

## The Dynamics of Coffee Shops as Creative Tourism Destinations in Enhancing Tourism Mataram City

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**Abstract.** This study explores the dynamics of Coffee Shops in fostering creative tourism in Mataram City, focusing on their role as a bridge between urban lifestyle experiences and local cultural promotion. As a relatively new phenomenon, coffee tourism remains an underdeveloped academic subject, with limited primary data available to understand its potential opportunities. The purpose of this research is to address these gaps by examining how Coffee Shops contribute to creative tourism, local economic development, and cultural preservation. Employing qualitative methods, including interviews, observations, and documentation, the study identifies key strategies and challenges faced by Coffee Shops in Mataram. Findings reveal that Coffee Shops not only enhance urban tourism experiences but also act as platforms for promoting local coffee products and cultural narratives. However, challenges such as supply chain instability, fragmented institutional policies, and limited integration with formal tourism sectors hinder their full potential. This research contributes to the growing body of literature on coffee tourism by providing insights into its role in sustainable urban tourism development and offering recommendations for policymakers and stakeholders.

**Keywords:** Coffee Shop, Creative Tourism, Mataram City, Local Economy, Coffee Tourism

### 1. INTRODUCTION

Coffee tourism, as a subset of creative tourism, has emerged as a significant contributor to urban tourism development. In Mataram City, Coffee Shops have become more than just places to enjoy beverages; they serve as cultural hubs, promoting local coffee products, fostering social interactions, and revitalizing underutilized urban spaces. Despite their growing popularity, the academic exploration of coffee tourism remains limited. Previous studies (Dinis et al., 2021; Bowen, 2021) highlight the lack of primary data and theoretical frameworks to understand the potential of coffee tourism as an economic and cultural driver. Furthermore, recent reviews (Chen et al., 2021) emphasize the underdeveloped research landscape in coffee and tea tourism, particularly in terms of methodological approaches and theoretical contributions.

The purpose of this study is to investigate the role of Coffee Shops in Mataram City as catalysts for creative tourism, focusing on their contributions to local economic development, cultural preservation, and urban revitalization. This research is motivated by the need to address significant gaps in the literature, including the lack of empirical data on coffee tourism and the absence of a comprehensive framework for understanding its integration into urban tourism ecosystems. By examining the experiences of selected Coffee Shops in Mataram, this study aims to provide actionable insights for

policymakers, business owners, and researchers. The research questions guiding this study are as follows:

1. How do Coffee Shops in Mataram contribute to creative tourism and urban tourism development?
2. What are the challenges faced by Coffee Shops in integrating with the broader tourism ecosystem?
3. How can Coffee Shops balance economic growth, cultural preservation, and sustainability in their operations?

## **2. LITERATURE REVIEW**

The academic exploration of coffee tourism remains in its nascent stage, with researchers like Dinis et al. (2021) and Bowen (2021) highlighting the scarcity of primary data and theoretical frameworks. Oldenburg's (2001) concept of "third place" provides a foundational understanding of how Coffee Shops function as social spaces that bridge the gap between home and work environments, while simultaneously serving as tourist destinations offering unique experiences. This theoretical framework aligns with Yoeti's (2008) destination theory, which emphasizes three essential components: "something to see," "something to buy," and "something to do" - elements that modern Coffee Shops increasingly incorporate into their business models.

While coffee tourism shows promise in enhancing local economies and promoting cultural heritage, its development faces various challenges. Thompson and Arsel (2004) explore how global Coffee Shop chains influence local coffee landscapes, affecting tourist experiences and local business dynamics. This complexity is further emphasized by Kjeldgaard and Ostberg (2007), who view Coffee Shops as complex social spaces where cultural, social, and economic practices intersect, creating unique challenges for tourism development.

