

Coffee Experience as an Attraction for Indonesian Gen Z Tourists in Heritage Area of Braga

Indah Nur Agustiani*¹, Adrian Agoes²

Sekolah Tinggi Ilmu Ekonomi Pariwisata^{1, 2}

Email: indahmughtar19@yahoo.com

Abstract

The Braga heritage area is among the most famous tourist destinations in Bandung, Indonesia as this street is the location of numerous colonial-style heritage structures. Meanwhile, Generations Z reportedly will predominate the majority of travelers in the travel and tourism industry. They are viewed, though, as lacking a strong enough fascination with the subject of quality tourism including historical and heritage attractions. Interestingly, the coffee experience, which is also increasingly available in Braga, is beginning to draw the interest of Generation Z. The research question is whether the growth of heritage tourism such as in Braga Street, which rely on historical narrative, will be supported in the future by the rise of the Gen-Z tourist market circles, and whether coffee experience will be strong enough to attract them to come. In this qualitative research approach, ten respondents were agreed to describe their experiences as they perceived them. This study finds that the attractiveness of heritage buildings in the Braga area and the coffee experience are mutually reinforcing. If there was no place for Generation Z to get coffee, they would be hesitant to visit the Braga Heritage area to admire the historic buildings. The heritage atmosphere provided in the Braga area, on the other hand, was reported to be what inspired Gen Z tourists to have a coffee experience there. This article also discusses a number of other conceptual findings regarding how Gen Z perceives the heritage precinct of Braga.

Keywords: Braga Heritage Area, Coffee Experience, Generation Z Tourist.

A. INTRODUCTION

Research background of this article is, The city of Bandung is home to 100 culturally significant structures that are classified into 6 (six) districts: the downtown area, Chinatown/trade area, military/defense area, ethnic Sundanese area, villa and non-villa residential area, and industrial area. The historical buildings date from the period of Dutch colonial rule. These structures have a better prospect for usage as tourist attractions because to their authentic architecture. One particularly fascinating region in Bandung is the Jalan Braga neighborhood, which is home to numerous culturally significant structures. During the Dutch era, Braga was previously regarded as a prominent location. The avenue is less than one kilometer long, according to the Bandung City Tourism Directory 2011-2012, yet it is highly famous for its classical romance, art deco, Indo-European, neoclassical, and modern architecture. In the past, Jalan Braga was a fairly well-known location. The most "European"-looking contemporary shopping center in the West Indies is Braga street. The stores on Braga street provide a wide selection of high-quality goods. from high-end tailors to timepieces of renowned brands (Sudaryanti & Sukriah, 2015).

The Braga district is one of Bandung's most famous tourist spots. The Braga region, with its colonial architecture, has been declared as one of Bandung's cultural heritages. Tourists visiting the heritage area are urged to support these features of quality tourism from the standpoint of quality tourism. Education has a vital role in quality tourism. Thus, travelers are expected to not only have a good time at the place, but also to gain information and take home certain values (Zhao-Ze et al., 2018). Creating a tourist destination as a way of learning, in this instance learning about history and culture in the city of Bandung, is one of the goals. Thus, from the standpoint of quality tourism, the development of Bandung's Braga heritage area is one of the expectations for the implementation of the idea of quality tourism in this city. Cultural Heritage Buildings in Bandung always have its unique attraction, both for tourists and for

Bandung inhabitants. The history that has taken place there and the ancient architecture are both important assets that should be protected (Ashilah, 2021).

Some historical structures are now recognized as heritage buildings that should be conserved. However, some of the structures have been altered or eliminated. Because of their distinguishability from other structures, protected heritage buildings have received a lot of attention from tourists. This is producing a strong push from the tourism sector to convert the structure into a restaurant or cafeteria. Following the function shift, the building facade also became unoriginal. Some owners made it more opulent by increasing the wall opening ratio (Jurizat & Suhendri, 2022).

