Analysis of Community-Based Coffee Agro-tourism Sustainability in East Java, Indonesia

Fajar Rasyiidi Hidayat1*, Luchman Hakim2, Rita Parmawati3

1Master Program of Environmental Sciences, Brawijaya University, Malang, Indonesia
2Biology Department, Faculty of Mathematic and Natural Science, Brawijaya University, Malang, Indonesia
3Postgraduate School, Brawijaya University, Malang, Indonesia

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ABSTRACT

Agro-tourism is the potential sector that can be developed in rural areas for local economic enhancement, contributing to conservation, and awarding local wisdom. However, several problems in development cause agro-tourism not to be sustainable. This research aimed to describe the existing condition and assess the sustainability of coffee agro-tourism. We evaluate the existing condition and sustainability status by assessing ancillary, attractions, accessibility, amenities, economy, ecology and socio-culture. Respondents from this research were 141 respondents, and each respondent was interviewed with a questionnaire. Data analysis was conducted with two methods: descriptive analysis and MDS (Multidimensional Scaling). Existing conditions from the institutional aspect show that some agro-tourism does not have institutional legality, the main attraction is coffee plantations, accessibility is challenging to reach, amenities do not yet have quality according to standards, economic actors are the community, public perception of agro-tourism is very positive. MDS analysis status is very sustainable regarding economic aspects, with a score index of 76.82%. Ecology, amenities, attractions, social culture and ancillary aspects show enough sustainable status with a score index of 71.01%, 67.73%, 67.59%, 67.58% and 59.97%. At the same time, the accessibility aspect shows a less sustainable status with an index of 33.49%. The results of the leverage analysis show 29 sensitive attributes are an influential key factor in sustainability.

Keywords: agro-tourism; community based tourism; sustainability

How to cite:

1. Introduction

Coffee is one of the commodities which hold importance in the economy of Indonesia as an income source for the coffee farmer, a source of foreign exchange, a producer of the industry’s raw materials, and a provider of employment (IPB, 2017; Vegro and de Almeida, 2020; Purnomo et al., 2021; Pancsira 2022). Coffee also becomes one of the export commodities in Indonesia. Coffee production in Indonesia is generated from some provinces like South Sumatra in the amount of 25.3%, Lampung in the amount of 15.6%, North Sumatra in the amount of 9.9%, Aceh in the amount of 9.7%, and East Java in the amount of 5.4% (The Directorate General of Plantation, 2020.)

The coffee production in East Java is generated from three kinds of plantations. These are community-based Plantation, Nation’s Plantation, and Private Plantation (Ministry of Agriculture, 2020.) From all three of them, community-based Coffee Plantation became the most kind of plantation in East Java, in the amount to 65.7%, with production in the amount of 67.614 tons in 2017 and kept increasing to 91.005 tons accompanied by increasing public consumption from 314.365 tons in 2018 to 369.886 tons in 2021 (Ministry of Agriculture, 2020.)

Along with the increasing coffee consumption in public society, the pattern of coffee consumption also shifts from first to third waves (stanbullu et al., 2016; Boaventura et al., 2018; Purnomo et al., 2019; Purnomo et al., 2020). The coffee lover in the third waves phase
has a trend not just to buy the coffee product but also to be curious about the journey of coffee from the harvesting process until it is ready to serve. It triggers the coffee lovers in this phase to visit the places where the coffee they consume are produced (Yuliandri, 2015) and becomes one of the reasons for the villages that owns the coffee plantation to develop coffee agro-tourism to attract tourist (Yoeti, 2001; Ahmadi, 2017; Trimo et al., 2018). The development of Community-based Coffee Agro-tourism in East Java is the development of tourism destinations based on Community-Based Tourism. This development could be said as ideal and sustainable if the participation or local community involvement increased, as well as the increase of the local economy, contributing to the conservation and appreciation of local culture in coffee processing as well as building the concerns of the environment (Hakim, 2004; Nurhidayati, 2012; Café Britt, 2019; Hacienda Venecia, 2019.)

