

# Gastronomic Tourism Development Strategies to Face the Covid-19 Pandemic in Kupang.

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**Abstract** - There is great potential in the gastronomic tourism sector because this gastronomy provides added value when compared to culinary tourism offered abroad, so gastronomic tourism actually plays a very important role in maintaining the existence of local food. Even so, during the COVID-19 pandemic, the fate of gastronomic tourism is also in a bad state, as is the case with other tourism industries such as hotels and restaurants, so that inevitably gastronomic tourism must begin to adapt to a number of changes due to the pandemic. The purpose of this study was to determine the potential of gastronomic tourism in Kupang and to be able to find out the strategy for developing gastronomic tourism in the face of the COVID-19 pandemic in Kupang. This research is descriptive by using primary data and secondary data. The data analysis method used is descriptive qualitative. In analyzing the data, it is done by collecting primary data and secondary data. The data and information obtained through field research are then analyzed. In analyzing the data used interpretation analysis. The results show that there are many potentials for gastronomic tourism that can be developed as a tourist attraction in Kupang, including: Sei Baun, Sugar Plate Lasiana Beach and Sopi in Oetune Village. There are several strategies that can be done, namely: Firstly is the infrastructure development strategy includes health protocol facilities and infrastructure with the CHSE principle, individual or small group tour package facilities and virtual gastronomic tour facilities. Secondly promotion strategy includes the creation of a tourist website, the use of social media and online advertising

**Keywords:** *Development Strategy, Gastronomic Tourism, Covid 19*

## I. INTRODUCTION

Gastronomic tourism is a type of tourism that emphasizes the experience of not only enjoying the taste of food dishes but also exploring information about the history, culture, and daily

practices of the people of an area so that one food is created. Gastronomy is often one of the main reasons tourists visit certain places, gastronomy can also reflect the culture of a tourist destination. Gastronomy itself is an experience of Cultural participation from a relationship between the place and the tourist by prioritizing the identity of a culture

Kupang City is a municipality and at the same time the capital of NTT Province. The northern part of Kupang City is bordered by Kupang Bay, the eastern part is bordered by Kupang Regency, the western part is bordered by the Semaun Strait and Kupang Regency, while the southern part is bordered by Kupang Regency. The city of Kupang is filled with various ethnic groups, among which the majority are Timorese, Rote, Sabu, Flores, Chinese and some immigrants from Bugis and Java. With the large variety of ethnic groups present, there are many cultural mixtures that enter to expand the variety of various foods that can be packaged not only for consumption but also gain knowledge about how to make and the history of the dishes consumed.

Some potential for gastronomic tourism that can be found in Kupang City such as Lasiana Beach which is famous for the place for making sugar and palm wine, in this place we can see how to make sugar and palm

wine, enjoy it and we can get to know the history of the creation of sugar and palm wine sweet itself. In addition, there is also Sopi / Sophia which is a special drink made from fermented palm sugar and sei meat at the Sei Baun depot which in recent months is very famous in the national culinary world and hopes to take part in the world of international gastronomy.

WHO (World Health Organization) officially declared the corona virus (COVID-19) as a pandemic on March 9, 2020, which means that the corona virus has spread widely in the world. The term pandemic seems scary but actually it has nothing to do with the malignancy of the disease but rather its widespread spread. Various economic activities ranging from the tourism sector to trade were forced to close their businesses and lay off their employees. It also supports government regulations to implement social distancing. This method certainly has a direct impact on the nation's economy because there are many reductions in working outside the home. For example, various shopping centers decided to temporarily close their operations as well as several tourism industries around the city of Kupang such as hotels, restaurants and tour travel agencies.

The Covid-19 pandemic has made all efforts related to tourist visits reduced or even non-existent. All tourist attractions are affected and cannot attract as many gastronomic tourists as possible, because all tourists must comply with health regulations and restrictions on visits to tourist destinations by the government (Ministry of Health RI 2020) several regions have implemented government regulations by limiting visits to tourist tourists. The purpose and implementation of strict health protocols, in order to break the chain of spread of COVID-19, until when COVID 19 will end, no one knows.[1] However, the tourism business should not stop, especially gastronomic tourism. Although the Indonesian government has not implemented a lock down, the large-scale social restrictions (PSBB) have a very significant impact, especially on the income of people engaged in tourism services, hotels and tourist visits. Solutions must be found immediately, so that tourists can visit tourist attractions of interest in a safe and healthy way

The problem is how to solve it so that gastronomic tourism can develop, and in the end it can improve people's welfare. Is there the best gastronomic trip. How to realize superior gastronomic tourism so that it can compete in the international world. The Covid-19 pandemic does not mean that tourism activities have stopped, a solution must be found. Based on the description above, the author is interested in explaining and studying further the strategy for

developing gastronomic tourism in facing the challenges of the Covid 19 pandemic in Kupang City.

