

Inventory of Gastro-Tourism Ecosystem Concept in Ciletuh Geopark, Indonesia

Fitri Abdillah*, Sri Fajar Ayuningsih, Anwar Basalamah,
Timotius Agus Rachmat

Universitas Podomoro, Indonesia

*Corresponding author: fitri.abdillah@podomorouniversity.ac.id

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Abstract

Ciletuh Geopark has a unique local gastronomic potential that supports food security, namely Hanjeli (*Coix lacryma-jobi*). To maximize the potential and opportunities for local gastronomy development, a gastro-tourism ecosystem is needed to develop. This study aims to identify key components, assess potential, observe current conditions, and opportunities for developing a sustainable gastro-tourism ecosystem. The research was conducted in Hanjeli Tourism Village, Waluran District, Sukabumi. The descriptive qualitative method with thematic and narrative analysis are needed to explain the findings. Primary data were collected through focus group discussions, in-depth interviews, and documentation analysis. The research findings indicate that Ciletuh possesses a highly promising and distinctive value proposition for establishing a gastro-tourism ecosystem. There are 12 sub ecosystems that have been inventoried and there are 4 sub ecosystems that are ready to support the ecosystem, namely product value, tourism offerings, destination appeal, and marketing strategies. However, key components such as the income, investment, human resources, infrastructure, and supporting industries require greater attention and involvement from various stakeholders. The conclusion obtained shows that high effort is needed in developing gastro-tourism in Ciletuh. The most important thing to start developing an ecosystem is raising public awareness of the existing tourism products and values, which is essential for fostering a sustainable gastro-tourism ecosystem in Ciletuh.

Keywords: gastro-tourism; ecosystem; hanjeli; tourism village

INTRODUCTION

Background

Gastro-tourism is a relatively new concept in the world of tourism but has

recorded significant developments worldwide in recent decades (Gheorghe et al., 2014; Sorcaru, 2019). This is in line with increasing environmental awareness and sustainable development to create more

responsible tourism. The contribution of gastronomy or food to tourism can never be ignored considering that food is always part of the development of destination types and the formation of destination identities (Richards, 2002), including local gastronomy. This is because of the authenticity of the food as a tourist attraction. The authentic value is not only about the food product but also about how the village community prepares it (Ayuningsih et al., 2023; Karim, 2006; Richards, 2002).

The packaging of the food-making process into a tourist attraction is the core product of gastro-tourism. The packaging of the attraction aims to create a memorable experience for tourists. Therefore, the definition of gastro-tourism is pursuing and enjoying unique and memorable food and beverage experiences (Ecotourism World, 2020; World Food Travel Association, 2025). Thus, gastro-tourism is a travel activity to enjoy food as a tourist experience at a tourist destination.

Local food serves as a staple food substitute for rice and also as a tourist attraction. One of the plants that has the potential to grow is Hanjeli (Sundanese) (*Coix lacryma-jobi*). Hanjeli is a cereal plant that is a source of carbohydrates that has not been utilized as an alternative food. This plant is tolerant to drought and marginal soil conditions and its grains contain high levels of calcium, carbohydrates, fat, and protein. In Indonesia, Job's tears is still a minor cereal that has not been widely used. (Histifarina et al., 2020).

Data shows that Hanjeli Tourism Village is currently capable of producing more than 30 tons of hanjeli per year, supported by a land area of 2,114 Ha with lowland topography at an altitude of $\pm$ 400 meters above sea level (MDPL) (Histifarina et al., 2020). With public awareness to produce hanjeli sustainably, the Waluran Mandiri Hanjeli Tourism Village can become a gastro-tourism center in the Ciletuh Geopark area.

The opportunity for developing Hanjeli-based gastro-tourism is a special initiative in the Ciletuh Geopark area. However, this opportunity is difficult to implement because the potential and stakeholders involved in this system have not been mapped. Therefore, this study was conducted to find various potential tourist attractions related to gastronomy and to design a gastro-tourism ecosystem that involves key stakeholders. By mapping the potential attractions and knowing the pattern of stakeholder involvement, a gastro-tourism ecosystem design can be prepared.

The objectives of this study is to compile support for the agro-tourism ecosystem based on Hanjeli in the Ciletuh Geopark by utilizing the potential of the surrounding environment for tourist attractions as follows; (1) inventorying the components of the gastro-tourism ecosystem to support the development of the Hanjeli tourism village; (2) assessing, observing and evaluating opportunities for developing a tourism ecosystem in the implementation of the gastro-tourism concept in the Ciletuh Geopark.

LITERATURE REVIEW

Gastro-Tourism

Gastro-tourism is a tourist trip to a gastronomic area for recreation and entertainment in the form of visits to food producers, gastronomic festivals, food festivals, cooking demonstrations and shows, tasting the quality of food products, or enjoying various activities related to food (Hall & Sharples, 2004). This tourist trip is related to lifestyles such as experimentation, learning about different cultures, gaining knowledge and understanding of local food, history, culture and properties related to it. Gastronomic tourism is a connection between food and drink with tourism that can strengthen local identity and culture and can support regional development. (Sormaz et al., 2016a).