Based on early studies, few problems in developing Coffee Agro-tourism in East Java appeared. Those are the low participation of society, rarely visited by tourists, poor products, common cultivation knowledge and unprosperous farmer (Pangestuti et al., 2018; Purnomo, 2018; Yanes et al., 2019). These problems cause many agro-tourism in East Java that need competitiveness and sustainability. Because of the problems, an analysis of competitiveness and sustainability from community-based coffee agro-tourism is needed by analysing the existing condition and the status and sustainability index.

2. Theoretical Underpinning

Tourism is currently an activity that is growing rapidly and has an essential role in the growth of the village economy (Hakim, 2014; Gunawan et al., 2015; Dada et al., 2022). Generally, village-based tourism activities cannot be separated from activities related to village agriculture or called Agro-tourism. The purpose of this activity is as an economic driving tool to achieve the welfare of rural communities (Hakim, 2014; Wang et al., 2019).

Community-based tourism is an approach to tourism development, both natural, cultural and artificial tourism, both those involved directly or indirectly, consciously or unconsciously who are pressured by the active role of local communities (Lestari et al., 2019; Nugroho et al., 2021; Pradipta et al., 2021). Furthermore, this concept must consider environmental, social and cultural sustainability. The concept of sustainability that must be applied is development activities that meet the need of the present without compromising the ability of future generations to meet their own needs (Portney, 2015).

Community-based and sustainable tourism has the same indicators and criteria to make them ideal (Arida, 2016; Utomo and Purnomo, 2023). These indicators are environment preservation, natural resource wise utilization, balancing consumption and production, increasing human resource capacity, and poverty eradication (Ahmadi, 2017; Lagos and Wang, 2022). Community-based coffee agro-tourism in East Java is included in the business based on agroforestry. In short, agroforestry is a system of land utilization combining agricultural plants; coffee, in this case; and forest plants (Martini et al., 2017; Lacopino et al., 2022) The agroforestry system becomes a model for developing a sustainable agriculture and forestry pattern that combines economic benefit, land protection, and plant preservation (Naim, 2016; Martini et al., 2017).

Community-based coffee agro-tourism also needs to be concerned about some development components so it can be competitive and sustainable. Based on the ASEAN Community Based Tourism Standard and several theories from Yoeti, Cooper and Arida, the variables used to determine the sustainability of a smallholder coffee agro-tourism are ancillary, attractions, accessibility, amenities, economy, ecology, and socio-culture (Yoeti, 2005; Utama, 2011; Ariatama, 2017; Sunata and Arida., 2017; Maumunah et al., 2022).

3. Research Methods

3.1. Data Analysis

This research uses a descriptive quantitative method through interviews, questionnaire guidance, observation, and field document study. The research location’s determination was done by the criterion-based selection that assumed if research’s object match with the community-based coffee Agro-tourism criteria that are: (1) tourism activity based on the farm work; (2) managed by society community; (3) infrastructure to support tourism activities; (4) tourist who visit (Prasiasa, 2013; Ahmadi, 2017; Ministry of Tourism and Creative Economy, 2017; Lestari et al., 2019.).

The obtained data from the research’s result will be analyzed with descriptive analysis and

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interpreted into graphics and diagrams to figure out the existing condition of agro-tourism. The analysis used for index and community-based coffee Agro-tourism sustainability status in East Java done by MDS (Multidimensional Scaling) method with the help of RAPFISH software. MDS analysis was done with several steps (Triwahyuni et al., 2015), which are: (1) the determination of attributes of the development of community-based coffee agro-tourism that covers Ancillary, attractions, accessibility, amenities, economy, ecology, and socio-culture dimensions; (2) evaluation of each attribute with an ordinal scale based on sustainability criteria from every dimension; (3) preparing index and sustainability status in the development of community-based coffee agro-tourism; (4) do the leverage analysis to determine sensitive attribute to increasing the sustainability status; (5) do the Monte Carlo analysis as validity test and accuracy, with trust level in the amount of 95%.