The Dutch government's heritage buildings still remain firm along Braga street. Some of them become businesses (while retaining their original form), some are preserved (privately owned), and some are abandoned. Braga is still bustling right now, although the vibe seems to have evolved from the entire past Braga. The Bandung City Government is attempting to revive the Braga region so that it may once again thrive. The Bandung City Government has begun a redevelopment effort in the Braga vicinity. Some of these old buildings have been turned into cafés with retro and vintage décor as part of the ongoing regeneration initiatives. Where the interior design and graphic design are influenced by the era in which the building was built. This endeavor appears to be extremely effective, since this location is now beginning to be frequented by a large number of people. Even young travelers are seen cramming through the crowds on Jalan Braga. Through its vibrancy, diversity, complexity, architectural coherence, and aesthetics of establishments (including coffee shops) that have an outdoor area, Jalan Braga delivers good pleasurability from the perspective of the streetscape and the street experience itself. The street experience on Jalan Braga is made more interesting and distinctive by the range of streetscapes that are produced by the presence of heritage buildings (Pradharna et al., 2021).

On the market side, the Millennial Generation (Generation Y) and Generation Z comprise the majority of tourists in the travel and tourism business, with the number of Gen-Z regarded to predominate (Jayani, 2021). This is apparent when examining the evolution of population growth in Indonesia and throughout the world. In the meanwhile, we may infer from the reports that these generations of travelers do not have a strong enough interest in the subject of quality tourism. Tourists from Generation Z in particular are thought to not be particularly drawn to historical and cultural interpretation. They favor taking tours that include engaging and interactive activities. Generation Z is more interested in visiting natural locations than historical and cultural ones, according to Airbnb Experience. Bookings for nature experiences have increased by 103% year over year and are the most popular trending category worldwide among Gen Z (190%) and baby boomers (177%). Additionally, there has been a 141% and a 128% surge in reservations for animal experiences and hiking excursions, respectively (Experience, n.d.). Visitors are also swarming to Indonesia, which has the greatest experiences relating to the outdoors and outdoor activities. The majority of the nature, hiking, and volcanic Airbnb Experiences are located in Ubud, where visitors may tour rice farms with a local farmer, Guru, and spend the night camped in the forest. Furthermore, according to a study, vacations account for 70% of Generation Z travelers' travel motivations (Possamai, 2022). It implies that Gen Z tourists prefer outdoor activities, natural setting tourism, and gastronomic travel. The latter seems to incorporate a cultural tour favored towards Gen Z travelers.

Literature review, As mentioned above, for gastronomic travel, local culture is becoming a more significant source of new goods and activities that appeal to tourists as travel destinations compete more

fiercely. Food is a key component of the tourist experience, and gastronomy has evolved into a vital source of identity creation in postmodern culture, therefore it plays a large part in this. Due to the rise of food-related cultural behaviors, gastronomy has grown to encompass cultural practices. Tourism has a significant influence in the recent globalization of the food services and consumer industries. It has evolved into one of the "culture industries," much like other services and "experiences" provided to visitors. The value chain in the gastronomic cultural sector is growing to incorporate a wide range of economic activities, the majority of which are tied to tourism. According to (Patria et al., 2020), the following is a study carried out using Experience Mapping, consists of three stages, namely Pre-Experience (Pre-Experience/Pre-Visit), In-Experience (During the Visit), and Post-Experience (Post-Visit) (Agoes & Agustiani, 2021b). Five overarching factors played a pivotal role in shaping the most enduring food and beverage-related travel memories for tourists. These factors encompassed the actual food or beverages savored, the surrounding environment and ambiance, the company of fellow travelers, the significance of the occasion, and the inclusion of touristic elements. This suggests that tourism providers have the potential to craft a memorable culinary narrative, even in settings that may not inherently be deemed as remarkable destinations (Stone et al., 2018).

