

LOCAL COFFEE-BASED PRODUCT INNOVATION AS A NEW ATTRACTION FOR GASTRONOMIC TOURISM

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Abstract:

Gastronomic tourism has rapidly emerged as a global trend, emphasizing local culinary experiences as key attractions. Catur Village in Kintamani, Bali, is known for producing high-quality arabica coffee and holds great potential for development as a gastronomic tourism destination. This study aims to explore local product innovation based on coffee, particularly the development of coffee peel jam, as a new attraction for community-based and sustainable tourism. The research applied a qualitative approach using observation, interviews, and documentation techniques. The findings reveal that the innovation of coffee peel jam not only provides economic added value but also strengthens social and environmental aspects through circular economy practices. Active involvement of the local community, such as the *Catur Paramitha* production group, is a key factor in the success of this product innovation. Furthermore, the product serves as an educational tool and cultural preservation medium that enhances the competitiveness of the tourism destination. Thus, coffee-based local products significantly contribute to the advancement of sustainable tourism at the village level.

Keywords: Local Product, Innovation, Coffee, Gastronomic Tourism

Article History:

Received: 2025-02-04

Revised: 2025-03-02

Accepted: 2025-04-15

Vol 2 Issue 2 2025

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Page: 44-49

INTRODUCTION

Gastronomic tourism is increasingly becoming a global trend, emphasizing experiences based on local culinary culture. In this context, coffee is seen not only as an agricultural commodity but also as a symbol of cultural identity and potential for the creative economy. Indonesia, as one of the world's largest coffee producers, boasts a diverse range of coffee varieties and a distinctive coffee-drinking culture across various regions, including Bali. One prominent area is Catur Village in Kintamani, known for its superior Arabica coffee production. However, the use of coffee as part of a gastronomic tourism attraction remains relatively limited and has not been optimally developed as an innovative product supporting the tourism sector (Hendrayana, 2022). This is a significant issue, given the significant potential local coffee products offer to attract tourists, particularly those interested in exploring local flavors and culture.

The urgency of developing local coffee-based products is not only related to efforts to increase the added economic value of the community but also to cultural and environmental preservation. To date, tourists visiting destinations like Kintamani have tended to enjoy the natural landscape and conventional activities without gaining an in-depth experience of the local culinary heritage. In fact, the concept of experiential tourism requires direct interaction between tourists and local culture, including in the coffee production and consumption process (Suriati et al., 2021). Therefore, product innovations such as coffee skin jam developed by local community groups can serve as concrete examples of how agricultural waste can be processed into creative products with both commercial and educational appeal.

Several previous studies have emphasized the importance of synergy between the tourism sector and the creative economy based on local products. For example, in the context of developing tourist villages, digital marketing is an effective means of promoting creative products developed by the community (Junaedi et al., 2021). However, this approach needs to be accompanied by the creation of unique, high-quality products that convey local identity. This article aims to fill a gap in research on how coffee-based products, particularly innovative products such as processed coffee skins, can become new attractions in gastronomic tourism. This study also seeks to position local products not merely as complementary tourism products but as the core of the tourism experience itself.

This article's contribution lies in its efforts to reconcile aspects of product innovation with the development of sustainable tourism destinations. Through a case study in Catur Village, this article discusses how the community can develop coffee products into new, attractive, environmentally friendly products with strong cultural narrative value. The coffee skin jam production process, for example, not only adds product diversification but also reflects an awareness of waste management and local economic empowerment. Thus, local coffee-based products function not only as economic commodities but also as a means of promoting authentic local values to tourists (Suriati et al., 2021).

To address this issue, the author employed a descriptive qualitative approach, incorporating a literature review of several relevant scientific articles. This approach was chosen to contextualize the phenomenon of coffee product innovation, particularly as it relates to the potential for gastronomic tourism. Data were collected through content analysis of articles, journals, and reports related to coffee product development in tourist destinations. This method aimed to uncover the link between local product innovation and gastronomic tourism appeal and to provide an overview of strategies that can be used to promote a local coffee-based creative economy. With this methodology, the article is expected to contribute to the discourse on sustainable tourism development based on local wisdom.

METHODS

This research uses a descriptive qualitative approach with a case study research type focused on local coffee-based product innovation in Catur Village, Kintamani, Bali. The data sources used consist of primary and secondary data. Primary data were obtained through in-depth interviews with coffee entrepreneurs, managers of the Catur Paramitha production group, and local community leaders involved in tourism and coffee processing activities. The informant selection technique was carried out purposively, namely by selecting informants considered to be the most knowledgeable and experienced in developing processed coffee products. The main instruments in this study were interview guidelines and participant observation. Data collection techniques were carried out through direct observation in the field, documentation of production activities, and semi-structured interviews. All data were analyzed thematically with the stages of data reduction, data presentation, and drawing conclusions to describe the role and potential of coffee product innovation in supporting the local gastronomic tourism contextually.

RESULT AND DISCUSSION

The Potential and Innovation of Local Coffee Products as Gastronomic Attractions.