The attributes set from this research totaling 84 as listed in table 1 with the detail of 12 attributes for every dimension of Ancillary, attractions, accessibility, amenities, economy, ecology, and socio-culture dimensions (the ASEAN Secretariat, 2016; Ministry of Tourism and Creative Economy, 2017; Balittri, 2017.) The mentioned attributes were obtained through reference study and field observation. An output of the analysis result is the sustainability status of community-based Coffee Agro-tourism in East Java on the seven dimensions in the form of a score with a scale of 0-100. The category of community-based Coffee Agro-tourism rating is set based on the index rating with a scale of 0.00-25.00 (unsustainable); a scale of 25.01-50.00 (less sustainable); a scale of 50.01-75.00 (sustainable enough); a scale of 75.01-100 (very sustainable) (Triwahyuni et al., 2015.)

3.2. Data Collecting

Data collected from this research obtained through questionnaire deployment to respondents. There are four respondent types in this research: tourist, coffee farmer, village government and agro-tourism administrator. Tourist respondents using quota sampling of 48 persons. Coffee farmer respondents used a saturated sampling quota of 63 persons (Sugiyono, 2014.) village government and agro-tourism administrator used a purposive sampling method by interviewing three key persons in each research location, so the total becomes 30 persons.

4. Result and Discussion

4.1. Existing Condition Analysis

Five locations were chosen to represent community-based coffee agro-tourism in East Java’s condition. These were the Tourism Village of Ampelgading, Kampoeng Kopi Sumberdem, Coffee tourism Taji, Coffee Village of Jatiarjo, and Coffee Village Lerek Gombengsari. The analysis result of an existing condition that was supervised from the seven aspects of development was known as listed:

4.1.1. Ancillary

Based on the analysis result from the Ancillary aspect, it is known that the social community manages community-based coffee agro-tourism in East Java even though some of the community does not have legal documents yet. The institution's management was less active and did not follow the main task and function. This problem appeared because the institution's manager did not understand the development of agro-tourism (Praiasa, 2013.) The cooperation link with area authorities such as Perhutani, national park, or village government sometimes still has a sectoral egoistic that might become a problem for developing agro-tourism (Rahmadanik, 2018.) The other weakness of community-based coffee agro-tourism in East Java is the unavailability of planning documents and work programs for space and destination management. Hence, the development is not straight from the fundamental principle of environment preservation and human resources capacity increase (Ahmadi, 2017.)

4.1.2. Attractions

The main attraction that becomes the attractive point of community-based coffee agro-tourism in East Java is the coffee commodity, natural condition, the social life of society and other natural resources. The kind of tourist activity that the tourist can enjoy is plantation activities, after-harvest activities, and other supporting activities (table 1.) Those activities included social learning, where tourists do social goals like communicating with the local community, learning about nature and buying local products (Sari et al., 2021.).

The next factor connected with the attractions' dimension is the variety of tour packages. Based on the research result, community-based coffee agro-tourism in East Java only has a single tour package and does not cover the village's full potential. The tour package
is also unsupported by competent human resources, affecting the quality of service. On the other hand, the positive thing about these tour packages is the educational aspect given to the tourist about the importance of environmental preservation to change behaviour (Utama, 2011.)

Table 1. Type of tourist activity

<table>
<thead>
<tr>
<th>Plantation activity</th>
<th>After harvest activities</th>
<th>Other supporting activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn coffee cultivation</td>
<td>Coffee sorting, washing coffee, Coffee drying</td>
<td>learn about local wisdom, cycling, trekking, visiting other commodities</td>
</tr>
</tbody>
</table>

4.1.3. Accessibility

The primary access to go community-based coffee agro-tourism location is hard enough to reach because it is far from the main road, as well as the distance from nearby cities, bad road conditions and unavailability of public transportation. That caused tourists only be able to visit by using a private car or renting a vehicle to reach the location. The accessibility aspect in this research is not only connected with the reachability of the location but also with the system and coffee distribution network as well as the input material. The distribution is still done individually and not well organized by farm communities. The buying system is also broken, so the received payment is under expectation (Andriawan, 2019.)

