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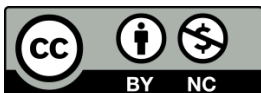
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Experiential Coffee Gastronomy and Community Empowerment: Java Ijen-Raung GI Coffee, Bondowoso

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Abstract

Indonesia's agribusiness sector has considerable untapped potential, with community-based tourism offering a strategic pathway for rural revitalization through Geographical Indication (GI) products. This study formulates a community empowerment model based on experiential coffee gastronomy tourism in the Java Ijen-Raung GI coffee region, Sumberwringin District, Bondowoso Regency. Using a qualitative exploratory approach, data were collected through in-depth interviews with eight key informants, participatory observation, and document analysis. The findings show that the community possesses valuable assets, including the distinctive chocolate-sweet flavor of Java Ijen-Raung GI Arabica coffee, cultural traditions such as *Tari Molong Kopi* and *Rokatan Bhumiuh*, and emerging creative industries, including coffee-themed batik and coffee-derived products. However, tourism development remains fragmented due to inconsistent hospitality services, limited community-managed infrastructure, and unintegrated visitor experiences. The proposed empowerment model integrates sensory, affective, intellectual, and behavioral dimensions through capacity building, gastronomy product development, structured experiential tourism packages, and collaborative marketing. This approach repositions local communities from suppliers of agricultural commodities to managers of immersive tourism experiences that combine plantation visits, harvesting, roasting, cupping, and coffee-based culinary activities. Strengthened by multi-stakeholder collaboration, the model is expected to increase community income, enhance destination competitiveness, preserve local cultural identity, and promote sustainable and inclusive rural development.

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Java Ijen-Raung GI Coffee; community empowerment; gastronomy tourism; rural revitalization

Introduction

In the contemporary era of globalized agriculture, one of the major challenges facing Indonesia's agribusiness sector is transforming high-quality agricultural commodities into sustainable sources of local prosperity (Fafurida et al., 2022; Wahyudi et al., 2025). Geographical Indication (GI) products offer significant opportunities for rural development by integrating agriculture, local culture, and community-based tourism to create higher value-added activities (Jane & Pawitan, 2025; Xu et al., 2025). In this study,

experiential coffee gastronomy tourism refers to structured, participatory activities plantation tours, roasting and cupping sessions, harvesting, and coffee-based culinary experiences through which visitors actively engage with the coffee value chain. Among these products, Java Ijen-Raung coffee has gained international recognition for its distinctive flavor profile and certified GI status (Muksin et al., 2023). However, despite its strong market reputation, the socio-economic benefits remain unevenly distributed among local communities in Sumberwringin District, Bondowoso Regency. This paradox illustrates that international recognition alone is insufficient to improve rural welfare when tourism development remains fragmented and local communities have limited capacity to capture value from the coffee-based economy.

This imbalance is reflected in the community's position at the base of the coffee value chain: local farmers capture only a small share of the final retail and export value, while much of the tourism activity generated by the region's GI prestige is still organized from outside the community, leaving relatively few farming households with direct, tourism-based income.

Previous studies have highlighted the importance of experiential tourism in creating value (Wu et al., 2024), yet there is a significant gap in research regarding how GI-based coffee gastronomy can be systematically transformed into a tool for community empowerment. Most existing models focus on the commercial aspects of the supply chain, often overlooking the role of the community as the primary narrator and experiential provider (Deng et al., 2024). Community empowerment in this context is viewed as a strategy to foster rural innovation ecosystems where local actors manage their own resources (Bravaglieri et al., 2025; Jane & Pawitan, 2025). Comparable initiatives elsewhere such as olive-oil tourism in Andalusia (Millán-Vazquez de la Torre et al., 2017) and the Cerda artichoke heritage in Sicily (Giamporcaro et al., 2025) demonstrate that GI products can be transformed into community-based experiences, yet they also show that success depends on local institutional capacity and equitable benefit-sharing rather than product prestige alone. Therefore, this research addresses the central question: How can a community-based experiential gastronomy tourism model be developed to optimize the potential of Java Ijen-Raung coffee for rural empowerment?

The literature suggests that for tourism to be truly empowering, it must engage the community across various dimensions of experience, including sensory, intellectual, and behavioral aspects (Lucrezi et al., 2025; Lin et al., 2025). In Sumberwringin, while the primary elements such as unique coffee quality and rich cultural rituals like *Tari Molong Kopi* are present, they remain underutilized due to a lack of integrated creative strategies and environmental stewardship (Mastika et al., 2023; Suriyankietkaew et al., 2025). Concretely, the *Tari Molong Kopi* can anchor an affective, story-driven welcome to the harvest, while the coffee's distinctive volcanic-derived flavor profile can structure a sensory cupping trail, translating latent cultural and agronomic assets directly into differentiated visitor experiences. Optimizing these local assets requires a strategic synergy between natural potential and cultural heritage (Saputra, 2024). This study argues that by identifying and integrating these latent assets into a structured experiential model, the

community can transition into active stakeholders within a sustainable educational tourism (edutourism) framework (Sulaiman et al., 2019).

