

# Agro-Ecotourism Management through Cooperative Based Coffee Plantation Commodity to Increase Welfare of Coffee Farmer

Isnaini Ruhul Ummiroh and Rini Hardiyani

**Abstract**—Tourists are often less concerned about the preservation of tourist attractions, such as littering and scribble area attractions. For that, the Government of Indonesia has done the concept of sustainable management of the travel industry, namely agro-ecotourism. Agro-ecotourism is basically agro industry managed with the principles of sustainable development. That is, not only increase the economic value, but it has the added value of natural recreational or ecotourism that has value and aesthetic beauty. Agro-ecotourism through Cooperative can give benefits to local communities if it is managed through a Cooperative. It becomes a way to develop a district economy, because it can reduce unemployment and increase society income. So, it will increase society welfare, especially coffee farmer. Besides that, from the aspect of the attraction, potential products of agro-ecotourism region have unique and diverse activities that could serve as a strong the attractor factor for both international tourists and domestic tourists. This paper considers the theoretical frameworks that link agro-ecotourism and Cooperative. Silo sub district is one of the areas that have the potential to become agro-ecotourism area, because it has the greatest coffee potential in Jember District. The implementation of agro-ecotourism through Cooperative is supported by several stakeholders, such as government and association of tourism entrepreneur (travel agency association, the association of Indonesia Hotel and Restaurant Entrepreneur, tour guide associations). But there are other parties that could support Agro-ecotourism Cooperative development especially in Silo, such as coffee exporter and research institution. Coffee exporters will provide an opportunity for cooperatives to market their products abroad while research institution (Coffee Research Center) could assist in improving quality of coffee.

**Index Terms**—Agro-ecotourism, coffee plantation, cooperative, welfare.

## I. INTRODUCTION

Beautiful places of Indonesia become tourist destination, either local tourists or international tourists. However, tourists are often less concerned about the preservation of tourist attractions, such as littering and scribble area attractions. For that, the Government of Indonesia has done the concept of sustainable management of the travel industry, namely agro-ecotourism.

Agro-ecotourism is basically agro industry managed with the principles of sustainable development. That is not only increase the economic value but it has the added value of

natural recreational or ecotourism that has value and aesthetic beauty. While the government is empower local society to manage tourism business through Cooperative so that it can be felt by them.

One of the areas in East Java, Indonesia that has the potential to be a place-based tourism agro-ecotourism is Jember District. According to Ministry of Agriculture Statistics Estates Directorate General of Plantation Indonesia 2009-2011, Jember is the second biggest center for the largest coffee producer in East Java where the first is coffee plantation area of Malang reached 83.455 (Ha) while the coffee plantation area of Jember reached 49.565 (Ha). Coffee plantation area in East Java as a whole reached 95.194 (Ha), plantation consists of the People's plantation area of 53.809 (Ha), State Plantation area of 21.352 (Ha), and the private-owned plantation area of 20.033 (Ha). With a total area of approximately 5.601,24 (Ha), Jember is able to produce coffee 22.080,47 quintals. One of the areas that have the greatest coffee potential in Jember District is Silo sub-district. Nearly 52.73% of coffee production in Jember produced in this area with total production reached 11.643,43 quintals. [1]

Based on the description above, this paper will describe management of agro-ecotourism through Cooperative of Coffee Commodity in Silo. The purpose of this paper is to give description about management model of agro-ecotourism through Cooperative of Coffee Commodity in Silo.

## II. LITERATURE REVIEW

According to Cavaliere, agro-ecotourism is “a market-linked method of increasing and protecting biodiversity and sustainable rural community development.” Although different, the elements that characterize eco-tourism and agro-tourism are also characteristic of agro-ecotourism. Cavaliere conceptualizes agro-tourism as characterized by conventional agriculture, rural tourism and individual landholders, while agro-ecotourism as characterized by eco-agriculture, ecotourism, and community based initiatives. [2]

According to the International Cooperative Alliance Congress in Manchester, England in 1995, a Cooperative is an autonomous association of people united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise [3].

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### III. METHOD

In this paper, we consider the theoretical frameworks that link agro-ecotourism and Cooperative. Then we discuss the method of agro-ecotourism through Cooperative in the Silo Sub district, Jember, East Java. We conclude our paper by making recommendations for further development of the agro-ecotourism implementation in Silo based on coffee commodity.

