



COFFEE AND TOURISM ATTRACTION IN KALIPURO SUB-DISTRICT, BANYUWANGI, INDONESIA

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ABSTRACT

As one of the most famous beverage ingredients in the world, many people plant coffee on both an economical and cultural basis. This research discusses coffee plantations and coffee tourism attractions from places collected by direct and indirect surveys. The direct survey was conducted by collecting coordinates using GPS. Then, the indirect survey collected tourism attraction sites using Google Maps. The study sites are Gombengsari and Secang villages. Both villages are known for people who plant coffee. The peculiar thing is that in Gombengsari, people are more into tourism, which indicates the population of coffee-related tourism attractions. Coffee plantations may already be attractive for knowledge. However, additional places to relax while enjoying coffee products will be more attractive. Gombengsari mostly has cafes compared to Secang village. Even though this number is less than that of non-coffee-related tourism attractions, the limit of homogeneity in selling coffee products may prevent extensive cafe establishments. Besides, the limited knowledge from villagers may also contribute as a limiting factor.

Key words : Cafe, Households, Strategy, Integration.

Introduction

Coffee holds a significant place in human history and culture (Oktafarel *et al.*, 2021), with its origins often debated between Ethiopia and Arabian Peninsula countries. The cultivation and consumption of coffee has spread globally, becoming an essential commodity for many societies. Coffee owes much of its popularity to the caffeine it contains, which helps boost human activity and productivity (Purnomo *et al.*, 2021). Arabica and Robusta are the two most popular species of coffee, each with distinct taste characteristics, contributing to the diversity of coffee experiences enjoyed worldwide.

Beyond its value as a beverage, coffee plantations offer important ecological benefits. They provide habitat and cover for various species, particularly those with specific microclimate requirements. Additionally, coffee plantations support pollinator insects, which are crucial for maintaining plant diversity. The ecological services

provided by coffee plantations underscore their significance not only economically but also in terms of environmental conservation. By supporting biodiversity and providing habitat, coffee cultivation contributes to preserving ecosystems and maintaining a healthy environment, highlighting coffee's multifaceted value beyond its role as a beloved beverage (Hagggar *et al.*, 2017).

It is well known that humans need recreational activities to relieve daily stress. Tourism is one example of an activity for relieving stress. However, traditional forms of tourism, particularly mass tourism, have often been associated with irresponsible behavior among tourists, leading to adverse environmental impacts. The negative consequences of mass tourism, such as pollution, habitat destruction and cultural degradation, have spurred the development of new paradigms and concepts in tourism. These emerging approaches reconcile the desire

for recreation with a heightened environmental conservation and sustainability awareness (Buckley, 2012).

One such concept is ecotourism, which emphasizes responsible travel to natural areas that conserves the environment and improves the well-being of local communities. Ecotourism aims to foster appreciation for nature while minimizing negative impacts on ecosystems and cultures. Similarly, sustainable tourism promotes environmentally friendly practices within the tourism industry, focusing on reducing carbon emissions, conserving resources, and supporting local economies. Sustainable tourism seeks to balance the economic benefits of tourism with the preservation of natural and cultural heritage. Another emerging trend is that it combines outdoor recreation with environmental awareness. Activities like hiking, wildlife viewing and kayaking encourage participants to connect with nature while promoting conservation ethics. These new concepts in tourism reflect a growing recognition of the interconnectedness between human well-being and environmental health. By incorporating sustainability, conservation and cultural sensitivity principles, they offer alternatives to mass tourism that promote responsible travel and contribute to preserving our planet's precious resources (Xu *et al.*, 2023).

Agrotourism is one of ecotourism that has become a valuable opportunity for farmers to diversify their income streams while promoting responsible ecotourism practices. By integrating aspects of nature into the tourist experience, agrotourism generates additional revenue and fosters greater awareness and appreciation for the environment (Djuwendah *et al.*, 2023). In the context of coffee agriculture, for example, there is significant potential for tourism to thrive. Visitors can engage in various activities, such as coffee picking, processing, and tasting, while learning about the intricate relationship between coffee cultivation and the surrounding ecosystem. This hands-on experience allows tourists to understand better the agricultural process and the importance of sustainable practices. Furthermore, agrotourism encourages interactions with local communities, providing opportunities for cultural exchange and economic empowerment. Farmers can share their knowledge and traditions with visitors, creating meaningful connections and fostering mutual respect.