Based on the identification of these challenges, the objective of this study is to formulate an experiential-based coffee gastronomy tourism model that integrates local assets, cultural heritage, and community participation to drive rural development and enhance community empowerment in the Java Ijen-Raung coffee region.

Literature Review

Community Empowerment and Institutional Frameworks in Rural Tourism

Community empowerment in rural settings is a transformative process where local inhabitants evolve from passive objects of development into active subjects controlling their socio-economic destiny (Saputra, 2024). In the context of Sumberwringin, this transformation faces structural barriers, primarily the "commodity trap" where farmers remain at the bottom of the value chain despite producing world-class coffee. Comparable evidence from Indonesia and other ASEAN settings underscores this implementation gap between GI recognition and local benefit capture (Songkhla, 2022; Muksin et al., 2023). Empowerment, therefore, requires robust institutional support and community-based tourism (CBT) models (Fafurida et al., 2022) facilitated by Village-Owned Enterprises (Jane & Pawitan, 2025) and the strategic revitalization of *BUMDes*, a Village-Owned Enterprises, a community-based legal entity established by the village government to manage local assets and enhance rural economy (Wahyudi et al., 2025). These institutions must move beyond administrative roles toward a social entrepreneurship orientation to navigate environmental and market turbulence (Wahyudi et al., 2025). Genuine empowerment occurs when local actors *BUMDes* and *Pokdarwis* utilize local expertise to drive regional development, forming multi-actor innovation ecosystems (Bravaglieri et al., 2025) and community-based cooperatives (Candeloro & Tartari, 2025) that promote sustainable heritage development (Saputra & Priyambodo, 2024). Furthermore, educational tourism (edutourism) can leverage local wisdom to ensure food security (Sulaiman et al., 2019) by treating travel as a teaching tool for student learning outcomes (Chen et al., 2025).

Geographical Indication (GI) and the Synergy of Gastronomy Tourism

Geographical Indication (GI) provides a legal and cultural framework that protects product uniqueness tied to its origin, encouraging more sustainable agriculture (Regolo et al., 2025) and offering a framework for pairing culinary assets with tourism (Jantsch et al., 2024). While GI status ensures quality, it must be strategically integrated into gastronomy tourism to serve as a bridge between physical commodities and experiential brands (Tsai & Wang, 2017). In the Java Ijen-Raung region, an "implementation gap" exists where global coffee prestige has not been fully absorbed into the local service ecosystem. To drive regional competitiveness, GI products must be embedded in a "territorial narrative" (Xia et al., 2025) that fosters culinary destination enchantment (Recuero-Virto & Valilla

Arróspide, 2024). This requires a shift to a creative economy-based model that mirrors successful international benchmarks, such as olive oil tourism in Spain (Millán-Vazquez de la Torre et al., 2017) or heritage-led development like the Cerda Artichoke case in Sicily (Giamporcaro et al., 2025). By identifying added value across marketing channels and ensuring food sustainability through consumer perspectives (Fernández & Irimia-Diéguez, 2025), gastronomy tourism professionalizes the agricultural sector into a high-value service industry that can alleviate rural poverty (Songkhla, 2022; Yang et al., 2023).

Synthesizing the Experiential Tourism Framework for Empowerment

The modern tourism economy focuses on the co-creation of "memorable experiences" (Budhathoki, 2023; Qian et al., 2025) driven by diverse motivational factors (Berbel-Pineda et al., 2019; Carvache-Franco et al., 2025). According to the synthesis by Wu et al. (2024), the transformative power of tourism lies in four distinct dimensions:

- **Sensory and Intellectual Dimensions:** Engaging visitors' senses through multisensory experiences (Lin et al., 2025; Jiang et al., 2025) and place attachment (Hsu & Scott, 2020). This includes "farm-to-cup" activities where participation in scientific and agricultural activities leads to individual learning outcomes (Lucrezi et al., 2025).
- **Affective and Behavioral Dimensions:** Fostering emotional bonds and behavioral intentions (Liu et al., 2025) through the co-creation of the tourist experience (Deng et al., 2024). In Sumberwringin, this involves participation in rituals like the *Tari Molong Kopi* and *Rokatan Bhumi* to create memorable gastro-tourism experiences (García-Pérez & Castillo-Ortiz, 2024; Martín et al., 2020).