Recent reviews by Chen et al. (2021) underscore the underdeveloped research landscape in coffee and tea tourism, noting the absence of comprehensive methodological approaches. This gap is particularly evident in the context of experience economy theory, where Agarwal et al. (2018) emphasize the importance of emotional connections between visitors and destinations. Gedikli et al. (2014) further highlight how destinations face increasing pressure to differentiate themselves through unique offerings and market segmentation. The literature reveals notable contradictions in understanding Coffee Shops' impact on tourism and local economies. While studies by Candelo et al.

(2019) and Lyon (2013) demonstrate how Coffee Shops can foster community development and cultural preservation, others like Smith et al. (2019) emphasize the challenges of balancing economic growth with sustainability. Richards' (2011) work on creative tourism provides valuable insights into how Coffee Shops can function as creative spaces, offering interactive experiences between visitors and local culture.

The conceptual models and measurement approaches in previous studies often lack universality. Rogerson and Visser's (2011) examination of Coffee Shops in urban revitalization, while valuable, fails to address the limitations of their findings in non-Western contexts. Similarly, Chen et al. (2021) emphasize cultural experiences in coffee tourism but don't provide clear frameworks for measuring impact on visitor satisfaction and local economies. Tucker's (2011) analysis of coffee culture adds depth to understanding how Coffee Shops symbolize contemporary urban lifestyle, selling not just beverages but experiences, identity, and community sense. This study addresses these theoretical and empirical gaps by examining Mataram City's Coffee Shop phenomenon, where these establishments have become integral to urban tourism development. The research synthesizes insights from previous studies while incorporating primary data from interviews and observations, offering a more nuanced understanding of Coffee Shops' role in creative tourism. This approach aligns with Grinshpun's (2014) observation of Coffee Shops as spaces where global and local cultures interact, creating unique tourism experiences.

The findings contribute to the growing body of literature on coffee tourism while offering practical recommendations for policymakers and stakeholders. This comprehensive analysis emphasizes the need for a multidisciplinary approach in understanding the economic, cultural, and social dimensions of coffee tourism, particularly in emerging urban destinations like Mataram City. The study's theoretical framework integrates established theories with contemporary observations, providing a robust This study addresses these gaps by focusing on the specific context of Mataram City, where Coffee Shops have become integral to urban tourism development. By synthesizing insights from previous research and incorporating primary data from interviews and observations, this study aims to provide a more nuanced understanding of the role of Coffee Shops in creative tourism. The findings will contribute to the growing body of literature on coffee tourism, offering practical recommendations for policymakers and stakeholders to enhance its potential as a sustainable tourism strategy.

### **3. METHODS**

This study employs a qualitative research approach, as defined by Denzin and Lincoln (1994), which involves interpreting phenomena in their natural settings through various methods. Specifically, a case study method was chosen to explore the dynamics of Coffee Shops in Mataram City and their role in fostering creative tourism. According to Creswell (2010), case studies allow for an in-depth exploration of bounded systems or specific cases, making them ideal for understanding the unique characteristics of Coffee Shops in this context. The research was conducted in three main stages: in the 1) Preparation Stage, 2) Implementation Stage, 3) Completion Stage.

### **4. RESULTS**

The findings of this study reveal the multifaceted role of Coffee Shops in Mataram City as drivers of creative tourism.. These findings provide a comprehensive understanding of how Coffee Shops contribute to the creative tourism landscape in Mataram City.

#### **1. Coffee Shops as Creative Tourism Destinations**

Coffee Shops in Mataram City have emerged as significant contributors to the urban tourism ecosystem. Respondents consistently highlighted that these establishments serve as "third places" (Oldenburg, 2001), where tourists can relax, socialize, and experience local culture. Several key findings emerged: 1) Tourist Experiences: Coffee Shops are not merely places to consume beverages but are destinations that offer unique experiences. Many Coffee Shops in Mataram City integrate local cultural elements into their design, menu, and events. For example, some Coffee Shops host traditional music performances, art exhibitions, and storytelling sessions, allowing tourists to engage with the local culture in an interactive manner. 2) Information Hubs: Coffee Shops often act as informal tourist information centers. Many tourists reported learning about nearby attractions through Coffee Shop staff or promotional materials. This aligns with findings from Smith et al. (2019), who emphasize the role of Coffee Shops as hubs for disseminating information about local tourism.