As one form of the gastronomy tour's attractions, the coffee experience, appears to be popular among travelers from Generation Z. To expand this Gen Z tourism market, it is necessary to give greater thought to the coffee experience as a tourist attraction. As we live, work, and travel around the country, coffee is inextricably tied to our everyday lives. If we decide to drink coffee, we grind the beans in the morning for a formal cup to start the day, pick up coffee on the way to work, and then meet friends for coffee in a café (Jolliffe, 2005). Coffee is consumed for a variety of reasons, including enjoyment, cultural significance, and habit. Even if we are not coffee drinkers, it is inconceivable not to get drawn into the café's social milieu (Ardekani & Rath, 2020).

There are various coffee shops in the metropolitan area that have become the go-to spots for coffee travelers with an in-depth understanding of coffee, particularly espresso. Like a Michelin-starred restaurant, this cutting-edge coffee business serves great coffee and has created espresso blends that are widely recognized by coffee lovers. The bulk of these coffee shops are part of the self-described "Third Wave," a movement of coffee professionals who study and promote coffee through a blend of art and science (Baccellieri, 2006). Based on the findings presented in one study (Casalegno et al., n.d.), it becomes evident that certain factors play a crucial role in shaping perceptions of coffee cultivation visits in equatorial coffee-producing countries. This research underscores the significance of coffee consumption and travel experiences stands out as key factors shaping these perceptions.

At this coffee establishment, coffee is served in the same way as great wine is handled by a sommelier. Coffee's organoleptic characteristics are extensively assessed, and consumers are educated about its origins, species, variations, processing procedures, and other quality determinants. It is common to refer to visitors that come to this coffee shop as "espresso tourists" since their primary goal is to sample and learn more about the espresso that the skilled and informed staff there serves. Many of these "third wave cafés" roast their own coffee, which adds to their allure among travelers. It is even possible that tourists would be interested in a coffee shop or a modern coffee house that was not designed specifically for tourism. The succession of these encounters henceforth be referred to as coffee experiences.

The sort of tourism practiced in Braga is referred to as heritage tourism because the street is home to several historic structures. Heritage tourism is history-related tourism, and it is a journey organized by visiting a site that is thought to have a significant history for a region or city that may become a tourist attraction. Meanwhile, Cultural Conservation buildings are structures constructed of natural or man-made materials to satisfy the demands of walled and/or non-walled spaces, as well as roofs. Cultural heritage objects or cultural heritage buildings are artifacts, buildings, or structures that satisfy the following criteria:

Minimum age is 50 years old. Represents a fashion era that has lasted at least fifty years. Has a special meaning for history, science, education, religion, and culture; Has cultural significance to strengthen national identity (Santa & Tiatco, 2019). Tourism can complement conservation by generating funds for preservation, deterring illegal activities, and raising awareness among local communities. Collaboration between tourism, conservation, and communities fosters sustainable preservation efforts (Agoes & Agustiani, 2021a).

Many cultural heritage relics are employed as tourist attractions as a result of the growing demand for cultural tourism activities. Many travelers spend their leisure time for historical excursions, which are a sort of special interest tourism that allows them to appreciate and study history through diverse objects placed in certain areas. Previously, there existed a tight interaction between historical tourism and legacy management as cultural or natural assets. An early examination of the usage of historical buildings as tourist attractions is required so that the focus of conservation efforts is not hindered by community welfare considerations (Kaharuddin et al., 2021).

According to the results of the 2020 Population Census, Indonesia's total population reached 270.2 million in 2020. In comparison to the results of the previous population census, the number increased by 32.6 million people. Generation Z and Generation Y are expected to outnumber the Indonesian population by 2020. Generation Z, those born between 1997 and 2012, accounted for 74.93 million people, or 27.94 percent of the total population. 69.38 million millennials were born between 1981 and 1996, accounting for 25.87 percent of the total population. Generation Z is currently said to be between the ages of eight and twenty-three. Not everyone in Generation Z is productive, but everyone will be in about seven years.

Table 1. Population of Generation Y and Z in Indonesia by 2020

Generation	Population	Percentage of Total Population
Gen Y	69.380.000	25.87%
Gen Z	74.930.000	27.94%

Source: Indonesia Population Census (2020)

In this study, Generation Z is defined as those born after the mid-1990s, according to the proposed definition. Thus, the age range of births from 1996 to 2012 will be used. This includes people aged 10 to 26 at the time of writing (2022). Because young people's interests, life experiences, and purchasing power change rapidly between these years, this study will divide Gen Z into three sub-groups (Jordan et al., 2020), as shown in Table 2.