Critically, the situation in Sumberwringin reveals that these dimensions are currently "fragmented." While the raw cultural and agricultural assets are abundant including geotourism potential in the Ijen Geopark (Mastika et al., 2023) and sustainable agribusiness activities (Muksin et al., 2023) they lack the cohesive structure required for professional delivery. Current practices often ignore destination attributes and service quality linked to loyalty (Schlesinger et al., 2020). This review identifies the need for a structured "Experiential-Based Model" that integrates local resource management strategies (Rosalina et al., 2023) and holistic management approaches (Meirejeki et al., 2022). By utilizing SOAR analysis for strategic planning (Ticse-Villanueva et al., 2024) and validating experience scales for creative industries (Chang & Hung, 2021), the community can transition to professional "experience managers" (Qiu et al., 2024) and creative tourism drivers (Suriyankietkaew et al., 2025). This ensures sustainable rural revitalization through agricultural heritage value creation (Song et al., 2025; Sangnak, 2025) and empowered landscape management (Xu et al., 2025).

Taken together, these strands remain only loosely connected: the institutional literature explains who should govern rural tourism, while the experiential literature explains what visitors should feel, but the two are rarely integrated. This study bridges them by treating local institutions as the operational engine of the experiential dimensions. In practice, a *BUMDes* can economically and logistically manage a "farm-to-cup" experience scheduling plantation visits, contracting farmer-guides, and pooling revenue

while *Pokdarwis* curate the sensory (cupping), intellectual (GI education), affective (ritual participation), and behavioral (harvesting) touchpoints. Empowerment therefore depends not only on marketing and visitor experience but also on community capacity building, including local guide and service training, social entrepreneurship, transparent governance, and explicit benefit-sharing mechanisms.

To reduce terminological overlap, this manuscript uses the three related concepts as follows: gastronomic tourism is the broad field of travel motivated by food and drink experiences; experiential coffee gastronomy tourism is the specific, participatory form of gastronomic tourism examined here, in which coffee is the organizing asset; the creative economy denotes the value-adding local enterprises (batik, coffee-derivative products) that diversify this offering; and edutourism refers to its educational function. Within this framing, SOAR is applied as a participatory planning tool to guide *BUMDes* and *Pokdarwis* workshops in articulating strengths and aspirations, while validated experience scales (Chang & Hung, 2021; Deng et al., 2024) are positioned as instruments for evaluating future pilot programs rather than as measures already applied in this study.

Methods

This study employs a qualitative exploratory approach to address the complexities of community empowerment and tourism development in the Java Ijen-Raung coffee region. This method was selected to gain an in-depth understanding of the socio-cultural dynamics and to identify latent potentials that are often overlooked by quantitative measures (Creswell & Poth, 2018; Merriam & Tisdell, 2016).

Data Collection and Sampling

The research was conducted in Sumberwringin District, Bondowoso Regency, a primary production hub for Java Ijen-Raung Geographical Indication (GI) coffee. Data were gathered through a triangulation of three primary sources to ensure the validity and reliability of the findings: In-depth Interviews: Semi-structured interviews were conducted with key stakeholders, including village government officials, *BUMDes* managers, *Pokdarwis* (Community-based Tourism Groups), and local coffee farmers. Participatory Observation: The researchers engaged directly in the local coffee ecosystem, observing cultivation practices, post-harvest processing, and the implementation of cultural rituals such as *Tari Molong Kopi* and *Rokatan Bhumih*. Document Analysis: A review of official documents, including GI certification standards (SOP), regional development plans, and existing tourism management reports.

Informants were selected through purposive sampling, complemented by snowball referrals to reach less visible actors such as homestay operators and creative-economy producers. Inclusion criteria prioritized key informants with direct decision-making roles or firsthand operational experience program initiators, *BUMDes* and *Pokdarwis* managers, and model farmers certified under the GI scheme. Interviews were conducted with eight key informants, comprising two GI coffee farmers of Java Ijen-Raung, two *Pokdarwis*

managers, two *BUMDes* managers, and two village government representatives. Sample size was determined by thematic saturation, i.e., data collection continued until additional interviews yielded no substantially new themes (Guest et al., 2020).

For the in-depth interviews, a semi-structured guide organized around the four experiential dimensions and institutional readiness was used; the core themes and example questions are provided in the Appendix. All interviews were conducted in Bahasa Indonesia, with occasional use of the Javanese dialect to ease communication with informants. Each interview lasted between 45 and 75 minutes, with an average duration of approximately 60 minutes, and, with the informants' consent, was audio-recorded using a digital recorder and transcribed verbatim. Participant observation focused on cultivation and post-harvest practices, ritual interactions (Tari Molong Kopi, Rokatan Bhumih), and *BUMDes* management activities; Participatory observation was carried out repeatedly during fieldwork, lasting several hours across three field visits, with the researcher acting as a moderate participant-observer who interacted with informants to understand the socio-cultural context without influencing the community's activities. Document analysis was confined to sources directly relevant to the empowerment model GI operational guidelines and SOPs, village and regional development plans, and existing tourism-management reports selected on the basis of official provenance and topical relevance.