### IV. DISCUSSION

Agro-ecotourism development in Indonesia has become an integral part of tourism development with Community Based Tourism concept (CBT). Agro-ecotourism can give benefits to local communities if it is managed through a Cooperative, the benefits of economic and other value-added benefits, such as nature recreation, the value of beauty, aesthetics, scientific values, education and other social values.

There are several models of agro-ecotourism through Cooperative that proposed by the government. They are management model of agro-ecotourism through Cooperative commodity-based agricultural, management model of agro-ecotourism through Cooperative commodity-based livestock, management model of agro-ecotourism through Cooperative commodity-based plantation and horticulture, management model of agro-ecotourism through Cooperative commodity-based fishery.

Increasing the role of the Cooperative to become a manager agro-ecotourism started in 2010 in the province of East Java and Bali. In 2011, it has developed in Central Java and North Sulawesi. In 2012, it built in the province of Central Sulawesi and East Kalimantan. Bali to empower people, especially micro and small businesses through Cooperatives has given package receipt of social assistance amounting to 222 million rupiahs for Sulahan Cooperative, Bangli, Bali that manages agro-ecotourism of spices. Similar assistance is given to Bumiaji Farmers Cooperative, Batu, East Java, which manages apples agro-ecotourism. [4] Experience shows that Cooperative these pioneer Cooperatives are able to participate in the development of tourism. The success evidence of Cooperatives in developing agro-ecotourism is proven by increasing employment and incomes of Cooperative members. Cooperative Corporation allows the application of the principle of community of the importance of kinship in particular in the management of a tourist destination based agro-ecotourism. Seeing this success, it is possible to do the management of agro-ecotourism-based coffee plantation commodities in Silo, which has the supported coffee potential.

Indonesia is one of the largest coffee producer countries in the world. In 2012, Indonesia was at the third position after Brazil and Vietnam with total production of coffee reached 10.950.000 bags. [5] As explanation before, Silo has coffee potential that can be managed as agro-ecotourism.

The goal of agro-ecotourism in Silo is to provide a strong economic incentive to small farmers to commit to biodiversity-friendly agriculture management. Where, its management is done by Cooperative that can give benefits in side of economy, science, education, and other social values.

The implementation of agro-ecotourism also gives positive impact for the welfare of rural society, such as decrease unemployment and increase society income. In addition, agro-ecotourism is also expected to improve the quality of agriculture in an area with increased working capital through tourism sector.

#### *A. Management Model of Agro-Ecotourism Cooperative*

Fig. 1 describes Agro-ecotourism Cooperative model by government where there are some stakeholders:

- 1) Cooperative members. They are farmers of coffee plantations who jointly develop business agro-ecotourism like plantation farming culture and traditions, such as picking/harvesting/tapping, planting, cultivating, making traditional culinary heritage, as well as cottage (home stay). From the aspect of the attraction, potential products of agro-ecotourism region have unique and diverse activities that could serve as a strong attractor factor for both international and domestic tourists. Other businesses that could be provided through a Cooperative are providing farm inputs, savings and loans, industrial processing, gift shop from the plantation, tour guides, event organizers, travel agencies, tourist cottage, which provides traditional culinary restaurant, etc. To run the Cooperative business required competent and professional human resources.
- 2) Association of Tourism Entrepreneur. The Cooperative management is required to sell agro-ecotourism products to market both domestic and international tourists, which is cooperating with the travel agency association, the association of Indonesia Hotel and Restaurant Entrepreneur, tour guide associations.
- 3) Government. The government's role as a builder of Cooperatives is to provide support for human resource development and facilitation of Cooperative management, capital assistance, and others [6].

Agro-ecotourism management model proposed by the government is good, as seen from the success of agro-ecotourism management through Cooperative in Malang. But there are other parties that could support Agro-ecotourism Cooperative development especially in Silo, such as coffee exporter and research institution. Coffee exporters will provide an opportunity for cooperatives to market their products abroad. In addition, coffee production is exported Silo which will be better known by the world community so that the chance of attracting tourists to visit the Silo, either to see coffee plantations or to know the coffee-making process. Moreover considering that Indonesia was the third largest coffee producer in the world in 2012. Coffee quality becomes a very important component to consider in order attracting buyers so that there are necessary efforts to improve the quality of coffee products continuously. This makes the importance of the role of the research on coffee, the Coffee Research Centre, specifically those in Jember. Coffee Research Center can provide consultation facilities for farmers about coffee, both in dealing with the faced problems in plantation process or how to develop coffee quality, so the coffee farmers in Silo can produce good quality coffee.