Agrotourism represents a win-win scenario, benefiting farmers and tourists while promoting environmental conservation and sustainable development. As this sector continues to grow, it has the potential to

play a significant role in shaping the future of tourism, emphasizing the importance of responsible and authentic experiences (Djuwendah *et al.*, 2023). Banyuwangi is one region with active coffee agriculture and coffee-based tourism, allowing this region potentially to be recognized as a producer of geographically indicated coffee (Faronny *et al.*, 2023). Geographically indicated coffee is usually determined by taste, which is influenced by geographical factors, including soil, atmospheric properties, altitude and other factors. This paper is attempting to discuss the situation of coffee agriculture and tourism in the Kalipuro Sub-district, Banyuwangi. Villages Secang and Gombengsari in the Kalipuro Sub-district both are known to have coffee plantations. However, both seem to have different levels of activities related to coffee tourism.

Materials and Methods

Study area and sampling sites

The study area was in the Kalipuro Sub-district specifically in - 8° 8' 41.1216", 114° 20' 50.0604" to - 8° 9' 38.1816", 114° 21' 34.4772" at altitude 200-300m asl. The Kalipuro Sub-district is about 5 kilometers from the urban center of Banyuwangi. It consists of parts in the highlands, such as Bulusari, Kelir, Pesucen, Telemung, Gombengsari, and Kalipuro, and those in the lowlands, such as Bulusan, Klatak, and Ketapang. The Kalipuro Sub-district has the following boundaries: North, the Wongsorejo Sub-district, Northeast, Bali Strait, East, Bali Strait, Southeast, Bali Strait, South, Glagah District, Giri District, and Banyuwangi City, Southwest, Licin District, West, Licin District, and Northwest, Wongsorejo District (Faronny *et al.*, 2023).

Mapping the coffee plantation and tourism attraction

The location of the coffee plantation was recorded using GPS Essential for Android. The use of GPS Essential for recording location coordinates was based on our knowledge of current Android devices' sufficient accuracy levels. Data collections of the places related to coffee and tourism attractions were obtained from information from farmers and commercialists. The GPS data is then exported and converted into CSV format using GPS Babel and imported to QGIS (Rahardi *et al.*, 2020). Some common tourism spots were selected using Google Maps. The possible tourism object was selected based on criteria both related to an unrelated to coffee commercial activities and attractiveness to visitors. Coordinates of selected places were obtained from Google Maps. For mapping, a custom map was created from recorded waypoints using QGIS overlaid on a Shape file map of villages in East Java.

Results and Discussion

Distribution map of coffee plantation and tourist attractions

Coffee plantations were found in many places in both the Gombengsari and Secang villages. The most identifiable sampling site is the Robusta coffee plantation. Additionally, the presence of Liberica and mixed plantations adds to the region's coffee cultivation richness. Robusta coffee is known for its bold flavor and higher caffeine content, making it a popular choice for many coffee enthusiasts. On the other hand, Liberica offers a distinct taste profile with its fruity and floral notes, catering to a different segment of coffee drinkers. The coexistence of these different varieties reflects the agricultural diversity and heritage of the area, contributing to its appeal as a destination for coffee enthusiasts and tourists interested in exploring the nuances of coffee cultivation (Faronny *et al.*, 2023).

The presence of cafes selling coffee products further supports the local coffee agriculture industry by providing a market for the harvested beans. These cafes serve as outlets for locally grown coffee and hubs for cultural exchange and community gathering, showcasing the unique flavors and traditions associated with coffee in the region. The combination of coffee plantations and supporting commercial activities such as cafes enhances the economic and cultural significance of coffee agriculture in Gombengsari and Secang villages, contributing to the livelihoods of local farmers and enriching the tourism experience for visitors.

