



# Etawa Goat's Milk-Based Product as Gastronomic Tourism Development Strategy

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**Abstract.** Gastronomic tourism aims to ensure tourists can experience the fulfillment of eating and drinking as a whole entity, starting from the preparation process to the final stage when food and beverages are served and consumed. The main goal in developing gastronomic tourism within tourism areas is to provide local people with the opportunity to protect and develop their local gastronomic products. This research will study gastronomic tourism products in Desa Pandanrejo (tourism village), Kaligesing District, which have the potential to be developed. Pandanrejo's current gastronomy tourism strategy is a Resource-based view, which shows their Peranakan Etawa (Etawa crossbreed) or PE Kaligesing goat's milk could become one of their competitive advantages as gastronomic tourism products. However, further strategic development is needed to strengthen the position of PE Kaligesing goat's milk and its processed products as Desa Pandanrejo gastronomy identity; hence sustainable gastronomic tourism can be achieved. This research used a qualitative approach with in-depth interviews, observation, and documentation studies. Informants were selected purposively, including PE Kaligesing breeders who sell their milk and representatives from Dewa Pandan (tourism driving group). Moreover, results showed no significant movements in the implementation strategy, especially in the vertical and diagonal stages. The potential for PE Kaligesing goat's milk to become a gastronomic identity in Desa Pandanrejo is still wide open. Nevertheless, it requires harmonious coordination from all stakeholders.

**Keywords:** Etawa · Pandanrejo · Gastronomy · Strategy

## 1 Introduction

Gastronomy plays a significant role in how tourists enjoy their sights and shows that several tourists will return to the same destination to enjoy unique gastronomy [4]. The desire of tourists to experience local tastes in destinations has become the basis for the development of gastronomic tourism, so tourism business actors who realize the importance of this have displayed gastronomic factors in their tourist facilities [5].

Gastronomic identity in an area can be seen from two factors. First, the environment (climate and geography), and second, the culture (religion, history, ethnicity, traditions, values, and beliefs). This is quite influential in determining taste, ingredients, techniques,

and manners owned by each region [6]. In other studies, gastronomic identity can be done through differentiation, aesthetics, authentication, symbolization, and restoration; this is considered the proper framework to create a gastronomic identity in an area [7]. Meanwhile, the emergent strategy is conceptualized as the logic of developing gastronomic tourism in four stages: the local stage, horizontal stage, vertical stage, and diagonal development [3].

Pandanrejo Village is a tourism village located in Kaligesing, a sub-district in Purworejo Regency. People in this area are very fond of keeping goats bred for contest purposes. The PE (Peranakan Etawa) Kaligesing goat is a high-quality goat and often wins contests.

However, many tourists come to Pandanrejo Village to look for goat's milk for health purposes. Goat's milk has high nutritional, therapeutic value, and dietary characteristics [1]. Humans absorb its calcium and phosphate well, even for infants, so goat's milk has been recommended as a substitute for patients allergic to cow's milk [2].

Currently, Pandanrejo Tourism Village is taking this opportunity by presenting milking education as a tourism product. This is a good start to stimulate breeders to take good care of their goats to produce quality milk-producing goats. However, a new problem has begun to emerge. The goat's milk-based products in a variety of foods and beverages that can be served to tourists are still very limited. This is due to the lack of knowledge of the villagers about how to process goat's milk into culinary products that are of high value and can be served to tourists to increase selling value.

Meanwhile, in today's highly competitive tourism market, a destination must look for unique attributes that can provide advantages and are popular and promising to affect its competitiveness in gastronomy [3]. Furthermore, they explain that an autonomous strategy can be implemented at the destination level, with product development based on gastronomic identities whose values have been identified by inventors who can come from entrepreneurs, researchers, or even tourists. This study aims to analyze the strategy of developing gastronomic tourism in Pandanrejo Village. The strategy concerning the development of gastronomic tourism can be carried out in 3 stages: resource-based view, emergent strategy, and positioning strategy [3]. At this time, Pandanrejo Village has gone through the resource-based view stage that a destination can gain a sustainable competitive advantage by utilizing resources that are different from other destinations and building a gastronomic identity, of course, by having a unique, rare, and inimitable advantage. Pandanrejo Village has something different from the others, namely PE Kaligesing goat's milk.

## 2 Methods

This was qualitative research, which iterative process improved understanding of the scientific community distinctions [8] resulting from getting closer to the phenomenon studied regarding gastronomic tourism from the Pandanrejo Tourism Village, Kaligesing District.

