

# Strengthening Community-Based Sustainable Ecotourism through Hospitality and Coffee Service Training in Bogor Waqf Forest

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**Abstract** Waqf-based forests represent a sustainable forest management initiative that is expanding in Indonesia, integrating Islamic principles of waqf with forest management practices. Preliminary research indicated that communities surrounding Bogor Waqf Forest, one example of waqf-based forest implementation, have low income levels and expressed expectations for additional income-generating activities. This training aimed to prepare local communities around Bogor Waqf Forest to enhance sustainable ecotourism services, including hospitality and coffee service. This service-oriented capacity building was designed as a productive waqf strategy to strengthen community roles in developing sustainable ecotourism. The study applied a community-based training approach with post-test evaluation. The training comprised two sessions, namely (1) a hospitality and service excellence session and (2) a coffee training session. Based on post-test results, participants demonstrated improved knowledge and practical skills in hospitality, including receiving and serving guests, as well as in coffee preparation, including brewing and preparing several variations of coffee beverages for visitors. Overall, the training supports the productivity of waqf-based forests by equipping communities with competencies needed for community-based sustainable ecotourism.

## 1. INTRODUCTION

Waqf-based forests, namely forests developed on waqf land, are regarded as a sustainable forest innovation because they are protected simultaneously by state law and religious law (Ali & Jannah, 2024; Restiyani et al., 2023). In addition, a waqf asset must be managed productively so that beneficiaries experience tangible benefits. Waqf has been described as “economic cooperation,” representing a form of future-oriented investment and productive asset management for subsequent generations, consistent with the objectives of waqf (Hidayat, 2016). Accordingly, waqf-based forests should not only provide ecological benefits

through forest protection, but also be optimized to generate positive economic, educational, and social impacts (Ali & Kassim, 2020). To achieve these outcomes, one productive business model that can be applied in waqf-based forests is community-based sustainable ecotourism.

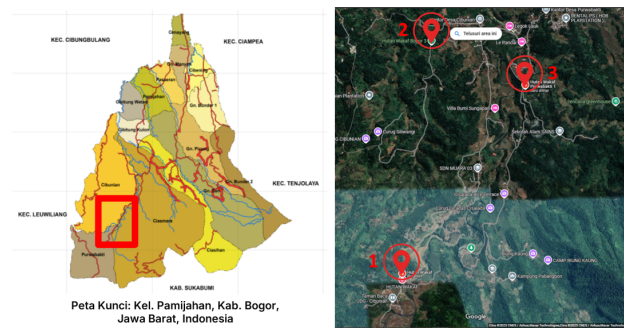
Ecotourism educates visitors, generates funds for conservation, provides direct benefits for local economic development and community empowerment, and promotes respect for cultural differences and human rights (Honey, 1999). Ecotourism also represents a form of tourism that integrates destinations with learning activities to enhance

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**Figure 1 .** Bogor Waqf Forest location: (1) 1st Cibunian Zone (Kp. Muara), (2) 2nd Cibunian Zone (Kp. Pondok Gombong), (3) 1st Purwabakti Zone (Kp. Bharu)

visitor experiences, while advancing conservation and sustainability and supporting local community development (Asmin, 2018; Xu et al., 2023). Sustainable ecotourism is commonly defined as tourism that accounts for future economic, social, and environmental implications within the scope of visitor management, industry practices, environmental protection, and host community well-being (Al-Romeedy & Alharethi, 2025; Majeed et al., 2025). Therefore, community-based sustainable ecotourism can be considered a productive business model that aligns with the characteristics and objectives of waqf-based forests (Jannah et al., 2024).

Bogor Waqf Forest is a waqf-based forest located in Pamijahan District, Bogor Regency (Figure 1). Initiated in 2018, Bogor Waqf Forest has secured 2.5 ha of land as waqf to be managed as a waqf-based forest, located in Cibunian Village and Purwabakti Village (MOSAIC, 2024). Routine ecological planting and maintenance activities are conducted in the area to support ecosystem sustainability and maintain biodiversity (Jannah et al., 2021). In parallel, various economic, educational, and social programs have been implemented continuously to generate broader benefits for surrounding communities (Suhendar et al., 2024).

A community-based sustainable ecotourism program has strong potential to establish a sustainable business model, not only from ecological and economic perspectives, but also from a social perspective. Bogor Waqf Forest has developed into an ecotourism destination. From 2019 to 2024, Bogor Waqf Forest was visited by more than 1,000 domestic and international visitors. Consistent with this development, Bogor Waqf Forest has implemented several ecotourism-related activities, including stingless-bee and sheep farming, as well as a small food stall (Ali & Jannah, 2024). However, although ecotourism activities began in 2019, these initiatives have not yet produced a significant increase in community income. Therefore, strengthening community skills and knowledge is necessary to support and improve ecotourism practices.

