several points, such as ensuring that local communities have the capability to employ economic opportunities; protecting the environment through zoning regulations initiation; and developing visitor management guidelines.

In ensuring communities for tourism economic opportunities, such policy might include training and capacity building, which people understand their part in developing tourism. [1] urged that '[I]t is apparent that both capacity (skills) and confidence building will be a pre-requisite for coffee farmers to develop and participate in coffee tourism'. Tourism work demands high interaction with various kinds of people. The farmers might not be accustomed to contact with different people and this tends to make them feel inferior, shy, and even fear. The job characteristics of each position are also very different. Being farmers, they work in a manufacturing production system, however, tourism is a service industry, which requires hospitality, good grooming and clean, also strong communication skills. Different job also requires distinct knowledge and skills. Therefore, farmers need some education and training to face these changes. On the other hand, it is not easy to learn new skills. Older farmers might find it more difficult than the young ones.

Policy in environmental protection should be initiated due to plantations are not being commercial areas. Since the main production of the plantation is commodities, tourism activities are not expected to disturb the yield target. There should be regulations that clearly define regions that will be used to cater to the needs of tourists without harming production. Good zoning regulation should be implemented in conserving the land for farming.

Moreover, the policy that relates to guidelines for visitors should be established. [11] argued that managing visitors is the key to anticipate the impacts of tourism development and regulation is a powerful tool to prevent damage in particular areas. There are three types of visitor management technique at each destination. The first is to control the number of visitors entering the area. Secondly, visitor behaviour must be modified, for example in providing signage and clear information about how to protect the environment at the destination. Finally, adjusting resources to the desired number of people who visit. For example, preventing access to some areas for conservation, providing replicas or information in the outer part of the location to limit people coming in the inner protected area. To succeed in these techniques, regulation development and visitor education need to be developed.

V. CONCLUSION

In conclusion, it is obvious that coffee tourism has great potential to raise local communities welfare. This is due to market opportunities and value-added benefits. Strong government roles should be encouraged to ensure benefits for local communities without neglecting the impacts on the environment.

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