The concept of gastro-tourism has grown rapidly in the last ten years, reflecting the growing interest in culinary experiences within the tourism sector. Historically, the term gastronomic tourism has been used interchangeably with terms such as culinary tourism, food tourism, wine tourism, and gastronomic tourism (Ellis et al., 2018; Hall & Sharples, 2004; Sorcaru, 2019; Sormaz et al., 2016b). Nesterchuk et al. (2022) stated that the concept of gastro-tourism has replaced culinary tourism since 2012 to explain the broader scope of gastronomic discussions compared to the previous culinary concept. The initial definition of gastro-tourism was made by (Hall & Sharples, 2004), describing food tourism broadly, emphasizing visits to food producers, festivals, and restaurants that make food tasting the main motivation (Soeroso & Turgarini, 2020). This initial definition highlights gastronomy as a driving factor in tourism.

Gastro-tourism is related to human cultural anthropology which includes the exploration of local food and cultural, social, and local identity (Ellis et al., 2018). Because local food represents histories, regional traditions, tourists who participate directly will get a different experience from other tours. There are standards for local food that reflect culinary traditions

(food products, ingredients, cooking methods) in a destination. These standards can be used as a tool to support the gastronomic identity that becomes the brand of a tourist destination (Seyitoğlu & Ivanov, 2020). The same opinion was also expressed by Sormaz et al. (2016b) that there is a relationship between cultural identity, popular food and branding of a tourist destination. Typical food owned by a region is a tactic to promote itself as a destination branding. Destination branding is done by showing the distinctive value of dishes that are local identities or local cultures.

Gastro-tourism can also be expressed as a type of tourism that offers tourists an emotional experience and provides different product diversification to the destination. A positive gastronomic experience at a destination will positively influence tourists' perceptions, as well as their thoughts and attitudes about the destination. Thus, a positive gastronomic experience at a destination can result in more satisfied tourists. Satisfied and happy tourists tend to revisit the destination, recommend it to people around them, and spend more money (López et al., 2019).

Gastronomy has a strategic relationship with various areas of life as stated by Zahari et al. (2009) as follows:

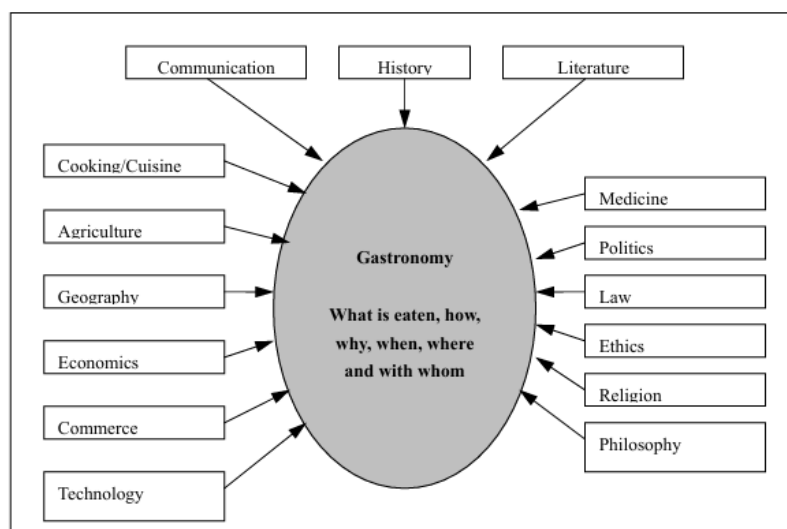


Figure 1. Multidisciplinary Approach Model of Gastronomy Studies (Zahari et al., 2009)

The above figure explains the relationship between various aspects of life to determine things related to food. The selection of these things at a certain point will greatly determine the main purpose of the procession and gastronomic enjoyment.

Tourism Ecosystem

According to Golley (1991) the concept of ecosystem is derived from the biological concept that describes the network of biotic and inorganic interactions in nature. Ecosystems were popularized after World War II and became the dominant paradigm in ecology throughout the world. The concept of ecosystems matured when it was realized that ecosystems are objects that can be studied directly, using conventional scientific methods. This ecosystem concept was then adopted in various social sciences to explain the system that encompasses a concept. This includes the concept of tourism ecosystems that were built using a business ecosystem approach.

A canvas model for tourism business by testing the model on 470 business practitioners from 45 countries (Osterwalder, 2004). In this model, design and strategy are very important components. Design here is the ability to "imagine something that does not yet exist" in the business being faced. While strategy is seen as an effort to "reinterpret" which will help to constructively question the established

business model and strategically study the environment in which the business model functions.

Business ecosystem is understood as an economic community supported by the foundation of interacting organizations and individuals or called: "business world organisms" (Palupi & Abdillah, 2017). This economic community produces goods and services that are valuable to customers who are also members of the ecosystem. Member organisms also include suppliers, primary producers, competitors, and other stakeholders. Economic communities evolve capabilities and roles, and tend to adapt to the direction set by one or more central companies.