Prasetyo et al. (2025) reported that participatory ecotourism training is beneficial for improving conservation knowledge, tourism hospitality skills, and local entrepreneurship opportunities. For example, ecotourism management training conducted with the Kapita Village

community in Bangkala District, Jeneponto Regency, resulted in a substantial increase in participants' understanding of ecotourism and creative economy concepts (Subhan et al., 2025). Participatory and sustainable community learning and empowerment programs have also been shown to support the development of mangrove ecotourism potential in a coastal border area of West Kalimantan (Sugito et al., 2019). Nevertheless, studies focusing on strengthening community-based sustainable ecotourism in a waqf-based forest context remain limited. This study and training aim to prepare local communities around Bogor Waqf Forest in Pamijahan District, Bogor Regency, to enhance sustainable ecotourism services, including hospitality and coffee service for visitors. The training is expected to provide direct benefits by improving community knowledge and skills related to hospitality and by strengthening community roles in developing sustainable ecotourism in Bogor Waqf Forest.

## 2. METHOD

This study was conducted at the Bogor Waqf Forest site in Pamijahan District, Bogor Regency, Indonesia, from October 2024 to February 2025 using a community-based participatory approach. A preliminary phase involving data collection and analysis was undertaken to identify the community's general demographic profile, as well as participants' expressed needs and priorities. Next, team capacity building and a sustainable ecotourism training program were implemented for local community members. Finally, a post-test was administered to assess participants' understanding of the training content.

### 2.1 Preliminary research

The preliminary research phase involved data collection and analysis using observations and questionnaires to obtain general demographic information and to identify the needs and priorities of community members living near the Bogor Waqf Forest site. Eligible respondents were adults residing in communities surrounding Bogor Waqf Forest, and they were selected using a simple random sampling method. The questionnaire was developed based on a review of relevant literature and existing instruments related to community welfare. Using Microsoft Excel and NVivo 12 Plus software, questionnaire results were analyzed using descriptive statistics, content analysis, and context analysis to generate a more comprehensive understanding of local demographic characteristics and community needs and priorities.

### 2.2 Community-based sustainable ecotourism training

The training was conducted on Sunday, 23 February 2025, in Purwabakti Village, Pamijahan District, Bogor Regency, Indonesia. The training participants comprised 15 individuals from Karang Taruna [Youth Organization], representing local communities in the 1st Cibunian Zone, 2nd Cibunian Zone, and 1st Purwabakti Zone of Bogor Waqf Forest. The invited trainer was Mr. Yuzar Mikail, who

has professional experience in hospitality across several companies and is the founder of a coffee roastery. He is also an awardee of the AFS Exchange Program to New Zealand and currently volunteers with AFS Intercultural Program Indonesia. The training activities were divided into two sessions, as follows.

- a. Community-based sustainable ecotourism training: Hospitality and service excellence session  
This hospitality session focused on developing participants' ability to welcome visitors to Bogor Waqf Forest, including both domestic and international guests. The session included guided discussions, question and answer activities, and simulations facilitated by the trainer and conducted with participants to ensure shared understanding of core hospitality principles and service excellence values.
- b. Community-based sustainable ecotourism training: Coffee training session  
The second session introduced basic coffee knowledge and service practices. The trainer provided a brief explanation of the origin of coffee cultivation, common types of coffee beans, and major processing methods, followed by practical guidance on coffee preparation and serving. After the technical demonstration, participants were divided into three groups, and they were asked to prepare espresso-based beverages and serve them using several menu options, including cappuccino, latte, and palm-sugar iced coffee.

### 2.3 Training post-test

After completion of all training sessions, a post-test was administered to assess participants' levels of understanding. Multiple-choice questions related to hospitality and coffee service were provided, and participants recorded their answers on paper. The post-test items were developed based on the learning materials delivered during the training sessions. The responses were scored and compiled in Microsoft Excel to summarize outputs and to describe participants' understanding after the training concluded.

## 3. RESULT AND DISCUSSION

### 3.1 Bogor Waqf Forest community demography, wants, and needs

This study included 53 respondents who live around the Bogor Waqf Forest area in two villages, namely Cibunian Village and Purwabakti Village. [Table 1](#) presents the demographic characteristics of the respondents.