Table 2. Subgroups of Gene Z classification

Subgroups	Description
10 – 13 y.o.	Elder elementary school
14 – 19 y.o.	Teenagers
20 – 26 y.o.	Adults, college, young professionals

Source: Jordan et al. (2020)

The objective of this research is to explore whether Generation Z can be encouraged to support heritage tourism by their enthusiasm for it and the allure of the coffee experience in the Braga heritage tourist area. This study employs a qualitative methodology with a process of theme analysis and informants from Gen Z who have visited and enjoyed coffee in the Braga heritage area.

The research was conducted at Jalan Braga, Sumur Bandung District, Bandung City with the boundaries of the intersection of Jalan Braga, Jalan Suniaraja, and Jalan Lembong in the north and the

intersection of Jalan Braga and Jalan Naripan in the south. As for the respondents, it is limited to domestic tourists who is visiting Braga area.

B. RESEARCH METHOD

A qualitative descriptive approach was adopted in this study. The steps followed include identifying significant issues that must be resolved, then reducing and clearly stating these problems. Then a review of the literature was done. For further analysis and interpretation, the goal of this study is to provide an explanation of the issue solution based on qualitative data. This research attempts to explain the phenomena of Generation Z's interest in visiting historical tourism attractions on Jalan Braga in Bandung City as a result of the activities around the "coffee" experience in cafes in various heritage buildings in the region.

This study adopted a phenomenological methodology. Through the participants' own descriptions, or what is referred to as life experiences, this phenomenological research investigated human experience. This serves to highlight the importance of the experience for each person. Participants in this study were asked to report their experiences as they understood them. The majority of the information was gathered through interviews. The interview method was used for data collection.

Several factors are taken into account in order to improve the interview process's advantages and minimize its drawbacks. These include choosing the appropriate sample, which consists of informants who are thought to represent Gen-Z and enjoy having a "coffee" experience in the Braga heritage area; triangulating the results by comparing the interviews with literature and other sources; developing a suitable question structure for the interview; using active listening techniques; and taking advantage of the iterative nature of the interview.

Several visitors to the Braga Street were invited to participate in the interview for this study in order to elucidate insights from various Indonesian Gen Z perspectives in responding to the coffee experience in the Braga Heritage area. Since tourists from outside Bandung were still gradually evading lockdown restrictions at the time of writing, it was anticipated that access to such respondents would be relatively difficult. Nevertheless, 10 respondents volunteered to take part, and Table 3 provides an overview of their personal traits.

Regarding Generation Z's propensity for drinking coffee, which is typically associated with adults group of age (Ridder, 2022), the respondents chosen for this study will be between the ages of 20 and 26. However, some informants were included even though they are only 18 years old, with the consideration as they are already a college students.

Table 3. Informants characteristics

Respondent Age	Gender	Origin	Occupancy
F1, 22 y.o.	Female	Bandung	Office Worker
F2, 21 y.o.	Female	Bandung	College Student, Barista
F3, 26 y.o.	Female	Bandung	Office Worker
F4, 26 y.o.	Female	Bandung	Office Worker
F5, 20 y.o.	Female	Bandung	College Student
F6, 25 y.o.	Female	Bandung	College Student, Coffee Shop Worker
M1, 25 y.o.	Male	Bandung	Hotel Worker
M2, 18 y.o.	Male	Malang	College Student
M3, 18 y.o.	Male	Makassar	College Student
M4, 18 y.o.	Male	Surabaya	College Student

Source: Researcher's documentation (2022)

The results of each interview were then independently transcribed and tagged in accordance with the themes that appeared. Upon then, the themes are categorized and their frequency of occurrence is computed. There will be some themes that stand out from others. However, this study does not just rely on text analysis; it also bases its discussion on concepts that come up in the interview's outcomes. New knowledge will be discovered and drawn as a result of this study from the significance of each topic and theme that occurs. Photographs documentation was also taken into account during the analytical process in order to support the interview results.