## II. LITERATURE REVIEW

### 2.1 Development Strategy

Development Strategy is a game plan to achieve it. Every business must design a strategy to achieve its goals, which consists of a marketing strategy and technology strategy as well as a suitable sourcing strategy[2]. Strategy is a process of determining the plans of top leaders that focus on long-term goals. The length of the organization is accompanied by the preparation of a method or effort on how to achieve the goals. In addition, strategy is used to evaluate the advantages and disadvantages with respect to and threats that exist in the environment and then decide on a strategy that adjusts the company's core competencies and environmental opportunities.[3]

Strategy is essentially planning and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that shows only the direction but must show how the operational tactics are. Therefore, strategy is an action plan that outlines the allocation of resources and other activities to respond to the environment and help the organization achieve its goals. In essence, strategy is a choice to perform different activities or to carry out activities in a different way or to carry out activities differently from its competitors

Several strategies in tourism development are;

#### 1. Development of tourism facilities and infrastructure

A tourist is a person who travels temporarily to a place or area that is completely foreign to him, therefore before a tourist makes his tour, we must first provide tourism facilities and infrastructure as follows: transportation facilities, accommodation facilities, catering service facilities, objects and tourist attractions, recreational activities, shopping facilities and places or shops. All of these are tourism facilities that must be held before we promote a tourist destination, while regarding infrastructure (infrastructure) are all facilities that can enable the economic process to run smoothly. Develop tourism facilities and infrastructure.

#### 2. Promotional Activities

Promotional activities are an inseparable part of the tourism development process, the success of the tourism development process is determined by the expertise of the Department of Tourism and Culture in promoting the potential of the region [4]

## **2.2 Gastronomic Tourism**

The term gastronomy is still rare, gastronomy is closer in meaning to gastroonomy. Where good food science is briefly mentioned as gastroonomy as everything related to the enjoyment of food and drink or in other words gastroonomy is the study of the relationship between culture and food where gastroonomy studies various components of culture with food as the center of culinary arts.[5]

Gastronomic tourism is a food-related trip to an area with recreational purposes including visits to major and secondary food producers, food festival pickles, farmers markets, cooking events and demonstrations as well as tasting quality food products and services. Tourism activities related to food Gastronomy combined with tourism has become a tourism resource for the creation of new products. In contrast to other activities or tours, food and drinks can be products that are ready at any time. Gastronomic tourism provides tourists with an authentic culinary education and a much greater understanding and appreciation of the cultural and culinary richness of a region.[6]

Gastronomic tourism is a growing phenomenon, as more than a third of tourist spending is allocated to food, according to a report from the world tourism organization, 22% of Europeans according to Eurostat say the main reason for going on vacation is for cultural experiences which include culinary arts [7] Gastronomic tourism is a tourism niche that strives to strike a perfect balance between useful and enjoyable, between everyday food needs and culinary experiences that can mark tourists positively. Consumption is an integral part of the tourist experience, represented by : visiting places, attending various traditions and customs, eating local cuisine[8]Gastronomic tourism is a growing phenomenon like a new tourism product because one-third of travel costs are spent on food consumption. Therefore, local cuisine is an important factor in terms of holiday quality. Gastronomic tourism is trapped in intangible heritage because it is associated with the bidder of identity and unique destiny. Thus, tourists who want to experience food consumption, in this article are a reflection in the context of global society [9]

In developing a strategy for processing gastronomic tourism destinations, two conditions must be considered, namely internal and external conditions. Internal conditions state that managers regulate existing resources, human resources and natural resources. External conditions refer to interactions with related parties outside the organization or