## **2. Economic Contributions**

Coffee Shops in Mataram City play a significant role in supporting the local economy. The findings reveal several ways in which these establishments contribute to economic development: 1) Support for Local Farmers: Most Coffee Shops source their coffee beans directly from local farmers, ensuring fair prices and promoting sustainable agricultural practices. This direct collaboration strengthens the local coffee supply chain and enhances the livelihoods of coffee farmers.

2) Collaboration with Local Businesses: Many Coffee Shops partner with local artisans and small businesses to sell products such as handicrafts, traditional snacks, and souvenirs. This collaboration not only diversifies the offerings of Coffee Shops but also provides a platform for local entrepreneurs to reach a broader audience. 3) Job Creation: The growth of Coffee Shops has created employment opportunities for baristas, event organizers, and other staff. Additionally, the demand for locally sourced coffee has indirectly supported jobs in the agricultural sector.

## **3. Cultural Preservation**

Coffee Shops in Mataram City are instrumental in preserving and promoting local culture. The findings highlight the following contributions: 1) Cultural Events: Many Coffee Shops host events that showcase local culture, such as traditional music performances, art exhibitions, and culinary workshops. These events provide a platform for local artists and artisans to share their work with a wider audience, including tourists. 2) Cultural Storytelling: Coffee Shops often incorporate elements of local culture into their branding and interior design. For instance, some Coffee Shops use traditional motifs and decorations to create a sense of place that resonates with both locals and tourists. This aligns with Grinshpun's (2014) observation of Coffee Shops as spaces where global and local cultures interact.

## **4. Challenges**

Despite their contributions, Coffee Shops face several challenges that hinder their potential as drivers of creative tourism: 1) Sustainability: Balancing economic growth with environmental and cultural sustainability remains a significant challenge. Many Coffee Shops struggle to adopt sustainable practices due to limited resources and awareness. 2) Innovation: Maintaining tourist interest requires constant innovation in terms of offerings and experiences. Coffee Shops must continuously

adapt to changing consumer preferences and market trends. 3) Integration with Tourism Policies: The lack of formal integration with tourism policies and infrastructure limits the potential of Coffee Shops as tourism drivers. This gap highlights the need for greater collaboration between Coffee Shop owners, local governments, and tourism stakeholders.

## **DISCUSSION**

The findings of this study underscore the importance of Coffee Shops as creative tourism destinations in Mataram City. By synthesizing insights from previous research and primary data, this study provides a nuanced understanding of their role in tourism, economy, and culture. The discussion explores the theoretical and practical implications of these findings, addressing both the opportunities and challenges faced by Coffee Shops in this context.

### **1. Theoretical Implications**

This study contributes to the theoretical understanding of Coffee Shops within the frameworks of Creative-Based Tourism (CBT) Theory, Destination Theory, and Coffee Shop Theory:

**Creative-Based Tourism (CBT) Theory:** The findings align with Richards' (2011) assertion that creative spaces, such as Coffee Shops, can enhance tourism by offering interactive and immersive experiences. Coffee Shops in Mataram City exemplify this by hosting cultural events and promoting local products. These activities not only attract tourists but also foster a sense of community among locals.

**Destination Theory:** Yoeti's (2008) framework of "something to see, something to buy, and something to do" is evident in the operations of Coffee Shops, which combine visual appeal, local products, and engaging activities. By integrating these elements, Coffee Shops create a holistic tourism experience that appeals to both domestic and international visitors.

**Coffee Shop Theory:** The role of Coffee Shops as "third places" (Oldenburg, 2001) is reinforced by their ability to foster social interactions and cultural exchange. This study highlights how Coffee Shops in Mataram City serve as spaces where tourists and locals can connect, share experiences, and learn from one another.