Data Analysis Techniques

The data were analyzed using a multi-layered approach to provide a comprehensive roadmap for community empowerment:

- Thematic Analysis (NVivo-15): All qualitative data, including interview transcripts and field notes, were processed using NVivo-15 software. The analysis involved three stages of coding: open coding to identify initial concepts, axial coding to find connections between categories, and selective coding to establish the core themes of the "Experiential Gastronomy Model." This ensures the systematic categorization of assets into the four dimensions of experience (sensory, affective, intellectual, and behavioral).
- SOAR Analysis: Moving beyond the traditional SWOT, this study utilized the SOAR (Strengths, Opportunities, Aspirations, and Results) framework. This appreciative inquiry-based tool was chosen specifically for its alignment with community empowerment goals, focusing on the community's strengths and aspirations to create a future-oriented strategy rather than merely cataloging weaknesses.

Conceptual Framework Analysis

The findings were further synthesized through a Conceptual Framework Analysis based on the experiential tourism dimensions. This allowed the researchers to evaluate the "readiness" of local assets such as the unique flavor profile of the coffee (sensory), the

educational value of GI SOPs (intellectual), and the emotional impact of local traditions (affective) to be integrated into a professional tourism product (Jabareen, 2009).

To strengthen analytical rigor, coding was conducted by the research team rather than a single coder; initial codes were developed independently and reconciled through team discussion, and coding consistency was checked through iterative comparison until agreement was reached on the core themes. The SOAR framework did not operate as a detached analytical layer but was derived from the qualitative themes and then refined with the community: facilitation and validation workshops were held with *BUMDes* and *Pokdarwis* to identify community aspirations and outcome indicators, and these participatory inputs were then reconciled with the qualitative themes. Within SOAR, the “Results” dimension was conceptualized through measurable empowerment indicators such as additional household income, the number of community-managed tourism packages, and visitor-satisfaction levels.

Reliability and Validity

To ensure the trustworthiness of the findings, the study applied member checking, where preliminary findings were shared with the participants for validation. Furthermore, the use of multiple data sources and analysis tools (NVivo-15 and SOAR) provided a robust cross-verification mechanism, ensuring that the proposed model is both theoretically sound and practically applicable for the local community.

Research Ethics

The study followed established qualitative research ethics. Formal approval from an institutional review board was not obtained for this study; ethical integrity was instead safeguarded through the measures described below. All participants provided informed consent after being briefed on the study’s purpose and their right to withdraw. Participant privacy was protected through pseudonymization of individual identities, and particular care was taken when discussing sensitive economic or political matters such as income disparities or intra-community disagreements to minimize any risk to informants who are community actors or local government representatives.

Result and Discussion

The research findings indicate that the potential for community empowerment in Sumberwringin District through Java Ijen-Raung coffee gastronomy tourism is rooted in three primary pillars: superior product assets, rich local cultural heritage, and a growing creative industry ecosystem. The detailed discoveries are as follows:

Identification of Primary Assets: GI Coffee as Economic Capital

The study identifies that Java Ijen-Raung Arabica coffee is not merely an agricultural commodity but a strategic asset with internationally recognized Geographical Indication (GI) certification. This strategic value is primarily driven by its unique flavor profile,

characterized by a distinct "chocolate-sweet" notes and a specific acidity level derived from the mineral-rich volcanic soil of the Ijen-Raung mountains.

Furthermore, the rigorous Standard Operating Procedures (SOP) adopted by local farmers demonstrate that they have internalized deep knowledge of cultivation and post-harvest processing in accordance with GI standards. This technical expertise serves as the foundational capital for community empowerment, enabling farmers to transition from traditional producers into active roles as educational instructors for tourists, thereby fulfilling the intellectual dimension of the experiential tourism framework. Observation of post-harvest sorting and drying practices, together with the GI certification documents reviewed, indicated a working familiarity with the required standards that could be repackaged as guided "learning stations" for visitors.

This technical fluency was expressed directly by informants. As one GI coffee farmer explained: "We have to follow the Geographical Indication SOP from the picking of ripe red cherries, then sorting, fermentation, and drying. If it does not meet the standard, the coffee's quality drops and it can no longer be marketed as Java Ijen-Raung."



Figure 1. Java Ijen-Raung Coffee IG Logo. *Source:* DJKI, 2026.