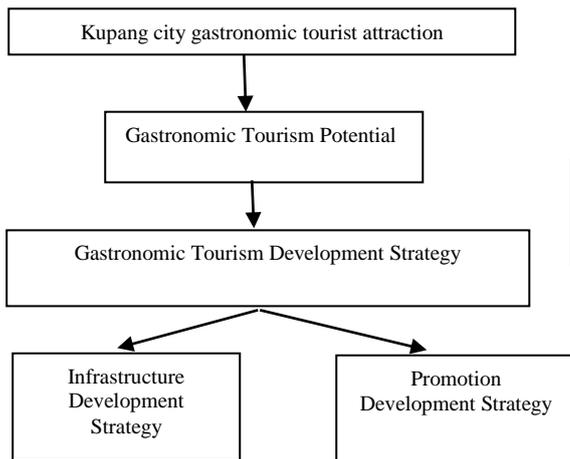
destination management company.[10] Related parties are visitors, community, government, private sector and visitors. External conditions, interaction with the government and the private sector, the programs carried out are mentoring and also cooperation. However, with the decline in economic activity, economic growth in the first quarter only reached 2.97% (bank Indonesia 2020). This pandemic condition has also changed the government's main policy referring to the health aspect

## **2.3 Challenges of the Covid 19 Pandemic**

The international community is facing the conditions of the spread and an increase in the number of confirmed positive patients. Lockdown and PSBB policies affect the flow of goods and people movement. The business sector that relies on flows between countries as well as between provinces/regions faces the biggest challenges. The transportation industry, especially those providing services between cities/provinces, is subject to restrictions until it is temporarily suspended. In March 2020 PT. Kereta Api Indonesia is gradually closing inter-provincial lines, and also implementing a 100 percent refund policy for ticket bookings.

The government also issued a policy to prohibit commercial aircraft from carrying passengers from April 24 to June 1 2020. Even the sea crossing (bakauheni-merak) was temporarily closed on April 24 to 27 2020, the Merak port has restricted services until May 31, 2020. Since the spread of the covid outbreak 19 have made the world's economic activity threatened to weaken, especially the State of Indonesia. Since the beginning of 2020, the activity of the number of tourist visits has decreased, this is because many countries have stopped flights and implemented a lockdown in their territory. The implementation of social restrictions also has an impact on export and import activities

A few days ago the Kupang City Government, East Nusa Tenggara finally implemented the Implementation of Community Activity Restrictions (PPKM) to control the spread of COVID-19. The implementation of PPKM is in accordance with the Circular Letter of the Mayor of Kupang Number 004/HK.188.45.443.1/I/2021 concerning Increasing Awareness in the Context of Enforcement of PPKM, containing 13 points. "Regulate the application of restaurant restrictions of 25% and food service through delivery according to restaurant operating hours, restrictions on shop operations and shopping centers until 19.00[11]. These two things have a huge impact on tourist visits to tourist destinations, both foreign tourists and domestic tourists.

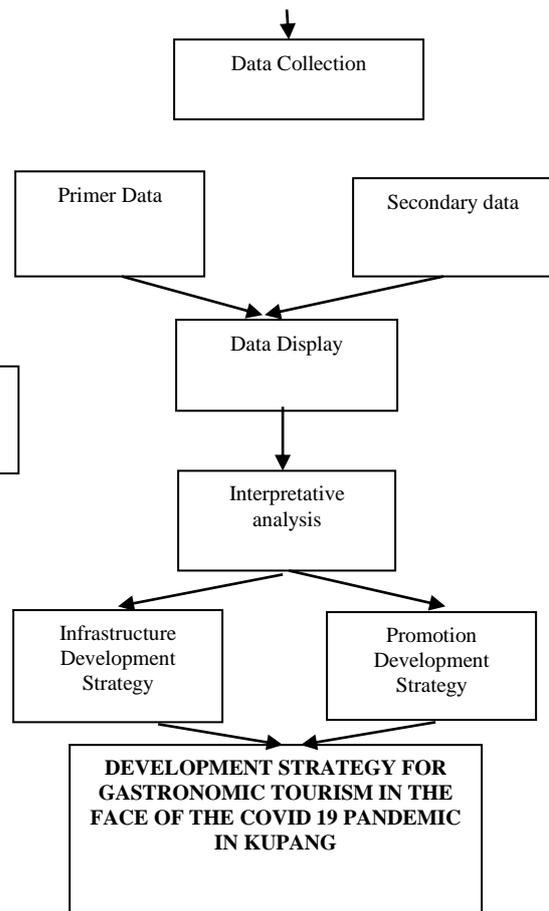
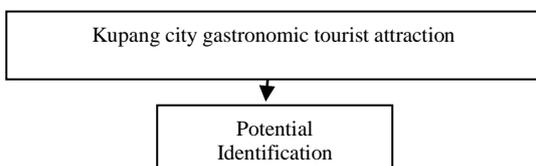


