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THE CHALLENGE OF THE BALI MILLENNIAL GENERATION IN COFFEE BUSINESS IN TOURIST DESTINATIONS IN SANUR, BALI

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Abstract

Currently, the local entrepreneurship on the island of Bali, has begun to be in the second generation. Opportunities for local residents to try, especially in industries that serve the needs of tourists, are increasingly diverse and growing. This study is specialized to examine both the challenges and opportunity of local 2nd generation towards the coffee shop business in Sanur as a touristic area. This research applies a *mix method*, with reference to in-depth interviews with 30 participants. The results indicate that the coffee business is largely developed on the initiative of the millennial generation. It turns out that they face the same problem as the first generation, who lack the ability and lack the opportunity to participate in the development of tourism in their own area, so that the positive economic impact of tourism development is often enjoyed by people from outside the region. The findings of this study are answers regarding the continuation of local entrepreneurs, related to the participation of local communities in tourism development. Therefore, this finding will be functioned as a *'wake-up call'* for local governments as well as local communities, so that, government policies and programs are appropriate for supporting their businesses to be promisingly growing.

Keywords: Local Entrepreneur, Millennial Generation, Coffee Business, Tourism, Sanur.