Based on these understanding, the tourism ecosystem can be seen as a tourism community supported by the foundation of groups and individuals who interact with each other to produce tourism products and services for tourists. The tourism ecosystem is also understood as a system innovation that links and optimizes all components of tourism for welfare, added value, satisfaction and sustainability as well as integrated tourism that does not negate the role of stakeholders (Teguh, 2015).

Using the approach proposed by Palupi & Abdillah (2017) concluded that the tourism ecosystem is built on the basis of 12 (twelve) components which are divided into 4 (four) sub-ecosystems as follows.

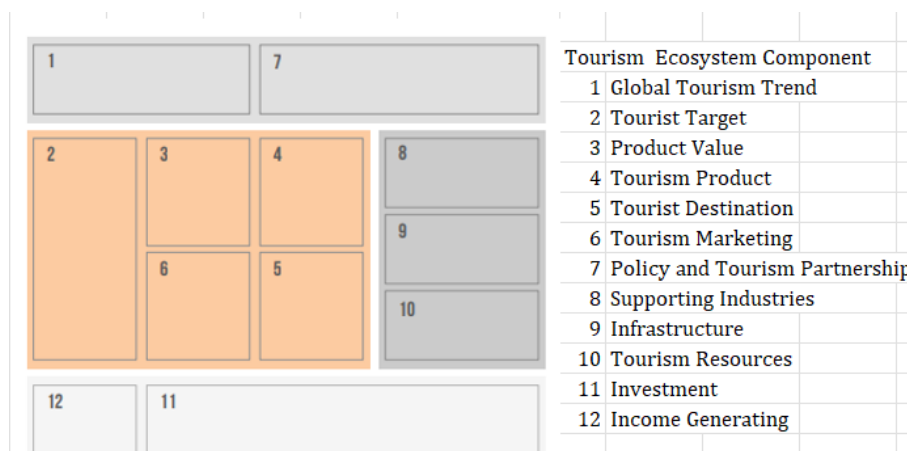


Figure 2. Tourism Ecosystem Concept Modeling (Palupi & Abdillah, 2017)

This Figure explains that the tourism ecosystem building consists of a main sub-ecosystem supported by three other sub-ecosystems as follows: (1) Main sub-system is the core structure of the tourism ecosystem which basically boils down to the relationship between demand and supply. The main sub-ecosystem consists of 5 (five) components including: tourist targets, product value, tourism products, tourism destinations and also tourism marketin; (2) Driving sub-ecosystem is an external and internal factor that serves as an umbrella and encourages the formation and strengthening of the main sub-ecosystem structure.

The driving sub-ecosystem includes 2 (two) components, namely: global tourism trends, and tourism policies and partnerships; (3) Supporting sub-ecosystem is

a supporting structure for the main sub-ecosystem in the form of a "fulfillment chain" or supply chain. The supporting sub-ecosystem includes 3 (three) components, namely: supporting industry, supporting infrastructure, supporting resources. The business sub-ecosystem is a supporting structure from a business perspective to ensure that the tourism ecosystem can run sustainably. The business sub-ecosystem includes 2 (two) components, namely: tourism investment and tourism income.

METHOD

This research was conducted using a qualitative approach. The location of this research is Hanjeli Tourism Village, Waluran District (Figure 3).