Based on [Table 1](#), most respondents were male (62%), while the remaining respondents were female (38%). In terms of age, the largest proportion of respondents was 41–50 years (34%), followed by 31–40 years (28%). Regarding educational attainment, the majority reported elementary school as their highest level of education (45%). Bachelor's degree holders accounted for the second largest proportion (21%), followed by junior high school and

senior high school (11% each). Overall, most respondents had limited formal education and worked as farmers or laborers (36%). The second most common occupations were MI Al-Bayan teachers (20%) and housewives (20%). Most respondents reported a monthly income of IDR 500,000–1,000,000 (49%), followed by less than IDR 500,000 (21%) and IDR 1,000,000–2,000,000 (19%).

These findings indicate that the population profile around the Bogor Waqf Forest location is characterized by limited higher education and livelihoods that rely primarily on farming and farm labor. In terms of monthly income, more than 20% of respondents remained below the West Java poverty line. According to [Badan Pusat Statistik \(2024\)](#), the West Java poverty line in 2024 was IDR 517,841.00. In addition, even among respondents above the poverty line, most reported income levels below the Bogor Regency minimum wage standard, Upah Minimum Kabupaten (UMK) (Regency Minimum Wage), which was IDR 4,579,541 ([Hakim, 2024](#)).

**Table 1.** Demography data of community in Bogor Waqf Forest area

No.	Demography Data	Freq	Percentage
1.	<b>Gender</b>		
	Man	33	62
	Woman	20	38
2.	<b>Age (year)</b>		
	20 - 30	11	21
	31 - 40	15	28
	41 - 50	18	34
	>50	9	17
3.	<b>Former Education</b>		
	Elementary school	24	45
	Junior high school	6	11
	Senior high school	6	11
	Bachelor	11	21
	Master and above	1	2
4.	<b>Occupation</b>		
	Farmer, labor	20	36
	Teacher	11	20
	Housewife	11	20
	Administrative	4	7
	Self-employed	3	6
	Odd jobs	2	4
Unemployed	4	7	
5.	<b>Monthly Income (IDR)</b>		
	<500.000	11	21
	500.000 - 1.000.000	26	49
	1.000.000 - 2.000.000	10	19
	2.000.000 - 3.000.000	5	9
>3.000.000	1	2	

Responses to open-ended questions regarding community wants and needs were quantified into several answer categories. [Figure 2](#) presents the results of this data processing. Based on [Figure 2](#), 17 categories of wants and needs were identified among communities surrounding the