Kintamani Arabica coffee is one of Bali's leading commodities and has been recognized as a Geographically Indicated (GI) coffee, demonstrating its distinctive quality and uniqueness. In Catur Village, located in the Kintamani highlands, coffee plants are grown organically on volcanic soil with a cool climate, resulting in a complex flavor profile distinct from other regions in Indonesia. This potential has not been fully utilized as part of a culinary or gastronomic tourism attraction. Local coffee has been positioned primarily as a souvenir or beverage in coffee shops, rather than as a tourist experience in itself (Hendrayana, 2022). However, global trends in the tourism industry indicate a shift in tourist interest toward authentic, culturally-based experiences, including through gastronomic tourism.

Research shows that the people of Catur Village have begun developing innovative coffee-based products that focus not only on beverages but also on further processing, one of which is coffee skin jam. This product utilizes post-harvest coffee skin waste, which previously had no economic value, into a new, high-value food product. This innovation represents a concrete manifestation of a circular economy that prioritizes resource efficiency and waste reduction. These findings demonstrate that local product innovation does not have to be high-tech but can grow from local creativity that understands the potential of local materials. In addition to extending the coffee value chain, this innovation also creates a unique product narrative that can be promoted as part of a tourist attraction (Suriati et al., 2021).

Strategically, the coffee skin jam product innovation can be positioned as part of a gastronomic tourism storytelling platform, offering tourists the experience of tasting a unique product not found elsewhere. This aligns with the "experiential tourism" approach, which emphasizes direct experience, including the taste, production process, and socio-cultural values behind the product. In this context, products like coffee skin jam serve not only as souvenirs but also as educational tools for tourists about coffee post-harvest processes, sustainability, and village innovation. Observations indicate that tourists participating in "coffee tours" in villages are highly interested in trying unique coffee-based products based on local stories. Therefore, the development of product innovations needs to be complemented with cultural narratives to create added value for the tourist experience.

In a review of previous literature, most studies still focus on coffee products in the context of economics and trade, rather than as an element of gastronomic tourism. This study attempts to fill this gap by positioning coffee products as the intersection of agriculture, culinary arts, and culture-based tourism. This differentiates the results of this study from those of Junaedi et al. (2021), which focused more on digital marketing for tourist villages without emphasizing the gastronomic dimension of local products. This discussion also reinforces the finding that destinations with unique culinary delights are more likely to build tourist loyalty due to the emotional attachment to the taste experience.

Thus, local coffee from Catur Village has significant potential to be developed not only as a commodity but also as a gastronomically based tourist attraction. Product innovations such as coffee skin jam demonstrate that a creativity-based and sustainable approach can open new economic opportunities for the community while simultaneously creating destination differentiation. Therefore, synergy between local business actors, the village government, and tourism stakeholders is essential to ensure that this innovative product is not only economically sustainable but also becomes part of the broader narrative of sustainable tourism development in Bali. Expanding promotions, strengthening product quality, and integrating with tourism programs are strategic steps that must be developed going forward so that this potential truly has a real impact on the community and the tourism sector.

Local Community Involvement in Innovative Product Development. The active role of local communities, particularly in Catur Village, Kintamani, is a key factor in the success of coffee-based product innovation as a gastronomic tourism attraction. Community groups such as the Catur Paramitha Production Unit are not only involved in coffee cultivation and processing but also play a key role in creating new products such as coffee skin jam. This initiative emerged in response to the need to increase the added value of coffee products while simultaneously managing organic waste from the harvest. Field findings indicate that organizing communities into production groups creates space for collaboration, the exchange of ideas, and the creation of innovations appropriate to the local context (Suriati et al., 2021). This demonstrates that innovation does not solely originate from outside sources but can grow from the ground up through participatory processes and dialogue among residents.

Community involvement in coffee product innovation also demonstrates a concrete form of the community-based tourism (CBT) approach, which emphasizes the importance of active community participation in sustainable tourism development. Based on observations and interviews, members of the production groups act not only as producers but also as tour guides, marketers, and even educators for tourists who come to observe the coffee production process firsthand. This approach not only increases local economic income but also strengthens a sense of product ownership and community identity (Junaedi et al., 2021). Compared with conventional tourism models, which often exploit local resources, this participatory approach opens up significant opportunities for communities to become managers and key actors in the village tourism system.

The innovative product promotion strategies implemented by the communities are still dominated by traditional approaches such as word-of-mouth marketing and direct sales to visiting tourists. However, several digital initiatives are being developed, particularly through social media and local e-commerce platforms. The Catur Paramitha group, for example, has begun utilizing Instagram and WhatsApp Business to introduce their products to a wider market, although on a limited scale. Limited access to technology and digital literacy pose a unique challenge for the village community. These

findings are consistent with previous studies showing that although digital technology offers significant opportunities for tourism promotion, many tourist villages still face structural and human resource capacity barriers (Sofyan & Lubis, 2020).