Cultural Assets and Local Traditions

Observational data reveal that the community in Sumberwringin maintains a profound cultural heritage that is intrinsically tied to the coffee life cycle. This is evidenced by the presence of traditional rituals, such as the Rokatan Bhumih (earth bounty ritual) and the Tari Molong Kopi (coffee-picking dance), which provide a unique and authentic cultural layer to the region. Although these activities are currently maintained as internal community traditions, the research identifies significant narrative potential in these practices as "affective" tourism attractions. By integrating these rituals into the tourism framework, visitors are invited to do more than just observe; they are encouraged to form a deep emotional connection with the local way of life, thereby transforming the gastronomic journey into a meaningful cultural experience.

The cultural meaning of these rituals was articulated by community members themselves. The head of the Sumberwringin *Pokdarwis* explained: “The Tari Molong Kopi is not merely a welcome dance. The coffee-picking movements portray the labor, patience, and gratitude of farmers toward the earth’s bounty. We want guests to feel that behind every cup of coffee there is a story of the community’s life.” Similarly, a community elder described the significance of Rokatan Bhumih: “Rokatan Bhumih is our way of giving thanks to the earth that provides coffee and livelihood. This tradition reminds residents to care for the soil, water, and gardens so that our children and grandchildren can still enjoy their yields.”



Figure 2. The presentation of Ingkung Sumberwringin in the *Rokatan Bhumih* ritual as a potential coffee gastronomy tourism attraction. .Source: *personal document*

Readiness of Infrastructure and Local Creative Industries

Document and field analysis identify a burgeoning support ecosystem managed by local residents, though it currently remains in its nascent stages. A primary component of this ecosystem is the development of homestays and accommodation, where villagers have begun proactively offering their homes for tourist lodging to capture the growing interest in the region. However, the study identifies a significant "hospitality gap," particularly regarding inconsistent service standards and limited privacy for guests. This finding suggests that while the willingness to participate in the tourism economy is high, there is a critical need for systematic training programs to professionalize local hospitality services. In descriptive terms, about 12 percent of households in the area currently participate as providers of tourist accommodation. The service challenge was captured by one homestay

owner: “Our biggest challenge is service standards. We are still learning how to receive guests well without losing the natural, homely atmosphere.”

Parallel to accommodation, there is a promising emergence of creative entrepreneurship through various local initiatives that add value to the coffee sector. These include the production of coffee-themed batik and various coffee-derivative products, which demonstrate the community's ability to innovate beyond raw commodity production. These creative sectors represent a major strategic opportunity for marginalized groups, particularly women and youth, to participate actively in the tourism value chain. By integrating these creative industries into the broader gastronomy framework, the village can diversify its economic base and ensure a more inclusive model of rural development. At present, four community creative groups underpin this ecosystem: a cascara (coffee-derivative) producer group, the Tari Molong Kopi dance troupe, a coffee-themed batik group, and the Teduh Glamping accommodation initiative.



Figure 3. Cascara tea as a potential coffee-derivative product for community empowerment and environmental sustainability. *Source: Personal document*

SOAR Analysis: Strategic Empowerment Mapping

Using the SOAR framework, the research mapped the current conditions and future aspirations of the community to create a strategic empowerment roadmap. The primary strengths identified include the internationally recognized quality of Java Ijen-Raung coffee and the robust institutional support provided by BUMDes, which together form a solid foundation for development. These strengths are further bolstered by significant

opportunities, such as the rising global interest in gastronomy tourism and the prestigious UNESCO Global Geopark status of the Ijen region, which increases the area's visibility on the international stage.

Looking forward, the community's aspirations are centered on transforming their village into a global coffee education hub, where every resident from farmers to youth can gain direct and equitable economic benefits from the tourism value chain. The ultimate results aimed for through this strategic mapping are the achievement of village economic independence and sustainable rural development. This will be realized through integrated and professional tourism management that transitions the community from being mere commodity producers into empowered managers of high-value experiences.

The Multi-Layered Gastronomy Experience Model

The primary output of this research is the formulation of a model that integrates these potentials into four experience dimensions:

- Sensory: Engaging the senses through coffee aromas and tasting sessions amidst the plantations.
- Intellectual: Learning cultivation techniques and GI certification directly from the practitioners.
- Behavioral: Direct involvement in harvesting (picking) and manual brewing processes.
- Affective: Experiencing local hospitality and the spiritual values embedded in coffee rituals.

Overall, the results demonstrate that the Sumberwringin community possesses all the "raw materials" necessary for empowerment. The core challenge is not the lack of potential, but rather the integration of these currently fragmented assets into a cohesive and professional gastronomy tourism ecosystem.