The author used primary data from observation, in-depth interviews, and documentation studies. The interview was the primary data collection procedure closely associated with qualitative, human scientific research [9]. Three interviewees were determined

using the purposive sampling method and in-depth interviews. They are the owner of the Kaligesing PE goat educational tour, namely Sentra Edukasi Kambing Goridampyak (Goridampyak milking center), Andjang Sifa goat storefront, and the manager of the Pandanrejo Tourism Driving Group (Dewa Pandan).

Data analysis in this study uses a qualitative descriptive method based on post-positivism philosophy to examine the condition of natural objects. Here, data analysis results are inductively sourced from much information and end when no extra info could be added to form new insight [10]. The theoretical basis will also describe various things that should be able to answer the objectives of this research.

### 3 Results and Discussion

Pandanrejo Village has carried out the resource-based view stage by identifying its resources' capabilities and potential advantages to build a gastronomic identity. The aesthetic approach strategy is carried out by spurring the community's creativity through various competitions related to food. The products produced in the competition are then presented and promoted in activities held in the village, such as at the ADWI 2021 event and the MSME bazaar held outside the village.

The competitions stimulate the villagers to develop new gastronomic products from local raw materials widely available in the vicinity. Various products such as boltamiring (tofu balls and fried noodles), satem (Tempe satay), jenkar, krojan, cosun, timsun, various kinds of processed dry chips, and various wedang, including jasu ketawa (Etawa goat milk curdled by ginger extract) and dalgona Etawa goat's milk which was inspired by the community service provided by a group of lecturers from Poltekpar NHI Bandung.

Another strategy is the recovery approach, which uses traditional methods in preparing the food to be served, such as the use of serving places made from natural ingredients.

However, another approach that has not been used well is the authentication and symbolization approach. Authentication and symbolization are the approaches that can accelerate the formation of gastronomic identity through gastronomic products that are different from other villages (competitive advantage) and make these products part of representative of local culture. The competitive advantage strategy that Pandanrejo Tourism Village can carry out is to utilize the culture of breeding PE Kaligesing goats to build a gastronomic identity. This can be done through processing PE Kaligesing goat milk into various gastronomic products. This strategy is part of the emergent strategy stage which is the next stage after the resource-based view is implemented.

#### 3.1 Local Stage

In the first stage, this strategy introduces gastronomic products into promotional materials [3]. At the Gorydampyak goat educational tourism site, there is a sign with the slogan "Susumu Masa Depan, Kambingku" (Your milk is my future, my goat). This step is an excellent step to introduce the gastronomic identity of Pandanrejo Village. Although the idea is spontaneous, it can build public awareness that wants to introduce gastronomy as part of a tourist attraction while promoting it with a strategy in developing

gastronomic tourism. This spontaneity arises from requests from tourists who visit and are interested in trying goat's milk. It is in line with the principle stated in the local stage. The current opportunities are utilized by entrepreneurs or the local community. Public awareness that introduces gastronomy as part of a tourist attraction. Based on the results of interviews with both the manager of Dewa Pandan and the owner of products and tourist attractions in Pandanrejo, the title obtained by the tourist village of Pandanrejo as the winner of the two best pioneering tourism villages has a positive impact, including an increase in the number of tourists visiting the village. Media participation is the key to the increasingly well-known Pandanrejo tourist village. However, the attention given by the local authorities is still focused on cultivating PE Kaligesing goats.

### **3.2 Horizontal Stage**

Secondly, the horizontal stage is to improve and protect the quality of the gastronomic product [3]. When this research was carried out, the Borobudur Authority (Badan Otorita Borobudur) was conducting training for the managers of the Pandanrejo tourist village, one of whom was the owner of Goridampyak. One of the agendas in training was to make several standard operating procedures (SOPs) for products and management so that 51 SOPs were produced, including SOPs for milking and serving Etawa goat's milk. This step is part of the horizontal phase, which aims to improve the quality and protection of PE Etawa goat's milk. The SOP is based on the procedure for milking and serving milk that has been implemented in Goridampyak. Previously, the owner of Goridampyak had attended training on cultivating PE Kaligesing goats. In training, it was conveyed what things had an impact on the quality of the Kaligesing PE goat's milk (healthy cage).

### **3.3 Vertical Stage**

The third combines gastronomic products with other tourism products, and other new products are developed [3]. In Pandanrejo Village, goat's milk and its products can only be found at the Kaligesing PE goat educational tourism location, namely Goridampyak and the Andjang Sifa goat storefront. The two locations are indeed intended to be goat educational tourism sites. The development of gastronomic tourism products with goat's milk as the primary ingredient requires the simultaneous work of all managers. Gastronomic products made from PE Kaligesing goat's milk should also be found and combined with other tourism products, such as homestays.