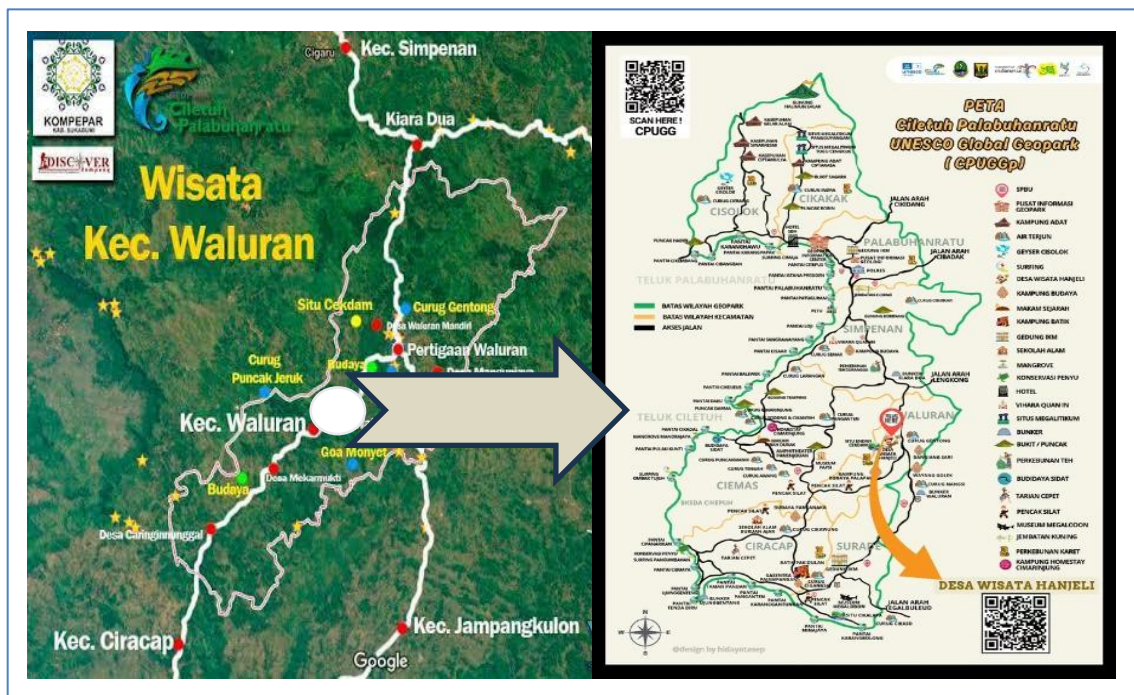


Figure 3. Research Location (adapted from: www.ciletuhpalabuhanratugeopark.org)

Primary data were collected through focus group discussions and in-depth interviews. Informants for the FGD were 15 community leaders consisting of representatives from the Ciletuh Geopark, Waluran Mandiri village apparatus, representatives from the Waluran District, artists/cultural

figures, tourism offices, academics and representatives from the village, namely bumdes (village-owned enterprises), souvenir craftsmen, village PKK mothers, millennial communities, and travel agencies. In-depth information was obtained through in-depth interviews to obtain a broad

picture of the phenomena and the interrelationships between the phenomena that occurred.

Data collection was also conducted through literature study, non-participant observation and participant observation in the community in Hanjeli tourism village, open and closed interviews, and documentation. Primary data processing from interviews was conducted by transcribing raw data. Thus, the tendency of informant statements about research variables is known.

Qualitative analysis conducted includes thematic and narrative analysis. Thematic analysis is a qualitative data analysis method used to identify, analyze, and report patterns (themes). The selection of thematic analysis is based on the fact that to identify tourism subsystems it is necessary to group patterns and find themes based on interview data (Heriyanto, 2018).

In order to obtain a developing theme, a narrative analysis is conducted first. Narrative analysis is a qualitative data analysis method that focuses on stories or narratives conveyed by participants in the study. Triangulation is carried out to ensure that there is no data bias in the conclusions, in this case 2 methods are used, namely data source triangulation and researcher triangulation. Conclusions are made by researchers by summarizing all information in accordance with the objectives of the study.

RESULTS AND DISCUSSION

Profile of Ciletuh Geopark

UNESCO Global Geopark Ciletuh-Palabuhanratu has an area of 126,000 hectares consisting of 74 (seventy-four) villages spread across 8 (eight) sub-districts, namely: Cisolok, Cikakak, Pelabuhanratu, Simpenan, Ciemas, Ciracap, Surade, and Waluran.



Figure 4. UNESCO Global Geopark Ciletuh-Palabuhanratu Map (Source: www.ciletuhpalabuhanratugeopark.org)

This area was recognized as a National Geopark in 2015. UNESCO Global Geopark Ciletuh-Palabuhanratu has 24 (twenty-four) geosites with different characteristics, namely: landscape, waterfalls, rare rocks, small islands, beaches, and aesthetic rocks. The development of the geopark area are as follows: (1) Conservation or protection is an effort to preserve geological heritage (geoheritage), geological diversity (geodiversity), biodiversity (biodiversity) and cultural diversity (culture diversity); (2) Education at UNESCO Global Geopark Ciletuh-Palabuhanratu involves all education stakeholders

Hanjeli Tourism Village Profile

Hanjeli Tourism Village is administratively located in Waluran Hamlet, Waluran Mandiri Village, Waluran District. This tourism village was initially initiated in an effort to preserve hanjeli as a food source. The idea of forming Hanjeli Tourism Village is an effort to promote hanjeli to the wider public. The development of Hanjeli Tourism Village can be divided at least 3 (three) phases of development, namely: (i) Initial Initiation Phase (2010-2014) – The initial phase of standing from a small group by cultivating hanjeli (*Coix lacryma-jobi*); (ii) Growth Phase (2015-

2020) – The phase of developing the group into a tourist village and then becoming part of a tourist destination in the UNESCO Global Park Ciletuh-Palabuhan Ratu area. In this phase, Hanjeli Tourism Village began to build relationships with many stakeholders related to conservation, tourism, agriculture, food processing to the development of small and medium enterprises (SME); (iii) Developing Phase (2021-present) – The phase of increasing self-capacity, namely from a pioneering tourist village, developing destination facilities and tourism products, and recognition from various stakeholders at the local, national and even international levels.

Inventory of Gastro-Tourism Ecosystem

The design of the gastro tourism ecosystem is carried out by identifying sub ecosystem. Palupi & Abdillah (2019) consisting of main sub ecosystem and supporting ecosystem. The results of the study are formulated in the following discussion:

Main Sub-ecosystem

Tourist Target

Guests visiting Hanjeli Tourism Village are divided into 2 (two) categories, namely visitors and tourists. The number of visitors to Hanjeli Tourism Village is estimated at 149 people with educational goals in the form of a visit to the hanjeli farm, a demonstration of hanjeli processing and ending with a meal together with a hanjeli menu.