4.1.4. Amenities

The amenities aspect of the community-based coffee agro-tourism in East Java consists of the availability of a worship place, parking lot, toilet, and accommodation. The conditions of the worship place do not have good quality and enough capacity. The parking lot is also tiny, and it is hard to manage the entry and exit access, and no people to help arrange them. Provided toilet is the local people’s toilet and does not well manage. The available accommodations for agro-tourism are mostly homestays (Prihartini, 2017.) Most homestays have enough quantity, but 80% are still not standardised.

4.1.5. Economy

Economic agents in the community-based coffee agro-tourism in East Java are primarily local people, but local product sales are not too much (Sunarta and Arida, 2017.) Society tends to sell outside products such as packaged coffee and other products because it is more practical and profitable. The price of the tour package offered is also relatively low and affordable while it is true to the provided service. Linked with coffee selling price, because of the broken buying system, the price of the coffee commodity also matches the market price even though the farmer often got disadvantaged from it.

4.1.6. Ecology

An observed indicator of the ecology aspect included the society’s commitment to environmental preservation, suitability of land for the coffee plant, supporting plant condition, waste management, the utilization of coffee skin’s waste, condition of the coffee plant and the utilization of coffee seeds. That commitment is applied in conservation programs such as preserving water springs by planting banyan trees and bamboo, holding river cleaning activities, and making rules to preserve cleanliness and environment preservation. Based on technical criteria, the land suitability for the coffee plant is at S2 class (match) (Balittri, 2017.) The comparison of those criteria is in table 2.

Table 2. Comparison of suitability of coffee fields in East Java

<table>
<thead>
<tr>
<th>No</th>
<th>Parameter</th>
<th>Ministry of Agriculture Land Suitability</th>
<th>East Java Coffee Agro-tourism Land Suitability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dry Season</td>
<td>2-3 Months</td>
<td>4-5 Months</td>
</tr>
<tr>
<td>2</td>
<td>Elevation</td>
<td>- Robusta 300-500 masl</td>
<td>600-800 masl</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Arabica 1000-1500 masl</td>
<td>1000-1750 masl</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Liberica 300-600 masl</td>
<td>300-600 masl</td>
</tr>
<tr>
<td>3</td>
<td>Air temperature</td>
<td>- Robusta 21-24°C</td>
<td>17-25°C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Arabica 15-25°C</td>
<td>15-25°C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Liberica 21-30°C</td>
<td>11-20°C</td>
</tr>
<tr>
<td>4</td>
<td>Drainage</td>
<td>Good</td>
<td>Good</td>
</tr>
</tbody>
</table>
Supporting plants is essential in coffee commodity planting to function as a windshield, keeping brightness from sunlight and keeping the coffee plant from high intensities of rain (The Directorate General of Plantation, 2019.) The supporting plants are mahogany (*Swietenia macrophylla*), coconut (*cocos nucifera*), pine, petai (*Parkia speciosa*), mangosteen (*garcinia mangostana*), clove (*Syzygium aromaticum*), avocado (*Persea Americana*) in 1:4 ratio. The waste management in the agro-tourism environment mostly wasted on the hole and burned down.

### 4.1.7. Socio-Culture

Socio-Culture aspects cover the view of society about agro-tourism, ownership status of coffee land, society participation, the endurance of local culture, and interaction between tourists and society. Society’s response to agro-tourism activity is quite positive and appraises that agro-tourism could lift their welfare. The participation level of involvement of public society in agro-tourism management is relatively high. Most of the participation is inducted participation (Karnawati, 2014.) The existence of local institutions in charge of taking care, preserving and strengthening local culture in most aspects of community-based coffee agro-tourism that role, function, and activities are not apparent. Hence, the activity of development of local culture is significantly less. The last thing of the socio-culture dimension is the interaction of tourists and public society to create a harmonical connection between public society and tourists. Security and order are also very well maintained.

### 4.2. Sustainability Analysis

The result of analysis using Rapfish (MDS) shows that the sustainability index from seven dimensions with the highest score started with the economy (76.82%), ecology (71.01%), amenity (67.73%), attraction (67.59%), institution (59.97%), and lastly accessibility (33.49%). Multidimensional sustainability could be illustrated through the kites diagram, as shown in figure 1.