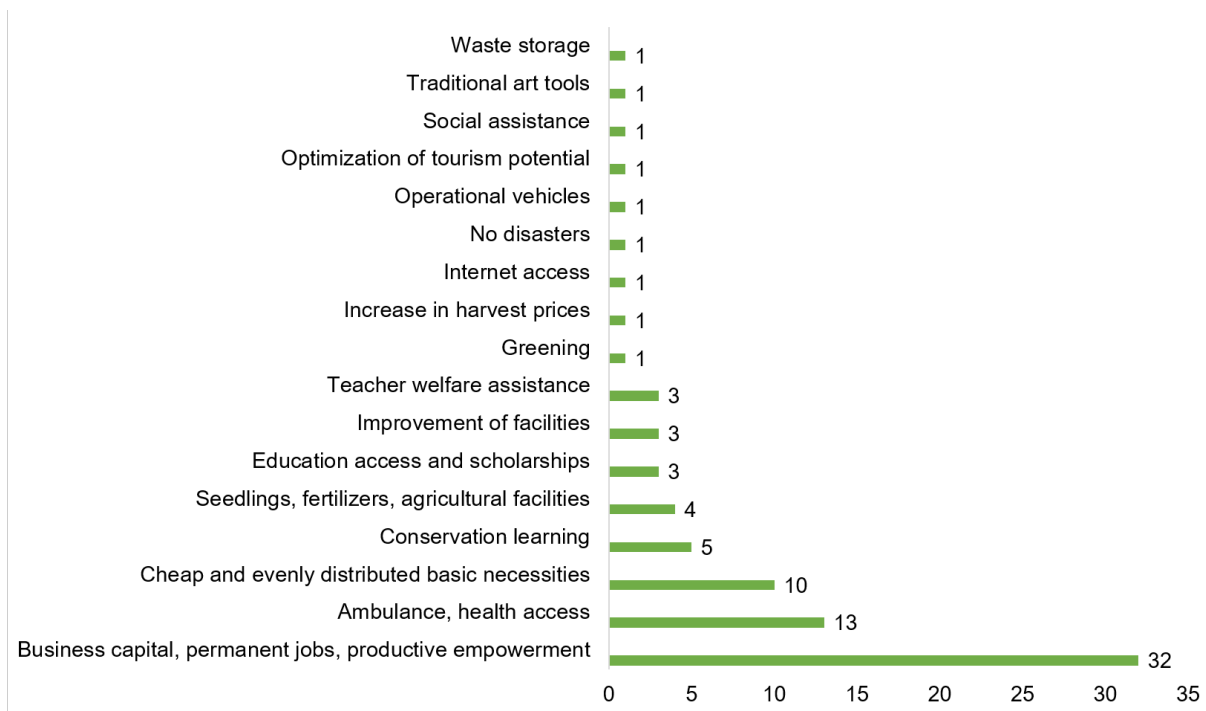


Figure 2 . Local community wants and needs categorization

Bogor Waqf Forest. Among these categories, three showed the highest frequency, namely business capital, permanent jobs, and productive empowerment (32 respondents), ambulance and health access (13 respondents), and affordable and equitably distributed necessities (10 respondents). Across these categories, the most prominent concerns were economic. Respondents expected additional business capital, permanent employment opportunities, and empowerment activities that could generate income to meet daily needs. In addition, respondents also expressed expectations for affordable daily necessities and more equitable distribution of basic goods.

“Decent employment and additional capital,”  
(Mr. M, 45 years old, farm laborer)

“Agricultural business capital, availability of fertilizer, harvests sold at a higher price,” (Mr. S, 58 years old, farm laborer)

These statements align with the employment and income profile of respondents. Economic factors were a major concern because most respondents worked as laborers or small-scale farmers with limited income. This condition contributed to expectations for additional capital or work opportunities that could improve household living standards. Similar concerns were also expressed by female respondents, many of whom identified as housewives.

“Business capital to help my husband.” (Ms. M, 26 years old, housewife)

“What we need is work. Any work.” (Ms. I, 42 years old, housewife)

The qualitative responses on wants and needs were also imported into NVivo 12 Plus and visualized using a word cloud (Figure 3). Based on the word cloud, the most dominant terms reported by respondents were “modal (capital)” and “usaha (business).” Nevertheless, the preliminary research was limited by its small-scale sample. Therefore, further research with a larger sample size is recommended to strengthen the representativeness and robustness of the findings.



Figure 3 . Bogor Waqf Forest surrounding communities' wants and needs word cloud

### 3.2 Community-based sustainable ecotourism training: Hospitality and service excellence session

Based on the preliminary research findings, the community around Bogor Waqf Forest requires additional income sources to support daily livelihoods. Therefore, opportunities for community-based sustainable ecotourism should be explored more systematically and accompanied by practical preparation.

The first training session began with a discussion of hospitality and service excellence. Mr. Yuzar opened the session by inviting participants to brainstorm and to imagine what visitors would prioritize when visiting Bogor Waqf Forest. The brainstorming produced several points considered central to the destination's appeal, including (1) staff friendliness in welcoming guests; (2) a scenic and cool natural atmosphere; (3) clean and accessible toilets and prayer rooms; (4) a range of activities available on-site; (5) availability of food and beverages; and (6) affordable or free ticket prices.

According to [Yacob et al. \(2019\)](#), four dimensions influence tourism attractiveness, namely attraction, amenities, accessibility, and ancillary services, which correspond with the points identified by participants. Building on the brainstorming results, the trainer emphasized that ecotourism managers should be able to position themselves from the visitor perspective, identify visitor needs, and prioritize ecotourism development based on those needs. Such attractiveness constitutes a primary motivation for visitors to travel to a destination ([Setiawan et al., 2021](#)).

Bogor Waqf Forest has several potential attributes that can be developed as ecotourism offerings. Mount Halimun Salak National Park, Taman Nasional Gunung Halimun Salak (TNGHS) [Mount Halimun Salak National Park], forms part of the surrounding landscape and functions as one of the borders of Bogor Waqf Forest. Consequently, the area benefits from scenic views and nearby nature-based attractions ([Ruslan et al., 2014](#)). In addition, Bogor Waqf Forest is located within Bogor Regency, which is a densely populated region where residents from surrounding cities frequently seek recreational destinations ([Pradono et al., 2016](#); [Wulandari, 2024](#)). Bogor Regency was ranked tenth in the Indonesian Tourism Index issued by the Indonesian Ministry of Tourism in 2016 ([Rosiyanti & Susilowati, 2017](#)).



Figure 4 . Hospitality practice session with training participants

Hospitality training of a similar type has been implemented for tourism practitioners in Nusa Penida and was reported to improve knowledge, skills, motivation, and impacts among local business owners ([Parwati et al., 2024](#)).