The approach of authentication and symbolizing the processed product of PE Etawa goat's milk as the gastronomic identity of the Pandanrejo tourist village can be made to fulfill this strategy. Such as serving a welcome drink in the form of goat's milk, various flavors of processed milk, or a snack after the main meal in the form of laughing jasu pudding. This has a high potential for impact on the development of gastronomic tourism, considering that training and group activities that are often held in the tourist village of Pandanrejo have an impact on the number of homestays which has jumped to 21 homestays in just a few months.

### 3.4 Diagonal Development

The last stage, diagonal development, refers to the possibility of marketing gastronomic knowledge [3]. Previous qualitative studies on the development of gastronomic tourism in a destination show that if there is no strategic plan carried out in advance for the long term, then a strategy can emerge with initiatives taken to take advantage of the potential gastronomic benefits for the destination [11].

This happened in Pandanrejo Village, which initially planned a destination development strategy by introducing an animal market that traded Kaligesing PE goats. The price of PE Kaligesing goat, which is very expensive, cannot be reached by all people. The interest in this animal market is only in great demand from some collectors.

This reason made the owner of Andjang Sifa plan to create a rest area. Located on a busy provincial highway, Andjang Sifa has an opportunity to introduce the PE Kaligesing goat to the broader community, especially to tourists who come to visit. At the location where the rest area will be built, several rooms for rent and a restaurant selling various foods made from various local raw materials found in Pandanrejo Village, especially goat's milk, will be made.

The management of Dewa Pandan also plans to cooperate with several event organizers to hold a music concert in this rest area. Indeed, a large area is designated for a volleyball field, considering that the villagers love this sport. In the future, volleyball tournaments will be held regularly. This means can attract the attention of potential tourists to come to Pandanrejo Village. So, the stakeholders should take this moment to promote PE Kaligesing goat milk and its products.

Furthermore, the owner Andjang Sifa is very interested in developing educational tours regarding cultivating PE Kaligesing goats and using goat's milk in various products. For this reason, different kinds of training are needed, especially to raise awareness and knowledge of villagers to develop sustainable gastronomic tourism.

Goat milk is very susceptible to heat treatment. The unpleasant aroma sometimes prevents people from drinking goat's milk. Therefore, a simple and fast processing method is needed but does not go through a heating process that is too high and long. Pasteurized milk is the dairy product with the greatest marketing potential [12]. So, the goat milk-based product development should consider the cooking method as high as pasteurizing temperature.

Nowadays, goat milk has only been used as a culinary product. It is necessary to add cultural values [13], history, nutrition [14], and even science and knowledge [15] that will increase the interest of tourists to come to visit. There needs to be a story [16] that will make tourists want to come revisit to enjoy gastronomic products in Pandanrejo Village. Another interesting in Pandanrejo Village, they have fanciful villagers. Each hamlet has its interests and expertise. There is a hamlet named Kampung Cantik because its residents are experts in growing various ornamental plants, so every house has a garden with ornamental plants, and visitors can buy the plants they like. In other hamlets, the residents are experts in making handicrafts from bamboo, so souvenirs and bamboo cutlery are taken from this hamlet. So, to support sustainability, various preparations have been made, such as motivating bamboo artisans and raising awareness about the importance of good waste management. The diagonal development strategy requires awareness and in-depth knowledge of gastronomic tourism. The resulting product as a gastronomic

identity does not have to be massive but in proportionate quantities according to the availability of raw materials. Thus, the gastronomic product identity that is built will support sustainability.

## 4 Conclusions

The villagers have made various efforts with the stakeholders' support and the hard work of the management of Dewa Pandan to make Pandanrejo Village a tourist destination. By using the emerging strategy, the three initial stages, namely local, horizontal and vertical, have been carried out, although not yet perfect. In the final stage, namely the diagonal strategy, further empirical studies are needed to see the possibilities if the tourists who come are interested in the symbols and benefits of PE Kaligesing goat's milk. Gastronomic tourism not only requires the culinary product as the center of attention but also requires an added value. Several steps can be implemented to develop gastronomic tourism in the tourist village of Pandanrejo. New creations of products made from PE Kaligesing goat's milk and its processed products are needed, which can be presented in various activities. To set a reasonable selling price, these products must be well planned, including the availability of raw materials and various or standard cooking methods. Therefore, gradual training is needed that can cover all these aspects. To accelerate the development of gastronomic tourism activities in the tourist village of Pandanrejo, it requires the support and simultaneous work of all relevant parties, especially the local authorities who have the resources to encourage this acceleration.

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