![Figure 1. Community based coffee agro-tourism sustainability index](image)

An analysis of Monte Carlo is done to see the error level in MDS analysis. This analysis shows that the sustainability index has a slight difference. This difference shows that the analyzed system has a high trust value (Susanto et al., 2012; Hasdi, 2015).

The result of leverage analysis of the seven dimensions produces 29 sensitive attributes. Those attributes play a role as a key factor for each of them. The sensitive attribute can also become the base information about factors that need to be fixed or improved inside the strategic determination of coffee agro-tourism in East Java’s development. The sensitive attributes are presented entirely in table 3.

### Table 3. Key Factors in the Development of Coffee Agro-tourism in East Java

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Sustainability Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ancillary</td>
<td>Agro-tourism legality</td>
</tr>
<tr>
<td></td>
<td>transparently documented reports</td>
</tr>
<tr>
<td></td>
<td>Monitoring and evaluation</td>
</tr>
<tr>
<td>Attraction</td>
<td>Condition of socio-cultural objects</td>
</tr>
<tr>
<td></td>
<td>The condition of the local culture of the community</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Dimension</th>
<th>Sustainability Factor</th>
</tr>
</thead>
</table>
| Accessibility| Cooperation in the provision of public transportation  
                 Availability of safety signs on public roads  
                 Availability of safety signs on the trail  
                 Coffee distribution system  
                 Products sold by farmers |
| Amenities   | Parking capacity  
                 Health support facilities and infrastructure  
                 Availability of gift shop |
| Economy     | Opportunity to get a job  
                 Job training program  
                 Fair wages for coffee farmers and society  
                 The products sold are managed with environmental and health principles  
                 Product price  
                 Product price transparency |
| Ecology     | Drainage system  
                 Condition of shade plants  
                 Comparison of shade plants with coffee  
                 The final disposal site for fecal waste  
                 Treatment for coffee plants |
| Socio-Culture | Agro-tourism land ownership status  
                    Harmonious relationship between the community  
                    Coaching activities for local culture  
                    Regulations that control tourist behavior |

Figure 2. Leverage value of the accessibility dimension

Legality is proof of legal organizations in the eye of the law (Fitriani, 2017.) The legality proof can be formed as the decree issued by the local village government or the government tourism office of the city/ regency. The problem faced on coffee agro-tourism location is not legality because less consciousness of law protection is given and connected with attribute report that is transparently documented, nowadays already transparent but still well archived. Hence, miscommunication between members occurred and affected agro-tourism development. The administrator does monitoring and evaluation these days are still inconsistent and immeasurable. This problem caused many programs not to work as intended.

A sensitive attribute that affects the sustainability of the attraction dimension is the objects of socio-culture, the condition of the local culture of the coffee plantation's public society, and the variety of tour packages. A more precise figure about these attributes can be seen in Figure 3.

Socio-culture object conditions in some agro-tourism are still well groomed and well taken care. With the excellent care of those objects, it becomes more attractive for tourists who visit community-based coffee agro-tourism. Local cultures are varied and well taken care of. In some cases, the culture did not belong initially, but other regions' cultures developed and underwent some modification in the agro-tourism area (Hardiansyah, 2021.) Local culture becomes one of the attractions for the tourist that visits. The variety of tour packages in community-based coffee agro-tourism is just one package. It does not cover the village's full potential, so it needs to be added and can have a better package to attract more tourists (Sari et al., 2016.)
Sensitive attribute that affects the accessibility of sustainable dimension is the joint work of public transportation providence, safety signboard on public streets providence, safety signboard on footpath, coffee distribution system, and the sale of coffee produced by the farmer. A more precise figure about these attributes can be seen in Figure 4.

Sensitive attributes that affect the amenity dimension’s sustainability are the parking lot’s capacity, health facility, and the availability of gift shops. A more precise figure about these attributes can be seen in Figure 5.
regions or areas and less highlighting local products.