The number of tourists visiting Hanjeli Tourism Village is 687 people with the purpose of community service visits, research, work visits and other purposes. Most tourists stay for 1 night. The activities carried out are more about digging up information and discussions with the community. The data is a record of tourists and visitors who wrote in the tourist village guest book for 2 years.

Tourism Value

The value of the products offered is pure local value. There has been no touch of creativity or technology in packaging

most of the tourism products. However, souvenir crafts have applied technology and marketing to develop their products. The contribution of gastro-tourism in supporting the sustainability of the geopark are: (i) farmer Empowerment. Gastro-tourism encourages the use of local raw materials, which directly empowers local farmers and fishermen; and (ii) support for Traditional Cuisine. With the increasing interest of tourists in regional specialties, small and medium enterprises (SMEs) engaged in the culinary sector benefit.

Gastro-tourism development in Ciletuh Geopark is carried out using the “Mutual Learning and Knowledge Exchange” approach, namely: (i) tourists or visitors gain value, knowledge and practical experience about the preservation and utilization of hanjeli; (ii) Hanjeli Tourism Village gains new knowledge and skills especially related to the utilization of hanjeli as a tourism product.

Tourism Product

Product development carried out by Hanjeli Tourism Village is divided into 2 (two) categories, namely: educational tourism products and creative economic products as follows: (i) Educational Package is the main product of Hanjeli Tourism Village; (ii) Tour Package is a package developed from the educational package; (iii) Overnight Package. a package to stay at a local resident's house (homestay); (iv) Food Products, namely products in the form of processed foods, packaging to ready-to-eat; (v) Non-Food Products, namely hanjeli-based products that are developed such as soap, bracelets, necklaces, and prayer beads

Tourist Destination

The Ciletuh-Palabuhan Ratu Geopark Policy is the basis for implementing gastro-tourism with the “Conservation, Education and Sustainable Development” approach. Its consist of (i) thematic preservation and utilization of hanjeli (Coix lacryma-jobi) is part of preserving

biodiversity sustainably in the geopark area that has been recognized by the world;(ii) Development of tourism products to food and non-food products with the theme of hanjeli (*Coix lacryma-jobi*) is a real effort to increase the knowledge and understanding of stakeholders about geoparks holistically; (ii) The existence of Hanjeli Tourism Village which is recognized nationally and internationally as a sustainable tourism destination.

Tourism Marketing

Hanjeli Tourism Village can develop because of the support of digital services that are maximized well for: (i) digital information and Promotion;(ii) digital sales (Marketplace and E-commerce); and (iii) digital payment. Supporting Sub-ecosystem.

Global Tourism Trend

Gastronomy tourism is a growing segment of the travel industry. It involves individuals exploring local cuisine and gastronomy as part of their overall travel experience (Global Data, 2024). Asia Pacific as a region has developed itself as a hub for gastronomy tourism as a key not only for tourism development in the region but also for sustainable tourism development.

According to Global Data (2024), Gen Z and Gen Y are the respondents who place a high priority on destinations known for their food/drinks when deciding where to go on holiday – 39% for Gen Y and Gen Z, compared to 33% of global respondents. This is also reflected in the number of respondents who prefer gastronomy holidays. 29% of Gen Y and 24% of Gen Z choose to go on gastronomy holidays.

Gastro-tourism Policy

Food has a very important meaning and role for human life. The policy on food is regulated in Regional Regulation no. 3 of 2021 concerning food security. This regulation generally contains information about how Sukabumi Regency is able to provide food for its people. Other

regulations that have been enacted only concern the regulation of hotels, restaurants, and their surrounding environment in the context of regional income. Regulations on food that are broader or related to tourism have not yet received special attention.

Additional Supporting Sub-ecosystem *Supporting Industries*

The supporting industry for the development of the gastronomic ecosystem in the Ciletuh Geopark area is related to the fisheries industry with the existence of the Palabuhan Ratu Archipelago Fisheries Port. The Palabuhan Ratu Archipelago Fisheries Port is located in Palabuhan Ratu Bay which was built in 1993 with initial development funds sourced from the Asian Development Bank (ADB) and the Islamic Development Bank (ISDB). This port drives the tourism sector with the development of seafood-based restaurants.

Supporting Facilities

The development of Hanjeli Tourism Village will have implications for the provision of amenities or facilities to support educational tourism activities. The existing tourism amenities are focused on supporting and strengthening educational activities related to the main attractions, namely: hanjeli cultivation, and hanjeli processing into creative economic products.

Tourism Resources

Human resources for activity specifications such as tour guides, tourist attractions, and accommodation provision are carried out on the spot when tourists visit. In general, the mobilization of human resources is carried out by involving the community in tourism village activities such as developing culinary SMEs businesses, developing cooking classes and accessory classes, accommodation providers, traditional art activities, traditional game activities, tourist guide teams, and homestay providers.