In Fig. 1, the colored dots are sampled locations of coffee plantations. There are points where further identification to determine the species of coffee is required, as, at the time of the survey, there was doubt because of the absence of flowers or fruits (Vionita *et al.*, 2021). The black and white dots are the result of

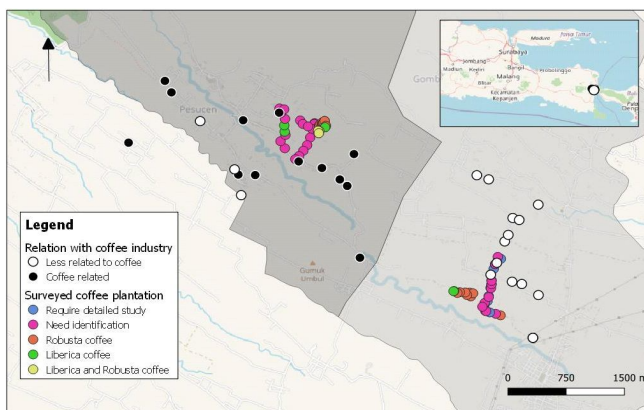


Fig. 1 : Distribution map of coffee plantation and tourist attractions in Kalipuro Sub-district.

classifying a place where visitors or tourists may visit, which in this paper is written as a tourist attraction. As seen in Fig. 1, the white dots are tourist attraction spots that are relatively not related to coffee, while the black dots are related to coffee. The figure shows more black dots in Gombengsari than in Secang, and both have coffee plantations that may indicate a plan to make Gombengsari central to coffee tourism. Activity centralization may be an excellent plan to focus on development since to have focus will mean resource efficiency.

Comparison of tourism attraction sites for more related and less related to coffee agriculture activities

Understandably, there are fewer local society activities related to coffee compared to others (Fig. 2). Coffee activities are specific and unique for different people. The realm of coffee-related activities presents an intriguing landscape characterized by its specificity and diversity, juxtaposed against a backdrop of comparatively fewer offerings than other domains. While coffee predominantly serves as a beverage, its consumption manifests uniquely across individuals, with preferences ranging from experiencing its pure taste with solely hot water to indulging in various variants. This distinctiveness in preferences opens avenues for potential diversification within the coffee industry, wherein exploring novel coffee experiences becomes an area ripe for exploration.

Primarily, coffee establishments have traditionally operated as cafes, serving a standard repertoire of coffee offerings. However, the emergence of diverse coffee preferences among consumers suggests an opportunity for cafes to differentiate themselves by specializing in particular variants or experiences. This diversification strategy can be achieved indirectly by cultivating unique selling points catering to specific consumer preferences and fostering exclusivity and novelty within the coffee market. Moreover, coffee diversification extends beyond the traditional cafe setting, permeating various aspects of the coffee industry. From the sourcing of beans to the preparation methods employed, ample room exists for innovation and specialization. By embracing this diversity and leveraging it as a cornerstone of their business model, coffee enterprises can carve out distinct niches within the market, appealing to a broader spectrum of consumers with varying tastes and preferences. Coffee's inherent uniqueness and versatility allow industry players to explore avenues of diversification, enriching the coffee landscape with novel experiences and offerings. Whether through specialized cafes, innovative preparation

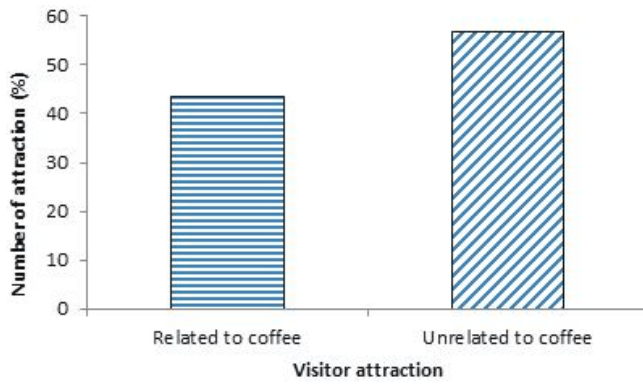


Fig. 2 : Percentage of tourism attraction sites, which are more related and less related to coffee agriculture activities.