C. RESULTS AND ANALYSIS

The Braga heritage area discussed in this research is made up of two roads: Braga Pendek (shorter Braga) and Braga Panjang (longer Braga). Actually, this area is not officially designated as a Heritage Area (no documents found by the researchers), but the fact is there are numbers of heritage buildings located along this route, thus Braga Street is considered a heritage area. Moreover, Braga Street is home to nine heritage structures that have been classified as Bandung City Cultural Heritage Class A by a Regional Regulation (Pradharna et al., 2021) as exhibited on Table 4. Class A cultural heritage buildings are those that meet the five conservation requirements that constitute the highest criteria in the cultural heritage building classification (Dharmawan, 2018). There are also dozens of additional buildings that are vestiges of the Dutch colonial period with a particular architectural style that have been considerably preserved along this street.

Table 4. Bandung City Cultural Heritage Building Class A on Jalan Braga (Sumur Bandung District, Braga Sub-district)

Building	Address
Asia-Afrika Culture Center (Majestic)	Jl. Braga No. 1
Kimia Farma (Apotik)	Jl. Braga No. 2 - 4 - 6
Kimia Farma (ex Aubon Marce)	Jl. Braga No. 5
BPD Jawa Barat	Jl. Braga No. 12
Dekranas Jabar	Jl. Braga No. 15 - 17
LKBN Antara	Jl. Braga No. 25
Gedung Gas Negara (Glas Block)	Jl. Braga No. 38
Bank Indonesia	Jl. Braga No. 108
Ex Insulide	Jl. Braga No. 135

Source: Bandung City Regulation No. 7 (2013)

Following are some visual examples of the cafés that are housed in heritage buildings in Braga area:



Figure 1. Photo Documentation of Cafés in Braga (From top-left cw: Café Lima Rasa, Kopi Toko Djawa, Koffie Braga, Teras Braga, Jurnal Risa)

Source: Researchers documentation (2022)

As seen on the figure 1, most of the cafés mentioned by the respondents are housed on a Dutch colonial-style heritage buildings. Only Teras Braga which is not. It is developed on a relatively new buildings on top of one alley in Braga Street. The limitations of the problem in this research are the focus on the growth of heritage tourist attractions such as Braga with the emergence of the Generation Z tourist market and also how the coffee experience is strong enough to attract Generation Z to come to Braga. For further research, we can add to the alpha generation, and also make comparisons with other historical areas that do provide coffee experiences, so that we can see whether location also influences providing a strong coffee experience for generation z.

In order to provide further support for the research study, a theme analysis is carried out. The purpose of this process is to determine which themes have emerged most often on the perspectives of visitors of Generation Z, when they were relating their encounters with the Braga historic area and the coffee experience they had there.

During the process of doing the theme analysis, tags were applied to the different remarks of the respondents so that they could be organized into the emerging themes. These themes are then organized into a conceptual category, which results in useful information on the preconceptions of Generation Z visitors visiting the Braga Heritage Area. The analysis of these themes led to the discovery of several conceptual category. All of which are outlined in the following Table 5, below:

Table 5. Conceptual Category and Theme Count on Gen Z Perceived Experience towards Braga Heritage Area

Nr.	Conceptual Category	Theme	Count
1.	Heritage Attraction	Interested in heritage attraction	9
		Heritage ambience	8
		Aware of heritage area	7
		Learning history	5
		Interested to visit even without coffee experience	5
		Love history	3
		No interest to visit without the heritage attraction	2
2.	Coffee Experience	Considerably like to drink coffee	7
		Has particular inquiry for coffee quality	5
		Interested to have coffee experience	4
		No interest to visit without coffee exp.	4
		Interested to have coffee even no heritage attraction	3
3.	Hangout	A nice hangout spot	8
4.	Visual Attractiveness	Good area for photography	6
		Esthetic buildings	5
		Instagrammable	2
5.	Street Experience	Walking Tour	5
		Jay walking in Braga	4
		Watching people goes by	2
		Having coffee by the street	2
		Outter country ambience	2
6.	Authentic Experience	Original buldings	3
		Unique area (unlike others)	2
7.	Fear of Missing Out (FOMO)	Looking for what's trending on social media	3
		Crowds coming in (to Braga)	2
8.	Art of Braga	Paintings in Braga	3
9.	Urban Legend	Horror story (behind the buildings)	2