## **2. Practical Implications**

The findings have several practical implications for policymakers and stakeholders:

**Policy Integration:** Coffee Shops should be formally integrated into tourism policies to maximize their potential as creative tourism destinations. This includes providing financial support, training programs, and marketing assistance to Coffee Shop owners.

**Support for Local Farmers and Artisans:** Strengthening the supply chain and promoting collaborations with local businesses can enhance the economic impact of Coffee Shops. For example, creating a certification program for Coffee Shops that source their products locally could incentivize sustainable practices.

**Sustainability Initiatives:** Coffee Shops should adopt sustainable practices, such as reducing waste and promoting eco-friendly products, to balance economic growth with environmental preservation. This aligns with global trends in sustainable tourism.

## **3. Addressing Challenges**

The challenges identified in this study highlight the need for targeted interventions to support the growth of Coffee Shops as creative tourism destinations:

**Innovation:** Coffee Shops must continuously innovate to remain relevant and attract tourists. This includes introducing new products, hosting unique events, and leveraging digital marketing to reach a wider audience.

**Capacity Building:** Training programs for Coffee Shop staff can improve service quality and enhance the overall tourist experience. These programs should focus on customer service, cultural storytelling, and sustainable practices.

**Research and Development:** Further research is needed to explore the long-term impacts of Coffee Shops on tourism and local economies, particularly in non-Western contexts. This includes examining the scalability of successful practices and identifying best practices for integrating Coffee Shops into the broader tourism ecosystem.

## **5. CONCLUSION**

This study provides a comprehensive analysis of the role of Coffee Shops in Mataram City's creative tourism landscape. By integrating theoretical frameworks with empirical data, it highlights the multifaceted contributions of Coffee Shops to tourism, economy, and culture. The findings underscore the potential of Coffee Shops as drivers of creative tourism, offering unique experiences that combine cultural immersion, economic development, and social interaction.

However, the study also identifies several challenges that must be addressed to maximize the potential of Coffee Shops as sustainable tourism drivers. These include the need for greater innovation, stronger policy integration, and enhanced support for local farmers and artisans. By addressing these challenges, Coffee Shops can play a pivotal role in promoting sustainable tourism and fostering community development.

Future research should explore the scalability of these findings in other contexts and examine the long-term impacts of Coffee Shops on local communities and tourism development. Additionally, adopting a multidisciplinary approach that integrates perspectives from economics, sociology, and cultural studies can provide a more holistic understanding of the dynamics of Coffee Shops in creative tourism. Ultimately, this study contributes to the growing body of literature on coffee tourism and offers practical recommendations for policymakers and stakeholders to enhance its potential as a sustainable tourism strategy. The results section summarizes the data collected for the study using descriptive statistics and reports the outcomes of relevant inferential statistical analyses (e.g., hypothesis tests) conducted on the data. Report the results in sufficient detail so that the reader can understand which statistical analyses were performed, why they were conducted, and to justify your conclusions. Mention all relevant results, including those that contradict the stated hypotheses.

## **LIMITATION**

This study acknowledges several limitations that should be considered when interpreting the results, including its geographical scope, as it is limited to Coffee Shops in Mataram City—specifically Rota Kopi, Harnosbrew, and Atap Kota by ACE—thus potentially limiting generalizability to other regions with different socio-cultural contexts; sample selection, as participants included only Coffee Shop owners, operators, customers, and local government officials, which may overlook insights from newer or smaller establishments; temporal constraints, since data collection occurred in October 2024,



providing only a snapshot of that specific period and possibly missing long-term trends and seasonal variations; methodological limitations related to the qualitative nature of the research, which may not allow for statistical generalization and could be subject to participant bias; and scope of analysis that primarily focuses on Coffee Shops' roles in tourism development, potentially overlooking other aspects of their operations, with economic impact measures based on qualitative rather than quantitative assessments.

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