This aligns with the final component of the hospitality session in the present study, during which Mr. Yuzar invited several participants to practice welcoming guests politely, offering services and facilities available in Bogor Waqf Forest, and responding to common hospitality-related problems ([Figure 4](#)). Participants demonstrated strong engagement in the practice activities, and they appeared to gain new insights and service-oriented skills throughout the session.

### 3.3 Community-based sustainable ecotourism training: Coffee training session

Following the hospitality session, the coffee training began with a brief motivational introduction, during which the trainer encouraged participants and emphasized that they could develop the competence needed to work as baristas. One of the established attractions in Bogor Waqf Forest is the Waqf Forest Coffee stall, a small food stall located in the 1st Cibunian Zone that offers foods, snacks, and beverages, including coffee. Visitors frequently stop at this stall to rest and spend time on-site. [Hakim \(2021\)](#) noted that the relationship between coffee and tourism is supported by growing interest in visiting rural and nature-based destinations, increased awareness of eco-products, and an identifiable market segment focused on coffee products. To respond to this opportunity, coffee stall operators are expected to create a comfortable dining environment, improve service quality, develop innovative recipes, and present distinctive features that enhance customer impressions ([Chen et al., 2021](#)).



Figure 5 . Practice session of coffee training

During the practical component, participants were asked to grind coffee beans using a grinder and prepare espresso and other coffee beverages ([Figure 5](#)). Espresso is prepared by forcing hot water through ground coffee at high pressure to produce a concentrated beverage ([Angeloni et al., 2021](#)). Espresso may exhibit distinctive sensory attributes, including aroma, taste, and lingering aftertaste, which are influenced by the percolation process and extraction conditions ([Buratti et al., 2017](#)). In the final practice activity, each group prepared a coffee beverage as part of the applied learning process. For comparison, a previous coffee training program for a forest farmer group

in Kebumen Regency aimed to strengthen participants' skills in coffee service and was reported to improve knowledge, understanding, and practical competence in coffee preparation (Maksum et al., 2025). Similarly, the coffee training in Bogor Waqf Forest provided hands-on experience in beverage preparation, and participants were able to serve coffee drinks that were evaluated by the group as satisfactory in taste and overall quality.

### 3.4 Post-test results

After the hospitality, service excellence, and coffee training sessions were completed, participants received an evaluation consisting of 10 post-test questions designed to measure understanding of the training materials. The post-test results are presented in Figure 6.

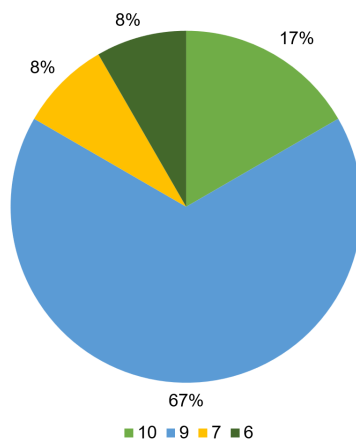


Figure 6 . Post-test results

Among the 12 participants who attended the training from start to finish and completed the post-test, most participants (67%) achieved a score of 9 out of 10. Two participants (17%) achieved a perfect score of 10 out of 10. In addition, one participant (8%) scored 6 and one participant (8%) scored 7. Although this training was limited by its short duration and short-term evaluation design, and it did not include a pre-test, it represents an initial step toward mobilizing local community participation for sustainable ecotourism development in Bogor Waqf Forest. Based on the post-test results, most participants attained a good level of conceptual understanding related to hospitality and coffee service. Their technical competence also appeared to improve, as indicated by performance during practice activities in each session.

## 4. CONCLUSION

Karang Taruna (Youth Organization) in the Bogor Waqf Forest area successfully gained new knowledge and skills related to hospitality and coffee service. During the hospitality practice session, participants were able to demonstrate appropriate guest reception, friendly interactions, and service delivery, and they also practiced responding to common hospitality-related problems. In the coffee training practice session, participants prepared

several variations of coffee beverages independently. The post-test results indicated that 84% of participants achieved improved knowledge across both topics. As a follow-up to this training, several participants have been involved in welcoming guests and visitors in the months following the training implementation. Overall, the training is important for improving the productivity of waqf-based forests by strengthening the knowledge and skills required for community-based sustainable ecotourism. It may contribute to long-term economic empowerment, improved visitor satisfaction, and the sustainability of the ecotourism model, while also serving as a reference for other waqf managers, policymakers, and stakeholders seeking to prepare human resources for sustainable ecotourism. Future training could be delivered to a larger number of participants, with intentional inclusion of women and youth, and it could address additional practical components such as food services, tour guiding, and tourism facility management.

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## CONFLICT OF INTERESTS

The authors declare no conflicts of interest related to the conduct of the research, program implementation, or authorship.

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