Source: Researchers analysis (2022)

These results are graphically depicted in Figure 2's Word Cloud to highlight the developing themes.



Figure 2. Word Cloud of Conceptual Category of Gen Z Tourist Perception on Braga Heritage
Source: Researchers analysis (2022)

Gen Z Tourists believe Braga is a region with heritage attractions and an unique coffee experience, according to the above theme analysis. They say the region has great Visual Attractiveness, Street Experience, Authenticity and FOMO (Fear of Missing Out). The latter has something to do with social media exposure and the image of Braga that makes the Gen-Z are driven to visit Braga. Their idea of the Braga street as an art hub and the presence of an Urban Legend are also developed.

Braga Heritage as an Attraction

The Jalan Braga area is charming because of its historical setting, especially from the buildings dating back to Dutch colonial times. Several responders also corroborated this in their interviews. As F5 said: *"Yes, I believe the Braga heritage area has an appeal."* Also added by M3: *"The Braga heritage area has attraction, since I want to see what the old Bandung looks like."* Others stated that the historical buildings in the Braga region are what make it intriguing. As M4 put it: *"It's distinct."* *"Perhaps it's the model, maybe from the building's style."* M3 further noted: *"It's more about the building (which is interesting)."* Historical buildings in the Braga area are indeed recognized to have its own originality and charm, and Generation Z has also been able to discern the particular styles of heritage buildings surrounding Braga. As F6 put it: *"Because it appears that historic structures have their own distinctive features."*

However, respondents who enjoy Braga's heritage environment do not necessarily enjoy history nor are curious to learn more about it.

The reason the Braga area is attractive in my opinion is because so many people visit there and because of its history. however, I have little interest in studying the history. (F4)

I simply am unaware of the history. In the square, there is also a heritage site from Asia and Africa in addition to Braga. Despite coming from Bandung, I have no real interest in locations like that. Just be aware. Although you should be more knowledgeable of the history, if you're simply there for fun, you probably don't need to. (M1)

Nevertheless, there is still optimism that Gen Z tourists would support this historical tourist destination in the future, since some have showed an interest in history. F5 stated: *"It is quite intriguing to discover history."* Furthermore, there is evidence of existent buildings in Bandung." It's also worth noting that the same respondent who isn't interested in history showed interest when given with the idea of a walking tour finishing with coffee at a café. *"(Though) it's intriguing for historical (walking) tour because I want to learn the past history,"* F4 stated. So, at least in the Braga region, the combination of a walking tour and a coffee experience seems to be able to pique Gen Z travelers' interest in learning about history. There are also others that exhibit their interest in history expressly during a tourist excursion, even if it is not an interest in their everyday living. For this, F2 said: *"When visiting, I enjoy learning about the history of Bandung, but not for everyday consumption."*

Coffee Experience according to Gen Z Tourists

Gen Z tourists describe the coffee experience from their own perspective as the process of discovering a coffee shop, selecting a coffee drink menu, and drinking coffee while simply enjoying the surrounding environment. Some respondents described them as follows:

At first, location piqued my interest due to whether or not the coffee shop was comfortable, whereas the second was all about the coffee. (F1)

Look for a coffee shop that isn't too loud or crowded, has comfortable seating, and is cool if you can find a spot outside for smoking area. (F2)