Beyond being an economic strategy, local community involvement also serves as a mechanism for preserving cultural values and traditional knowledge. In developing innovative products, the community maintains local principles such as simplicity, sustainability, and cooperation. For example, in producing coffee skin jam, the processing techniques used maintain environmentally friendly manual processes and do not rely on chemical preservatives. This creates a more natural product differentiation and appeals to tourists with a high awareness of health and sustainability (Hendrayana, 2022). Furthermore, the community also utilizes production activities as a means of educating and promoting local values to tourists, making this innovation not only economically but also culturally beneficial.

Based on these findings, local community involvement plays a strategic role in supporting the development of innovative coffee-based products. Collaboration among residents, social support within the group, and a shared desire to improve the quality of life are key factors driving the success of this program. The strength of this participatory approach lies in its adaptability to local conditions and its ability to generate contextual innovation. This demonstrates that sustainable gastronomic tourism development can only be achieved if communities are empowered as key actors, not simply objects of development. These findings reinforce the relevance of community empowerment as a fundamental principle in developing a village creative economy based on local potential (Utami & Darma, 2023).

Contribution of Innovative Products to Strengthening Sustainable Tourism. The innovation of local coffee-based products, specifically coffee skin jam developed by the Catur Village community, has significantly contributed to strengthening the economic dimension of sustainable tourism. This product successfully creates added value from previously underutilized coffee skin waste, turning it into a high-value consumer product. Field data shows that this production activity provides additional employment opportunities for homemakers, young farmers, and members of MSME groups, thereby expanding the distribution of economic benefits from tourism activities. This aligns with the economic pillar of the sustainable tourism concept, which emphasizes inclusivity and equitable distribution of benefits. By incorporating innovation as part of the village's economic diversification strategy, the community is no longer dependent on a single sector but is able to create alternative, environmentally friendly and sustainable sources of income (Hendrayana, 2022).

From a social perspective, the development of coffee skin jam products contributes to strengthening social cohesion and the cultural identity of the local community. The collective innovation process carried out by the Catur Paramitha group, for example, strengthens the spirit of cooperation and cross-generational collaboration. Through joint production, training, and promotion activities, communities can share knowledge, skills, and roles, thereby strengthening social capacity to face economic challenges. Furthermore, this product innovation reflects local cultural expression, highlighted through narratives about the traditional coffee-making process and the use of natural ingredients. This aspect is important because today's tourists tend to seek authentic and socially meaningful experiences. Therefore, innovative products produced by communities serve not only as commodities but also as cultural communication tools and tourism education media.

Ecologically, product innovations such as coffee skin jam also demonstrate a commitment to environmental preservation. The production process, which adheres to circular economy principles, has reduced the amount of organic waste from coffee skins that were previously discarded. Observations show that dried coffee skins processed into jam reduce post-harvest waste by more than 30% during the main harvest season. Furthermore, the use of natural ingredients and simple, non-chemical processing techniques demonstrates concern for consumer health and environmental sustainability. A circular approach in the village creative economy can be a concrete solution to the problems of waste and environmental degradation in tourism areas.

The contribution of this innovative product also impacts the competitiveness of destinations. The findings indicate that tourists visiting Catur Village are attracted not only by the natural landscape and

coffee as a beverage, but also by the stories and innovative products developed by the community. Products like coffee skin jam have become a new attraction because they contain elements of education, creativity, and unique local stories. The experience of tasting and witnessing the production process directly creates an authentic experience that distinguishes this destination from other tourist destinations. This study supports previous findings that tourism based on innovation and local culture has greater potential to foster tourist loyalty. Therefore, a local product development strategy not only strengthens the economy but also enhances the village's position on the map of gastronomy-based tourism destinations.

Therefore, local product innovations like coffee skin jam play a strategic role in realizing economically, socially, and environmentally sustainable tourism. These products not only reflect the community's ability to adapt to tourism market opportunities but also demonstrate that sustainability can be achieved through creativity based on local resources. Compared with previous research that emphasized economic aspects or digital promotion, this study adds ecological and cultural dimensions as key strengths of product innovation. Therefore, future cross-sectoral support is needed—from the government, tourism actors, and academics—to expand the positive impact of these innovations, both locally and nationally.

CONCLUSION

Based on the research findings and discussion, innovative local coffee-based products in Catur Village, Kintamani, have significant potential as new attractions in the development of sustainable gastronomic tourism. Products such as coffee skin jam not only expand the economic value of coffee but also provide unique and authentic experiences for tourists. This innovation demonstrates the community's adaptation to the trend of flavor-based and sustainability-based tourism, and demonstrates the creative use of local resources. The potential of local coffee as a tourist attraction lies not only in its quality flavor but also in the accompanying cultural narrative and community involvement.

The findings of this study indicate that active community involvement in the production, innovation, and promotion of coffee-based products is key to integrating the creative economy with community-based tourism. In addition to providing a tangible economic impact, these activities also support environmental conservation through circular economy principles and strengthen social values and local identity. Thus, innovative local coffee products directly contribute to strengthening the pillars of sustainable tourism: economic, social, and environmental. The success of this model demonstrates that tourism villages can build unique attractions based on local strengths while addressing the needs of modern tourists seeking authentic and responsible experiences.

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