Tourism Investment

In 2018, UNESCO Global Geopark officially recognized Ciletuh Geopark in Sukabumi as part of their network, along with 12 other geoparks from 11 different countries. This recognition is an opportunity for investment, especially in the tourism sector. An existing investment in the Geopark Area is Granada Ocean View. A tourist land investment area with a strategic location, offering attractive ocean views, and providing easy access to premium facilities. For approximately ten years of geopark designation, not much investment has occurred. This is due to transaction opportunities being constrained by the hilly landscape that makes infrastructure development difficult.

Income Generating

In the context of supporting the development of the gastro-tourism ecosystem in the Ciletuh Geopark, the tourism income that occurs is the existence of tourism products and accommodation. The products produced are tourism village products and tourism craft service products. When viewed from tourism income, the Ciletuh Geopark area does not have a restaurant that provides hanjeli as a tourism product, but there are 2 public restaurants in Jampang, while in Pelabuhan Ratu there are 11 public restaurants. There is no fixed tourism income generated from the gastro-tourism area at this time.

Discussion

The gastro-tourism ecosystem can be described as a thinking system as follows.

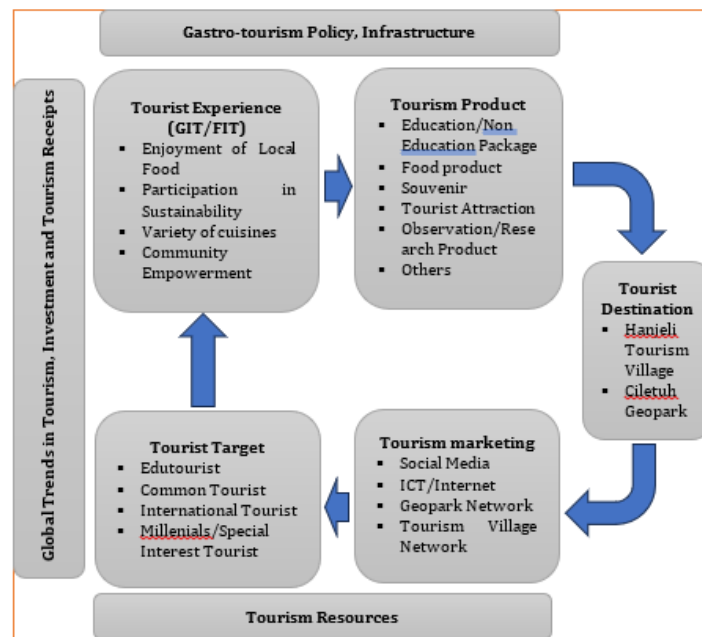


Figure 5. Thinking System of Gastro-tourism in Ciletuh (source: result from primary data)

The above figure explains the network of tourism ecosystems that are developing around the concept of gastro-tourism in Hanjeli Tourism Village as part of the Ciletuh Geopark. Gastronomic ecosystem is usually preceded by a product value (value proposition) in the form of tourist

experience (Palupi & Abdillah, 2017). The tourist experience offered in this concept is the tourist experience in enjoying the uniqueness and locality of hanjeli culinary products and the village environment which is still beautiful and original. This tourism experience is presented with the

concept of from farm to table with hanjeli as the main product. The development of the ecosystem allows the hanjeli product to be combined with other gastronomic products such as seafood which are easily found in the Pelabuhan Ratu area.

The value of tourism products that develop in this ecosystem is the gastronomic experience of tourists. Gastronomic experiences will shape tourists' perceptions of a destination by offering unique sensory experiences that reflect local culture and traditions (Zrnić, 2024). By involving local cuisine, it deepens visitors' connection with the place, often leaving an impression that determines their overall tourism experience. This experiential value is offered by Hanjeli Tourism Village by serving various types of hanjeli dishes.

In supporting the values of tourist visits, Hanjeli Tourism Village offers various tourist visit packages. The choice of packages available is based on the potential and resources owned by Hanjeli Tourism Village. In addition, the tourism packages that are prepared are an effort to involve the community in tourism village activities. As one way to implement community-based tourism (CBT), this step is an elaboration of the development model. However, based on the identification of the Hanjeli tourism village profile, enrichment of tourist attractions is needed as a strategic step to realize the values of tourism development in Hanjeli. The existing tourist attractions need to be developed by expanding their reach to Pelabuhan Ratu and Jampang Surade. Both areas are still within the scope of the Ciletuh Geopark.

Optimization of the area causes the freedom of enrichment of tourist attractions. The existence of Fish Landing Places (TPI) in Jampang and Pelabuhan Ratu. Enrichment can be done by adding visiting spots in the tour package, in the form of a visit to the TPI and then lunch in the TPI area. The presentation of this package can also be combined with traditional music and songs that tell the story of the History of Jampang. This is an expression of a

cultural informant with the following statement:

Waluran is traditionally part of the Jampang region so that the culture that is attached is the Jampang culture. We have a guest welcoming procession that aims to honor guests with accompanying gending Sasakala Pasir Giring which tells the history and heroism of Urang Jampang. The presentation of this gending can be done with modifications to welcome guests or accompany guests to eat (Cultural Art).