To move the model from concept to practice, these four dimensions can be sequenced into a structured half- to full-day experiential package: an opening affective welcome built around the Tari Molong Kopi, followed by a behavioral session of guided harvesting, an intellectual station on GI cultivation and processing led by a farmer-instructor, and a closing sensory cupping of the "chocolate-sweet" profile paired with coffee-based culinary items. Facilitation would be coordinated by the *BUMDes*, with trained farmer- and youth-guides delivering each station. As an initial design, each package could run for a half to full day and accommodate small groups of roughly eight to twelve visitors to preserve an intimate, hands-on experience. A transparent revenue-sharing arrangement is proposed in which the *BUMDes* retains a management share to cover coordination and reinvestment, while the remainder is distributed among the participating farmers, farmer- and youth-guides, and homestay owners in proportion to their contribution to each package.

The Conceptual Model of Experience-Based Coffee Gastronomy for Community Empowerment

The synthesis of the study's findings culminates in the proposal of a comprehensive conceptual model for community empowerment through gastronomy tourism (see Figure 4). The model is structured as a series of integrated layers that move from the core agricultural asset to broader socio-economic impacts.

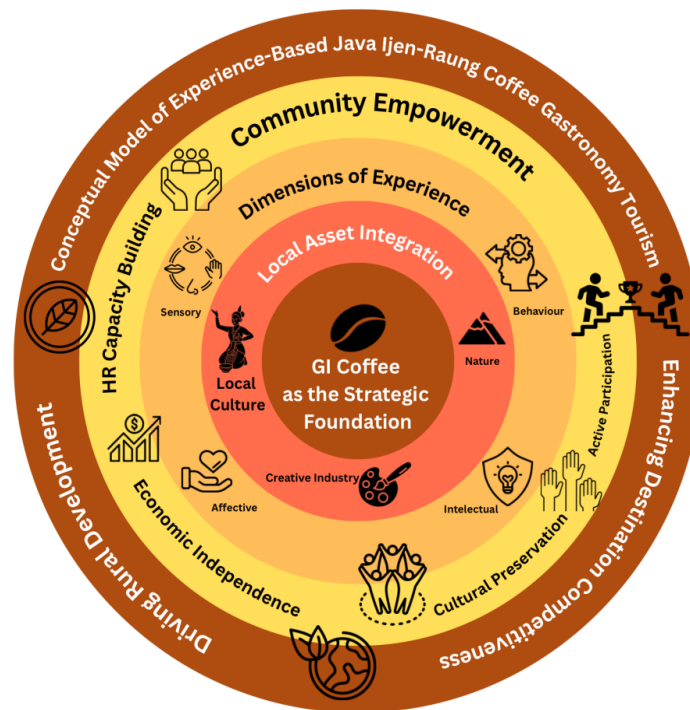


Figure 4. Conceptual Model of Experience-Based Java Ijen-Raung Coffee Gastronomy Tourism. *Source: analysis results*

The Foundation (Core Layer): At the heart of the model lies GI Coffee (Java Ijen-Raung) as the fundamental asset. This confirms that the Geographical Indication status is the primary driver of the region's uniqueness and territorial branding.

Local Asset Integration (Second Layer): The model surrounds the core with the integration of local assets, namely Local Culture (e.g., *Tari Molong Kopi* and *Rokatan Bhumih*), Nature (volcanic landscapes), and Creative Industries (handicrafts and culinary innovation). This layer represents the transition from a single commodity to a diversified tourism ecosystem.

Dimensions of Experience (Third Layer): Based on the theoretical synthesis, the model identifies four experiential pillars:

- Sensory: Engaging the "chocolate-sweet" profile of the coffee.
- Intellectual: Educating visitors on GI SOPs and agricultural history.
- Affective: Fostering emotional bonds through authentic local rituals.
- Behavioral: Involving tourists in active participation such as harvesting and traditional roasting.

Community Empowerment Goals (Outer Layer): The final layer illustrates the ultimate objectives of this empowerment model: Economic Independence, HR Capacity Building, Active Participation, Cultural Preservation, Destination Competitiveness, and Rural Development. This outer ring signifies that the experiential framework is a vehicle for holistic village revitalization.

Discussion

The findings of this study demonstrate that the empowerment of rural communities in the Java Ijen-Raung region is not merely a matter of agricultural productivity, but a strategic transformation into a value-added "experience economy." By answering the core research question, this discussion elucidates how the optimization of Geographical Indication (GI) coffee serves as a catalyst for community-led rural development.

Transforming GI Assets into Experiential Value

The identification of Java Ijen-Raung coffee as a primary asset confirms that GI status acts as a foundational "territorial brand." However, as synthesized from the results, the current fragmentation of tourism services in Sumberwringin hinders the community from capturing the full economic value of this prestigious status. This aligns with Tsai & Wang (2017), who argue that the branding of food tourism must be rooted in experiential value to remain competitive. Furthermore, gastronomic experience is a primary factor of motivation in modern tourist movements (Berbel-Pineda et al., 2019), where food-related personality traits and place attachment play a critical role (Hsu & Scott, 2020). Recent studies by Carvache-Franco et al. (2025) further emphasize that high levels of satisfaction in gastronomy tourism are driven by the perceived quality of local products and their cultural storytelling.