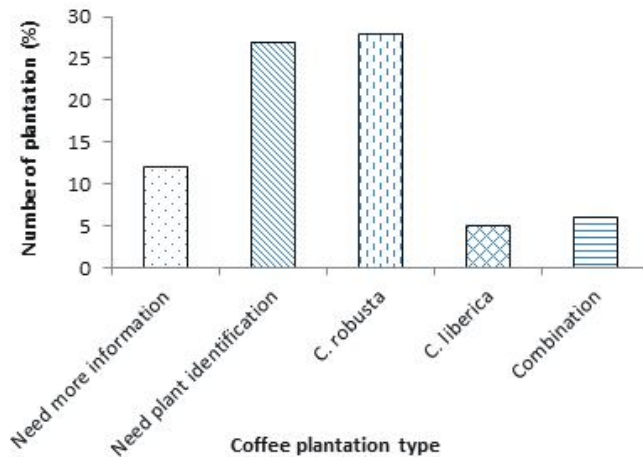


Fig. 3 : Percentage of the surveyed coffee plantations.

techniques, or unique sourcing practices, the diversification of coffee-related activities can captivate consumers and redefine the boundaries of the coffee industry (Samper and Quiñones-Ruiz, 2017). The complexity of attraction related to coffee agriculture activities influences the local society's readiness in the Kalipuro Sub-district to prepare the tourism attraction, which causes the less related to coffee agriculture activities to be higher than more related to coffee agriculture activities attraction.

Surveyed coffee plantations

The coffee industry, with its inherent uniqueness and versatility, offers fertile ground for exploration and diversification. In Gombengsari village, coffee-related activities play a significant role, particularly in cultivation and marketing. This article examines the various dimensions of coffee diversification within this village, shedding light on the interplay between coffee production, local practices, and consumer preferences. Gombengsari village stands out for its relatively high concentration of coffee plantations. The abundance of coffee yields necessitates effective marketing strategies to ensure optimal utilization. As coffee remains a vital source of

income for many villagers, understanding the dynamics of yield and distribution becomes crucial. Moreover, the coexistence of coffee species—specifically, *Coffea robusta* and *Coffea liberica*—adds complexity to the landscape (Imaniar and Wahyudiono, 2018).

Beyond coffee cultivation, Gombengsari village boasts goat farms and agritourism activities. These endeavors contribute to the local economy and serve as educational platforms. The coupling effect between coffee agrotourism and other agricultural practices creates synergies. Visitors engage with coffee production processes, gaining insights into the unique characteristics of different coffee varieties. This educational aspect enhances the coffee experience and fosters a deeper appreciation for the industry.

Coffea robusta and *Coffea liberica* coexistence in Gombengsari village reflect contrasting preferences and practical considerations (Imaniar and Wahyudiono, 2018). Robusta coffee, known for its hardiness and disease resistance, thrives in diverse conditions. Its higher caffeine content contributes to its popularity, making it a pragmatic choice for cultivation. In contrast, *Coffea liberica* remains a rare species (Fig. 3). Farmers often perceive it as having lower quality compared to Robusta or Arabica. However, what Liberica lacks in quantity compensates with a distinctive taste profile. In some regions, it is affectionately called “Kopi Nongko” due to its resemblance to the fragrance of jackfruit.

Strategic decisions lie ahead as Gombengsari village continues to navigate the coffee landscape. Balancing the cultivation of Robusta and Liberica, while preserving their unique attributes, will be essential. Sustainable practices—both in coffee production and agrotourism—can ensure long-term viability. By embracing diversification, Gombengsari Village can position itself as a hub for coffee enthusiasts, offering a variety of beans and an immersive coffee journey.

Conclusion

Coffee agriculture and agrotourism support each other, which will encourage people to keep the coffee plantation, which eventually adds more benefits to ecological service. Coffee, with its commercial value, is attractive for tourism. The diversification of coffee-related commercial activities can still be developed further. However, further development will closely relate to the local government's plan.

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