Additionally, they must be satisfied with their coffee shop in order to evaluate the flavor of the coffee. This was mentioned by F4: *"I am a coffee enthusiast. I enjoy the coffee store as well as the taste."* They typically use social media first to choose a venue that meets their expectations for comfort, as expressed by F4: *"If I choose a place, that is what popular on social media, or a place that is a bit different."* This is also evident from the following expressions:

Let's first peruse the area and menus before getting there; if you're intrigued, you can then just go. The venue is also attractive, which encourages you to go there. (F3)

Aside from the coffee shop, Gen Z tourists are also concerned about the pricing. In addition to this, the following was also added:

Regarding the quality of coffee, for example, if it must be good, the price is typically considered first. For instance, how much does they charge and how do you figure out the results? For instance, if the price and quality are equivalent, it indicates that the item is worth buying. (F2)

In terms of quality, it is evident that Gen Z tourists attach a high value on good coffee. Although they don't appear to be overly fussy about various sorts of coffee variances nor coffee procedures, as a sommelier might describe wine treatment. However, the coffee they consume must possess a strong flavor. As F1 expressed it *"Coffee must typically taste like real coffee."* F4 commented: *"I enjoy coffee that is rather strong..."*

Regarding the coffee process they wish to experience, Gen Z tourists are typically uninterested in the filtration procedure for pure coffee (such as V60, Vietnam Drip, or so on). They primarily represent the option of processing espresso-based coffee, either with or without the addition of water, ice, or milk. Here are some of the processed coffee beverages favored by Generation Z travelers in the Braga Heritage Area:

I like my coffee to be quite strong and espresso-based, but with cream (as in a latte). (F4)

The thing is, whenever I go to a coffee shop, I always have an iced Americano, therefore my order is always the same. You can get it just about anywhere. An iced Americano is a combination of espresso, water, and ice. Really bitter. I love my Iced Americano black, but feel free to sweeten it any way you like. (F2)

According to the interview data, Gen Z tourists' coffee experiences include the selection of an appropriate location, followed by the selection of typical coffee shop coffee with espresso-based processing, and they are not overly concerned with the type of coffee processing as described by a sommelier when presenting wine to its customers. They are concerned with the quality of good, robust coffee, but not to the same degree as genuine coffee connoisseurs.

The Heritage Atmosphere Reinforces the Coffee Experience

Observations and interviews also suggested that there was a tendency for the historical environment in Braga to increase the desire of Generation Z visitors to have coffee there. Among of them was according to F1: *"I am interested in having coffee in Braga due to its historic ambience. Because (if it's just) coffee (it) may be found anyplace."* The same is reinforced by F2's assertion: *"...and the heritage*

ambience is definitely supportive." In addition, a number of respondents noted that the historical environment encouraged them to try coffee experience in the Braga region. The following are remarks made by more respondents:

Compared to cafés in other locations, Braga's coffee experience has a more distinctive feel, since the historic environment is so inviting. (F4)

Because heritage buildings contribute to the ambience. Come to Braga not only for the coffee, but also for the historic environment. (F3)

I was delighted when I came to Braga because of its historical significance. Because this building is unique, we would want to enjoy coffee here. If you just want coffee, you may get it somewhere else. (F5)

The initial reason for visiting Braga was perhaps the heritage, and the second was the coffee. While sipping coffee, we shall enjoy the surrounding (heritage) buildings. (F6)

According to the aforementioned interview excerpts, the heritage attraction in Braga reinforces Gen Z tourists' eagerness to enjoy a coffee experience there.

Coffee Experience Reinforces The Heritage Attraction

On the other hand, Gen Z tourists also claimed the reverse of what was mentioned before. They reported that visitors who were previously hesitant or unaware of the Braga historic district got interested in visiting the region after learning that there were locations to have a decent cup of coffee. Once it is understood that there are heritage sites that give a unique coffee experience, a district that was previously unfamiliar or unattractive to tourists becomes more appealing. This was said by M4: *"Therefore, the coffee shop may be one of the attractions. If a heritage building lacks a coffee shop, it is not fascinating."* Then he said, *"If there is no café in Braga, I no longer find it fascinating. Yes, the café is visually pleasant to me and serves as a tourist attraction."* One of the other responders stated that prior to the emergence of coffee shops, she was unaware of the Braga region. *"Perhaps you're familiar with it, but it's only a street name,"* F5 said, *"Before there were cafés in Braga; I am unsure, since I had never been there. Not familiar with it either. In the past, there was only the square (alun-alun)..."*