Picture 1. Thinking scheme of the research study

III. METHOD

Research and Development Methods (Research and Development) are research methods used to produce certain products, and test the effectiveness of these products. Research and Development or Research and Development (R&D) is a process or steps to develop a new product, or improve an existing product, which can be accounted for. pandemic challenges that have resulted in a decline in gastronomic tourism activities[12]. The basis of this paper is research on gastronomy Kupang, which has the most types of culinary in Indonesia. The research method used is qualitative research, this type of research can describe the phenomena that occur in the object of research.[13] The data needed are primary data and secondary data. Primary data were obtained from direct sources using purposive sampling methods to select the informants. The person chosen is a person who knows about gastronomic travel issues. Primary data collection methods use direct observation. The research was conducted at Kupang, in data analysis use descriptive qualitative and interpretive analysis

Based on the description above, it can be described the flow of this research procedure as follows:



Picture 2. Research procedure diagram

IV. RESULT AND DISCUSSION

Kupang City is a municipality as well as the capital of the province of East Nusa Tenggara. This municipality is the largest city on Timor Island, East Flores Regency, which is located in the easternmost part of Flores Island, and is a part of East Nusa Tenggara Province. In general, the land area is 180.27 km<sup>2</sup>. The city of Kupang is bordered by Kupang Bay in the north, in the east by Kupang Regency, in the west by the Sema Strait and Kupang Regency and in the south by Kupang Regency.

Some gastronomic tourism icons

4.1 Sei

Sei is a food made from meat which is smoked with the coals of the kesambi tree until it is cooked. So delicious, sei is also widely known in Kupang and finally the whole of East Nusa Tenggara (NTT). Usually, the people of NTT use wild boar meat to make sei. One of the most well-known is the sei babi from Teunbaun, an area located approximately 40

kilometers from the city of Kupang. Sei meat has its own uniqueness, apart from the distinctive aroma and taste, processing by means of smoke also aims to extend the durability of the meat. The goal is none other so that the meat can be stored longer. The indigenous people of NTT used to believe that wild pork tasted better than farmed pigs. Farm pigs have a high fat content and arguably less meat than wild pigs. The texture of wild pork is also very dense and will not be tough if it is processed properly. Over time these foods undergo assimilation. Migrant communities in NTT replace it with beef so that it is halal and can be consumed by more people. Sei Sapi Apart from using beef, now many sei ingredients use chicken to fish. One of the characteristics of sei is that it must be cooked on a fire stove. Because if it is burned normally, the distinctive taste of smoke from the sei will disappear and the meat can no longer be called sei.



Picture 3. Sei Making Process



Picture 4. Kosambi leaves

#### 4.2 Sugar Plate

Plate sugar is brown sugar made from palm tree sap. Along the Lasiana Beach area, there are many palm trees. As the main ingredient of plated sugar is sap or water extracted from palm trees. The palm tree is climbed and then sliced to take the sap. The tap water is then stored in 'haik' or containers made of palm leaves. Nira or commonly called 'tuak' is then cooked in an aluminum container on a wood-fired fireplace. This aluminum container is a symbol of modernization that touches the traditional life of the local community. In some other areas, the containers used for cooking still use clay pots.

Gradually the white 'tuak' turned brown. It was runny at first, but eventually thickened. It takes four to five hours to cook palm wine. After that, the thick liquid 'tuak' is poured into a circular mold. This mold is also made of palm leaves. Leave the 'tuak' to cool and harden. Be the typical plate sugar of East Nusa Tenggara. In the past, kuambi wood was used as firewood for fireplaces. Honey, I'm starting to run out. Because of this, the makers of sugar plates replace the kusambi wood with fronds or palm fruit.

The best time for palm sap tappers is from February to October. They avoid the month with the rainy season. Because lontar in the rainy season will contain too much water. So that the taste of ' tuak ' becomes tasteless. On the other hand, even in the dry season with minimal rain, it is difficult to tap sap. This is because the palm leaves become dry, making it difficult to extract the juice. The process of making this traditional sugar plate is indeed interesting to see.