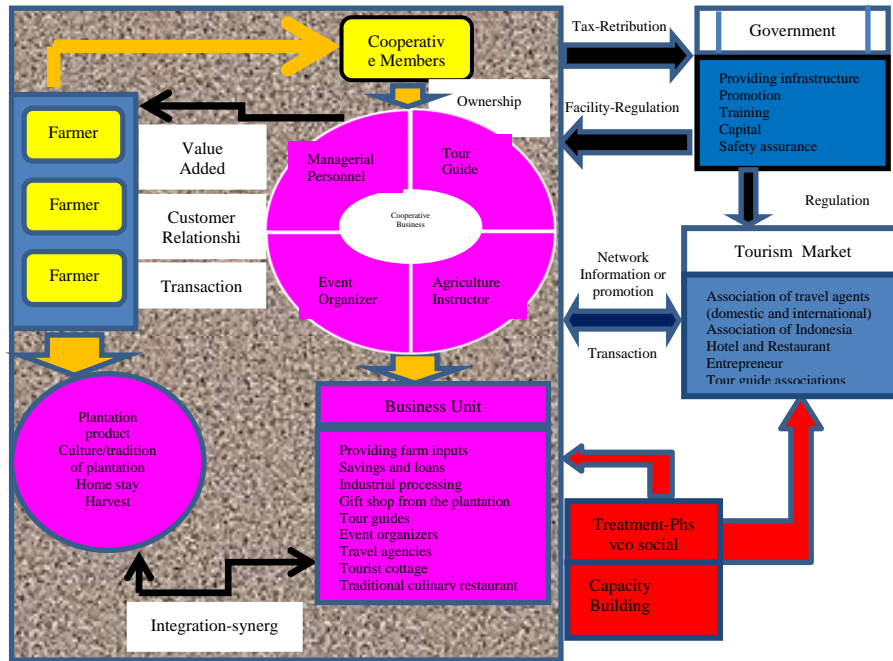


Fig. 1. Agro-ecotourism cooperative model by Government.

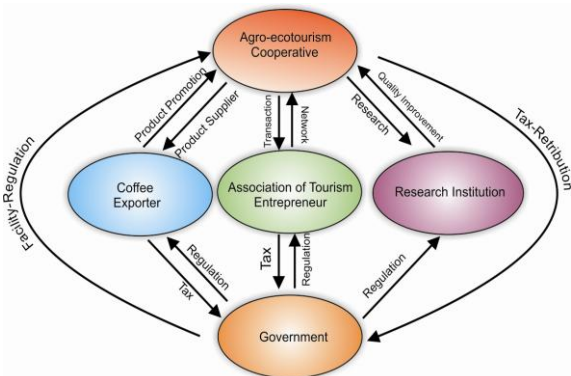


Fig. 2. Agro-ecotourism cooperative model development.

Based on the Fig. 2, the government has role as regulation maker to bridge agro-ecotourism Cooperative with other stakeholders (Coffee Exporter, Association of Tourism Entrepreneur, and Research Institution). In this partnership, all of stakeholders can get benefit. For examples, coffee exporter has coffee supplier that can fulfill export market standard, because there is continuously research in agro-ecotourism Cooperative that supported by research institution (Coffee Research Center). In other side, research institution can get the facility of research place to explore coffee research.

### V. CONCLUSION

Agro-ecotourism development in Indonesia has become an integral part of tourism development with Community Based Tourism concept (CBT). Agro-ecotourism can give benefits to local communities if it is managed through a Cooperative. If agro-ecotourism through Cooperative can be managed effectively, it could decrease unemployment and increase society income. So, it will increase society welfare, such as coffee farmer. But, the implementation of agro-ecotourism through Cooperative must be supported by all of stakeholders, such as government and association of tourism entrepreneur (travel agency association, the association of Indonesia Hotel

and Restaurant Entrepreneur, tour guide associations). But there are other parties that could support Agro-ecotourism Cooperative development especially in Silo, such as coffee exporter and research institution. Coffee exporters will provide an opportunity for cooperatives to market their products abroad while research institution (Coffee Research Center) could assist in improving quality of coffee.

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