Sensitive attributes that affect the sustainability of the economic dimension are the chance of getting a job, training program to get a job, fair amounts for coffee workers and public society, management of product’s sale with the environment and health principal, price of the product, as well as the transparency of the price of the product. A more precise figure about these attributes can be seen in Figure 6.

Figure 6. Leverage value of the economy dimension

Chance to get a job running with a rotating system. For example, people who work as motorcycle taxi drivers, guides, or homestay owners will be chosen in rotation of specific orders. The income received by the farmer and public society has been straightforward and follows the agreement but still no policy about minimum salary. The managed products have fulfilled the environmental and health principle but still have not been certificated, so certification and training of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) need to be done. The offered price to the tourist is relatively cheap, transparent, and matched with provided services. The research shows that the training given during this time could not answer the difficulty faced by public society or coffee farmers so that the society can be involved during material preparation. Hence, it matches the needs (Hasdi, 2015.)

Sensitive attributes affecting the sustainability of the ecology dimension are drainage system, supporting plant condition, comparison of supporting plant with coffee, waste disposal site, and maintenance for the coffee plant. A more precise figure about these attributes can be seen in Figure 7.

Figure 7. Leverage value of the ecology dimension

Based on the result of the research, the management of coffee agro-tourism in East Java is listed as good drainage because the land can hold a medium volume of water in a humid area. However, it is not wet enough on the surface (Balittri, 2017). One way to keep the drainage good is by building a ditch for containing purposes and absorbing water into the ground (Supriadi, 2017.) The condition of supporting plants in the research location is organized and well-taken care of with a 1:4 ratio, which matches the standard from Puslitbang Perkebunan, Ministry of Agriculture. Maintenance of the coffee plant is also well organized and consistent. The maintenance done is fertilizer application at the beginning of the rainy season, weed cleaning, and branch pruning to let new branches of better quality grow for better productivity. Waste disposal sites are formed of cheap and practical holes in the ground but potentially cause water pollution and surrounding ground and affect inhabitant’s wells for bathing purposes, kitchen needs and laundry (Hasanah et al., 2014.) Socialization to build a septic tank is needed to avoid a more severe impact.

A sensitive attribute that affects the sustainability of the socio-culture dimension is the ownership status of the land. There is a harmonic connection between public society, the construction activity for local culture, and written
rules that control tourist actions. A more precise figure about these attributes can be seen in Figure 8.

Figure 8. Leverage value of the socio-culture dimension

Based on the research on the community-based agro-tourism land ownership status in the amount of 77% of the land is owned by private, 11% belongs to forestry, 7% is owned by someone else, and 5% is crooked village land. Private owners are mostly not certified because many thoughts about obtaining a certificate require a long process and significant funds. The government gives socialization about the benefit of having land certificates such as more selling value, safety guarantee for land assets, and giving public society easy access to the financial institution for loan purposes (Mardiana et al., 2016.) The connection between public society is harmonic and can be seen through the participation level during various activities. Based on the result of the research, the construction of culture is very low, which can be seen by the unavailability of preservation institutions and the strengthening of local culture. Written rules are meant to give tourists some information and interpret knowledge of tourists (Monika et al., 2018.) Based on the result of the research, community-based coffee agro-tourism in East Java does not have written rules that can be seen and informed to tourists, so many of them are breaking local rules.

The strategy that can be implemented to solve the matters of the community-based coffee agro-tourism in East Java so it will be sustainable and have high competitiveness value could not be done only one side part. Synergy and joint work between tourism stakeholders are needed, consisting of village government, tourism industry, academic, public society movement, and media. Each of the stakeholders is intended to function in their capacity to develop community-based coffee agro-tourism without putting forward the sectoral ego (Hakim, 2021.)

5. Conclusion

The sustainability status of community-based coffee agro-tourism in East Java showed a very sustainable status in one aspect: economy, and enough sustainability in five aspects: institution, attraction, amenity, ecology, and socio-culture. At the same time, accessibility shows less sustainable status.

There is 29 lever factor (sensitive attribute) that impacts sustainability. Those attributes can then be used, for example, data on the strategic composing for community-based coffee agro-tourism in East Java to be sustainable and have competitive value.

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