Picture 5. Plate sugar making process



Picture 6 Plate packing



Picture 7. Plate sugar

#### 4.3 Sopi/Sophia

SOPHIA (or Original Sopi) is one of the traditional liquors in the East Nusa Tenggara area. Sophia's product comes from the Dutch word, Zoopje, which means liquid alcohol. This drink comes from palm sugar, with an alcohol content of 50-70 percent. The processing is done traditionally, through tapping palm trees (palm trees). The results of the lontar leads are filtered and then distilled and precipitated so that they are fermented into sophi (alcoholic drinks). This drink is always there and consumed at parties as one of the companions for banquets during certain events.



Picture 8. Sopi Timor



Picture 9. Sopi Making Process

Based on the potential described above, several strategies are formulated to deal with the COVID-19 pandemic, namely:

- a. Facilities and Infrastructure Development Strategy

Based on the description above, we find a lot of gastronomic tourism potential that can be developed. The development of gastronomic tourism consists of many aspects. Referring to the model expressed by Sormaz (2016), the development of gastronomic tourism involves many approaches: trade, economics, geography, agriculture, communication, policy, history, literature, medicine, law, morals, religion, technology and philosophy. In this model the authors add another's approaches Preparing health protocol infrastructure with CHSE principles.

CHSE is the application of health protocols based on Cleanliness, Health, Safety, and Environment Sustainability. In accordance with the circular letter of the Director General of P2P number HK.02.02/II753/2020 regarding the third revision of the COVID-19 preparedness guidelines, the Ministry of Tourism and Creative Economy as the institution that oversees the tourism and creative economy sectors has intensified the CHSE health protocol, so that it can be implemented by community business entities.[14] Provide facilities for small groups of tourists in a maximum of 30 people in one group, Facilities for food and beverage packages must follow standard hygiene and sanitation procedures, it is recommended that food packages use a vacuum so as to avoid bacteria and viruses and food is served hot/warm or at least processed food uses heat so that it reduces the risk of contracting the covid 19 virus

Tourist who visit tourist attraction must be protected. During the pandemic covid 19, it was very dangerous for the health of tourist who did not comply with health protocols. During covid 19 pandemic, all tourist attraction in Indonesia did not receive tourist visits. The impact of tourist visits has dropped dramatically between 850 million to 1,1 billion, revenue from the tourist sector has fallen between US \$ 910 to 1,200 million, if this continue it could be destroy the Indonesian economy.[15]

The policy carried out by the government does not lockdown, does not prohibit its citizen from visiting a place, as well as does not close the country border with other countries. Government policy implements large social restrictions. In this policy, the public can carry out activities by following health protocols, social distancing, using mask, and washing hands. With this policy, tourist visit have begun to reopen, the rules applied in addition social distancing wear hand washing mask, all tourist who enter the tourist attraction area must have their temperature measured not exceed 36.50-37.50 Celcius. This rule is 'for all those engaged in tourism, both tourist and tourist services.[16] On the other hand, tourist and tour attraction organizers need information about

destinations and types of tourism to be offered to potential tourist. The way to convey information that has a wide and fast reach is to use media website.

#### b. Promotion development strategy

In responding to the COVID-19 pandemic, gastronomic tourism managers carry out all promotional processes using media because managers must minimize physical contact with potential clients. Promotion can be done through several digital marketing channels, namely:

##### a. Website

Website or web is an information page provided via the internet that can be accessed by many people (potential tourists).

##### b. Social media

Social media is an online media that functions to be able to share information, participate, create text, image, video and online streaming content. There are so many social media that can be used to support promotions, including: Instagram, Facebook, Twitter, and Youtube. For virtual tours, you can also use the Zoom application, google meet, etc

##### c. Online advertising

Online advertising is an advertisement made online so that potential consumers can see through the media of computers, cellphones and laptops so that it will be very easy to reach potential consumers, especially during the covid 19 pandemic which requires prospective consumers to reduce face-to-face activities with gastronomic tourism managers.

## V. CONCLUSION

Gastronomy as a form of tourism based on cultural preservation, has an urgency to continue to carry out operational activities. This is because the culture of an area is the way that a group of people remains. There are two main issues that are considered in strategic decision making, health issues and limited mobility of tourists. This can be overcome by carrying out a strategy for developing infrastructure and digital marketing strategies. It is hoped that in the future gastronomic tourism destinations will continue to run as a form of preserving culinary culture as well as providing the benefits of culinary knowledge for tourists who visit directly or online (virtually).

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