

***Development Strategy of Coffee Tourism Village in Sukorejo Village, Sumber
Wringin Sub-district, Bondowoso Regency***

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ABSTRACT

Bondowoso Regency is one of the regions in the Tapal Kuda area with the second-highest poverty rate. Despite this condition, the region possesses substantial tourism development potential in the form of natural resources and cultural heritage, which have been internationally recognized through its inclusion in the UNESCO Global Geopark network as part of the Ijen Geopark. One manifestation of this potential is the Coffee Tourism Village of Sukorejo, which offers an integrated coffee-based educational tourism experience, encompassing the entire value chain from upstream to downstream. Established in 2022, this tourism village is relatively new and faces several challenges, including limited capital and resources, inadequate maintenance of tourism infrastructure, and the absence of formal cooperation between the local tourism awareness group (Pokdarwis Ijen Murni) and travel agencies. This study aims to design an appropriate structured development model to optimize the growth of the Sukorejo Coffee Tourism Village in support of rural community welfare enhancement. Data were collected using purposive sampling involving 10 key informants. The research employed the I'SWOT approach, an integration of Interpretative Structural Modeling (ISM) and SWOT analysis. The findings indicate that participatory management of the tourism village is the key supporting element, while poor maintenance and low human resource competence are the main inhibiting factors. Priority strategies include improving tourism facilities and services, with Pokdarwis Ijen Murni serving as the primary actor, and enhancing the quality of human resources as a critical development need.

Keywords: Sukorejo Coffee Tourism Village, Tourism Development Strategy, Interpretative Structural Modeling (ISM), SWOT, I'SWOT