Data from the field shows that while farmers adhere to rigorous GI SOPs, the economic benefits remain stagnant due to traditional marketing channels. Value-added analysis is crucial in determining the most profitable marketing channels for Java Ijen-Raung coffee. By applying an experiential model, the community can bypass commodity market fluctuations through "brewing stories." This industry convergence between agriculture and service sectors is a proven method to alleviate rural poverty (Yang et al., 2023). Empowerment occurs when farmers link the coffee's unique "chocolate-sweet" profile (sensory) with their technical expertise (intellectual), mirroring successful models in olive oil tourism in Spain (Millán-Vazquez de la Torre et al., 2017) and localized gastro-heritage promotion, such as the Artichoke heritage in Sicily (Giamporcaro et al., 2025).

The Power of Immersive Cultural Integration

A critical discovery in this research is the latent power of rituals such as *Tari Molong Kopi* and *Rokatan Bhumih*. According to Wu et al. (2024), the transformative power of hospitality lies in its ability to foster deep emotional connections. In Sumberwringin, integrating these rituals into a tourism calendar preserves local wisdom and reinforces community identity.

This finding provides an explanation for the research objective: "affective" and "behavioral" dimensions such as participation in the harvest turn a visit into a transformative journey.

This co-creation of the tourist experience (Deng et al., 2024) is vital for student learning outcomes in educational tourism (Chen et al., 2025) and the development of memorable gastro-tourism experiences (García-Pérez & Castillo-Ortiz, 2024). As emphasized by Recuero-Virto & Valilla Arróspide (2024), sustainability in local food systems is dependent on the consumer's perception of authenticity. Engaging in sensory experiences drives positive emotions (Jiang et al., 2025) and fosters loyalty through multisensory engagement (Lin et al., 2025). By centering the community in the narrative, Sumberwringin transitions from a production zone to a world-class gastronomy destination (Recuero-Virto & Valilla Arróspide, 2024), supported by a well-validated experience scale for creative industries (Chang & Hung, 2021).

Institutional Readiness and Social Entrepreneurship

The success of the proposed gastronomy model is inextricably linked to the readiness of local institutions. *BUMDes* and *Pokdarwis* in Sumberwringin must develop a "social entrepreneurship orientation" to navigate environmental turbulence (Wahyudi et al., 2025). This requires a strategic shift toward creative-economy-based management and the implementation of CBT models (Fafurida et al., 2022). The role of Village-Owned Enterprises is vital in managing these diverse potentials (Jane & Pawitan, 2025; Prawoto & Purnomo, 2020) and sustainable agribusiness activities (Muksin et al., 2023).

However, the "hospitality gap" identified in the research regarding homestay privacy and service standards suggests that *BUMDes* must facilitate "soft-skill" training. Insights from Liu et al. (2025) suggest that the emotional atmosphere of rural B&Bs significantly impacts visitor well-being. Institutional revitalization is the cornerstone of moving from a production-centric village to a service-oriented destination (Wahyudi et al., 2025). This involves adopting multi-actor rural innovation ecosystems (Bravaglieri et al., 2025) and heritage-led development strategies (Candeloro & Tartari, 2025), similar to the resource management strategies utilized in Bali (Rosalina et al., 2023). It should be stressed, however, that these institutions function as enabling structures only insofar as internal constraints are addressed: limited managerial and leadership capacity, the risk of elite capture, and potential conflicts of interest can all blunt their empowering role. Institutional readiness therefore hinges as much on transparent, inclusive governance as on capital and management support.

Risks, Mitigation, and Realistic Aspirations

Alongside its opportunities, the model carries risks that must be actively managed. Commercializing rituals such as Rokatan Bhumih and Tari Molong Kopi may lead to cultural commodification, which can be mitigated by community-defined protocols that keep the sacred core of each ritual under local control. Increased visitation may also generate environmental pressure on plantation and geopark landscapes, warranting

carrying-capacity limits and stewardship practices consistent with the area's UNESCO Global Geopark status. Finally, the benefits of tourism can bypass vulnerable groups; explicit inclusion of women, youth, and smallholder farmers in the revenue-sharing and training design is needed so that empowerment is equitable rather than concentrated.