The attraction, in addition to adding gastronomic offerings, also combines local culture in a series of travel packages or welcoming guests. The combination of enjoying food and art will strengthen the nuances of the gastronomic ecosystem.

Ecosystem development also requires comprehensive efforts from all parties to realize it. The rules and policies are also a concern to create a good and developing system. Ciletuh Geopark as a global entity that oversees the Hanjeli tourist village plays a role in coordinating and synchronizing policies with other government institutions. This was expressed by representatives of the Geopark and the Waluran village apparatus who stated that

Geopark facilitates ecosystem development by creating synergy through coordination between agencies to pay attention to geopark development including gastronomy development (Ciletuh Geopark)

Gastronomy development activities in regional villages are strongly encouraged to be developed through existing village funds. Coordination between tourist villages and government officials is carried out in a deliberation that allocates funds to support tourist villages (Village Officials)

The concept of gastro-tourism ecosystem also needs to be supported by the development and expansion of the tourist

market visiting Hanjeli. Market expansion by utilizing the geopark network can be done even at the international level. Although the number of direct visitors is relatively limited, the socialization of the network is used as public relations about the uniqueness of this concept. In the micro scope, market development can be carried out with strategies for building commitment and cooperation. with stakeholders, strategies to instill a brand image in the minds of visitors/build a place identity (Positioning), strategies to increase promotion. The strategies that have been formulated can be applied in marketing the Ciletuh Palabuhanratu Geopark Tourist Attraction, as well as maximizing all the potential to bring in more tourists visiting this attraction (Rahmawati et al., 2021).

One of the important components of the ecosystem is the management of tourism destinations. Destination Management requires the readiness of human resources to fill all positions in the ecosystem. The importance of the quality of tourism human resources in the ecosystem is studied by Syamil et al. (2024) that tourism human resources need to have skills, ranging from culinary skills, language, to tourist guides. Tourism human resources must have skills that are appropriate to their roles. The manpower resources will be better if they are part of the local community. In addition to the required competencies, also because of the local culture, and becoming tourism ambassadors for their destinations. To achieve good ecosystem performance requires coordination from various stakeholders (public, private, and society) so that the process can run smoothly. The

success of ecosystem development is also greatly influenced by policies and regulations that provide convenience, security, transparency and comfort for investors and tourists in interacting in tourist areas (Setiawan, 2016) .

Ecosystems are ultimately expected to provide economic impacts for tourism destinations. Increasing human resources, enriching tourist attractions and product value are expected to increase tourist visits with different demographic variations so that they can generate income. The current condition is that income is still low and is only enjoyed by some of the tourist village communities as expressed by the following informants:

The arrival of tourists to Hanjeli is an opportunity for me to provide some souvenirs made from hanjeli. Tourist visits cause demand for souvenirs and food to become additional income. (Tourism Women)

Research conducted by Dimas (2023) shows that the addition of facilities provided provides benefits to attract tourists who have the effect of increasing sales of local products, thus stimulating income generation. A similar opinion was also expressed by Rusydi & Bahri (2016) who stated that tourist visits will have a multiplier effect of 64.7 percent, which means that tourist visits will be able to increase community income by more than 60%. The contribution of each component of the gastro-tourism ecosystem in the Ciletuh Geopark can be summarized in the following tabulation.

Table 1. Summary of Gastro-tourism Ecosystem Readiness

No	Sub ecosystem design	Hanjeli Tourism Village – Ciletuh Gastro-tourism Ecosystem
1	Global Tourism Trends	Asia Pacific as a region has developed itself as a hub for gastro-nomic tourism as a key not only for tourism development. 39 percent of Gen Z and Gen Y place a high priority on their food/drink destinations when going on vacation.
2	Tourist Targets	Hanjeli Tourism Village is visited by two types of visitors, namely visitors with a visit duration of less than 12 hours and not staying overnight, and visitors who stay overnight. The dominant visits are educational visits such as research and community service, as well as comparative study visits for destination management. Other visits are visits by school children who have a relatively fixed visit schedule. The target of general tourists is attempted with social media marketing and online promotions that have increasing prospects all the time.
3	Product Value	The value of the products offered is still a pure local value. There has been no touch of creativity or technology in packaging most of the tourism products. However, souvenir crafts have applied technology and marketing to develop their products. The value offered is natural, unique, and sustainable local food
4	Tourism Products	The potential product will become tourism icons are identified in quite numbers (more than 10). However, no significant added value has been found except for souvenir crafts which generally still rely on the market from tourists. Other products are tour packages, namely educational packages and overnight packages. Cooperation with the surrounding area of hanjeli is carried out to increase the variety of tourism products.
5	Tourist Destinations	Hanjeli Tourism Village as a tourism destination is still managed autodidactically and has not been developed in a comprehensive planned manner. Various awards at national and international levels have been obtained because of its strong brand of sustainable development. Various assistance from universities, financial institutions and the Ministry of Tourism are existing development accelerators.
6	Tourism Marketing	Marketing is done with digital services to market tourism products both in the form of tour packages and derivative products of tourist villages. This service targets education and college consumers and communities who care about the environment and sustainable development.
7	Tourism Policies	There is no specific policy that regulates the Ciletuh Geopark as a gastronomic tourism destination
8	Supporting Industries	There are many supporting tourism industries around Pelabuhan Ratu City but they have not been directed towards developing tourism destinations.
9	Supporting Infrastructures	The existing infrastructure does not support destination development yet.
10	Tourism Resources	Tourism supporting resources need to be improved in quality.
11	Investments	There has not been a large enough investment to drive the community's economy
12	Tourism Earnings	No tourism revenue yet