Similarly, a number of additional respondents had the same opinion, including the following:

Before there was a coffee shop, there was no plan to visit Braga, not even to pass by. I believed this to be a regular street. But once there is a coffee shop, it's like, okay, it turns out that these buildings are cultural heritage, so they have a personal interest in finding out, or so it seems. (F6)

For instance, if there are no cafes in Braga, I do not believe they will come to visit, since (Gen Z) visitors may be doing (school) assignments and so stop at coffee shops while they are in Braga. (M3)

Although it has been stated that Gen Z visitors are more interested in nature tourism and there have been no studies to support their interest in heritage and historical tourism, the findings of this research demonstrate that their interest is existent and even rather strong. This is shown by Generation Z's desire to appreciate the heritage ambience, particularly on Jalan Braga in Bandung. Fascinatingly, Gen Z tourists are interested in visiting this historic district since they are aware that there are cafes that provide a coffee experience that meets their expectations. Some of them are unaware of the historical site in Braga until they arrive for a coffee experience. However, others are also aware of the presence of this preserved region via social media and word-of-mouth. They ultimately decided to visit this establishment for a unique coffee experience.

In response to this research question, an unanticipated discovery was made, namely that the Attraction of Heritage and the Attraction of the Coffee Experience reinforce each other as stronger tourism attractions for Generation Z tourists. If one of the attractions does not exist, or if each attraction exists independently, then the attraction will weaken. Heritage buildings without a coffee experience are no longer fascinating to Generation Z visitors. Similarly, a coffee experience devoid of heritage atmosphere is

less appealing to them. If there is no heritage vibe, they will seek coffee elsewhere. Therefore, if each of these attractions stands alone, they will not be as compelling as when they are integrated into one attraction.

In our study, there are notable limitations. First, our qualitative approach with only ten respondents may limit the generalizability of our findings to a broader Generation Z population. Second, our focus solely on Braga in Bandung, Indonesia, might not fully represent Generation Z tourists in diverse contexts. Third, our qualitative method, while rich, lacks statistical generalizability. These limitations suggest caution in applying our findings broadly.

Future research should consider larger and more diverse samples to enhance generalizability. Exploring a variety of heritage tourism destinations beyond Braga and employing quantitative methods is recommended. This would enable a more comprehensive understanding of Generation Z tourism behavior and inform strategies for heritage destinations.

D. CONCLUSION

The primary conclusion of this study is that heritage attraction and coffee experience attraction should be constructed as an integrated attraction in order to become a prominent tourist attraction that attracts Gen Z tourists who continue to encourage history-based tourist attractions. Future research recommendations include doing this study with a greater variety of respondents, both in terms of number and the diversity of tourist origins and educational levels. The study should then be replicated at several locations with comparable characteristics to the Braga historic area to determine whether the results are similar or if there is more information that can be acquired from there. The limitations of the problem in this research are the focus on the growth of heritage tourist attractions such as Braga with the emergence of the Generation Z tourist market and also how the coffee experience is strong enough to attract Generation Z to come to Braga. For further research, we can add to the alpha generation, and also make comparisons with other historical areas that do provide coffee experiences, so that we can see whether location also influences providing a strong coffee experience for Generation Z.

While our qualitative study offered valuable insights into Generation Z tourists in the Braga heritage area, it had limitations. A small sample size of ten respondents restricts the generalizability of findings. Additionally, the geographic focus solely on Braga limits broader applicability. Future research should consider larger and more diverse samples to enhance generalizability. Exploring a variety of heritage tourism destinations beyond Braga and employing quantitative methods for a broader perspective is recommended. This would enable a more comprehensive understanding of Generation Z tourism behavior and inform strategies for heritage destinations.

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