The community aspiration, articulated through SOAR, of becoming a "global coffee education hub" should likewise be read as a long-term horizon rather than an immediate target. Realistically, it would require a phased roadmap beginning with pilot packages and homestay standardization, then service certification and digital promotion supported by identified investment (facilities, guide training, connectivity) and a clearly defined initial target market, such as domestic specialty-coffee enthusiasts and educational or agro-tourism groups, before international positioning is pursued.

Practical Implications and Policy Contributions

This study offers significant practical contributions for stakeholders and policymakers in Bondowoso:

- **Practical Application:** The "Four Dimensions of Experience" model serves as a blueprint for diversifying services. Homestay owners should utilize specific hospitality indices for evaluation (Qiu et al., 2024) and focus on destination attributes to ensure loyalty (Schlesinger et al., 2020; Budhathoki, 2023). Participation in scientific or agricultural activities further engages tourists, similar to immersive experiences in other rural segments (Lucrezi et al., 2025), while memorable hotel experiences remain the bedrock of visitor retention (Qian et al., 2025).
- **Strategic Orientation:** The region must improve its competitiveness through data-driven insights and innovative narratives (Xia et al., 2025). This involves the development of creative tourism as a driver for sustainable development goals (Suriyankietkaew et al., 2025). Insights from Ijen Geopark geotourism (Mastika et al., 2023) and sustainable heritage gastronomy (Saputra & Priyambodo, 2024) should be integrated.
- **Policy Reformulation:** Governments must support SMEs and agricultural tourism to ensure long-term sustainability (Sangnak, 2025) and evaluate the impact of agro-tourism on local agricultural occupations to prevent labor displacement (Songkhla, 2022). Policies should foster agricultural heritage creative tourism through mechanisms like value creation modeling (Song et al., 2025) and transition from SWOT to SOAR analysis for more aspirational strategic planning (Ticse-Villanueva et al., 2024). Finally, empowering landscapes through established attraction property rights (Xu et al., 2025) and protecting GI assets through clear regulatory frameworks (Regolo et al., 2025) will ensure that the Java Ijen-Raung prestige benefits all local residents.

Conclusion

This study successfully formulates a comprehensive community empowerment model through the development of experiential-based coffee gastronomy tourism in the Java Ijen-Raung region. The research objective was to bridge the gap between high-value Geographical Indication (GI) assets and suboptimal local welfare by transitioning the community from passive commodity producers to active "experience managers." By

synthesizing the sensory, intellectual, behavioral, and affective dimensions, the proposed model provides a structured framework for local residents to reclaim control over their cultural and agricultural narratives. The findings confirm that when GI coffee is integrated into a multi-actor innovation ecosystem and supported by social entrepreneurship orientation within institutions like *BUMDes* and *Pokdarwis*, it creates a sustainable heritage-led development path. Ultimately, this integration ensures that the international prestige of Java Ijen-Raung coffee translates into tangible economic independence, fostering destination competitiveness and long-term social resilience for the Sumberwringin community.

These contributions should be read in light of the study's limitations. The research was conducted at a single site (Sumberwringin) using purposive qualitative sampling, which constrains statistical generalizability; findings are analytically transferable to comparable GI coffee regions rather than broadly representative. In addition, informants who are already active in tourism may hold more optimistic views than non-participating community members, introducing a potential participation bias. Future work in other GI regions and with a wider cross-section of residents would help test the model's wider applicability.

Based on the findings and the strategic mapping conducted through SOAR analysis, several suggestions are proposed for future research and practical implementation:

Capacity Building and Standardization: Future initiatives should focus on developing a standardized "Storytelling and Hospitality" curriculum for local stakeholders. As an initial design, this could run as a short modular program (for example, four to six weekly sessions) targeting homestay owners, local guides, and creative-economy artisans, with success measured through concrete indicators such as hospitality-index scores and visitor-satisfaction ratings before and after training, and the quality of community-managed homestays and services evaluated using these same indices.

Technological and Creative Integration: Subsequent studies should explore the role of digital traceability and creative tourism strategies in enhancing the intellectual dimension of GI coffee, potentially utilizing augmented reality (AR) and digital traceability to share the "farm-to-cup" narrative with a global audience. Any such adoption should first assess the required resources and local digital capacity and include low-technology alternatives, so that community members with limited connectivity or digital skills are not excluded and the distribution of benefits remains equitable.

Longitudinal Impact Assessment: It is suggested that a longitudinal study be conducted using SEM or fsQCA mechanisms to measure the long-term socio-economic shifts in Sumberwringin, specifically evaluating how the model alleviates rural poverty and influences local agricultural occupations.

Policy Advocacy and Property Rights: Further efforts are needed to formulate regional policies that legally integrate agricultural GI protections with tourism development agendas. This includes establishing clear property rights for tourism

attractions within farmlands to ensure equitable value distribution among all community members.

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Author’s declaration

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of result. The authors read and approved the final manuscript.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

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