From this table, it can be seen that the development of Gastro-tourism in Hanjeli as a destination requires significant effort and seriousness from the government. The potential owned is an asset that can be developed. From the 12 ecosystem subsystems, it seems that Hanjeli Tourism Village is ready in terms of value and tourism products. The existing gastronomic products are ready to be developed by providing added value in the form of a minimum brand and product packaging so that they can become souvenirs. The level of product hygiene also seems to need to be improved to guarantee consumers enjoy the product without worrying about the impact. As a destination and marketing, the role of Ciletuh Geopark needs to be optimized. The world-class geopark network is an important value to guarantee visits by certain tourist segments.

Sustainable gastronomy is becoming increasingly important in the food and beverage industry. The development of sustainable gastronomy is not only supported by various contemporary food offerings, but also by local foods, especially those that are increasingly rare (Suroto & Hermawati, 2023). Hanjeli as a local product needs to be promoted to gain exposure to ensure its sustainability. By developing variations of local menus, it will increase tourist perceptions. (Zrnić, 2024) stated the importance of gastronomy in tourist perception on destination. It suggests that destination marketers should not only promote the local cuisine but also create immersive gastronomic experiences that can significantly enhance the tourists' overall perception of the destination.

The development of tourism ecosystems is in principle also the development of destinations. The creation of ecosystems in destinations provides a multiplier effect that directly and indirectly affects the local community (Turgarini et al., 2018). In the gastro-ecosystem in Ciletuh, the multiplier obtained is the transfer of knowledge from tourists who are mostly academics in the form of knowledge of cultivation, cooking,

serving tourists and management of tourist village management.

Ecosystem development will also generate income for the community. One of the efforts needed is to build a local hanjeli-based restaurant in Ciletuh. The development of this restaurant is expected to increase the multiplier impact in addition to being a transfer of knowledge also in the form of economy. The absorption of raw materials and supporting materials from the community will drive the community's economy. Research (Abdillah & Diana, 2018) shows that stimulants carried out in the development of learning, training, and planning will have an impact on financial and consumer perspectives in the form of repeat tourist visits. It seems that the use of this approach can be done in the development of sub ecosystems in Hanjeli.

CONCLUSION

The conclusions that can be drawn from the discussion above are as follows; (i) of the twelve ecosystem components, it seems that Hanjeli Tourism Village as a center for gastro-tourism activities requires serious efforts to develop it considering that the value proposition built is very promising and has uniqueness that is not found in other destinations. Ecosystem readiness is supported by the value of products, tourism products, destinations and marketing that are relatively stable while the components of the income system, investment, human resources, infrastructure and supporting industries require serious introduction and various stakeholders of Hanjeli Tourism Village; (ii) assessment of ecosystem readiness shows that to achieve system independence, very hard efforts are needed, especially regarding the policy instruments that oversee the development of the gastro-tourism ecosystem in Ciletuh. The implication of this policy is the running of the ecosystem as a cycle that continues to develop; (iii) observations made show that currently the ecosystem is not running well because the subsystem

devices do not allow it to be run perfectly, but as a system initiation, Hanjeli Tourism Village has developed a unique concept and has a strong value proposition; (iv) the evaluation carried out to assess the opportunities for developing the gastro-tourism ecosystem in the Ciletuh Geopark requires an integrative ecosystem tourism approach that involves key stakeholders. The role and support of the government in the form of technical guidance in aligning perceptions about the gastro-tourism ecosystem.

Implications

The gastro-ecotourism approach needs to be considered as a tourism destination development model. Comprehensive ecosystem development will inventory all systems applicable to the destination so that it can be used as a barometer of the success of its development.

Recommendations

The suggestion that can be put forward is the need for public awareness of tourism products and values that have been created and developed as an initial step to create Ciletuh as a leading gastro-tourism destination. Further research is expected to focus on the distribution of roles from all stakeholders to be involved in developing this ecosystem concept developed in the Ciletuh Geopark.

The development of gastronomic ecosystems needs to be developed in other regions in Indonesia to ensure that all sub-systems can develop as a holistic model. The development of ecosystems causes the gastronomic supply chain to run and synergize from upstream to end users, thus ensuring its sustainability.

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