



Gastronomy Tourism: Local Food and Tourism Experience in Bandung

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Abstract. Gastronomy Tourism is currently developing rapidly and has become one of the most creative and dynamic segments in the field of tourism. Bandung, one of three places designated as a gastronomy tourism destination in Indonesia besides Bali and Joglosemar, has a very attractive gastronomy Tourism Destination. Bandung is one of Indonesia's cities that developed and expanded gastronomy tourism. The qualitative approach used in this research is to understand concepts, opinions, and experiences from the phenomenon in Bandung as a gastronomy tourist destination in the case study. SWOT analysis and flow models technique used as a result generator for Bandung's local food and tourism experience. The local community, tourists, the food industry, and local government are involved in this research. Knowing the gastro tourism in Bandung that gives an Authentic Experience for tourists specifically will give specific information that can be useful for gastronomy enthusiasts and illuminate Bandung's culture and economic development.

Keywords: Gastronomy · Gastrotourism · Culinary Tourism · Authentic tourism experience · Bandung

1 Introduction

Gastronomy tourism could also be named culinary tourism, defined as the activity in that tourists visit a destination to taste the local food and beverage products that can add experience and impression to their trip. Gastronomy Tourism is currently developing rapidly and has become one of the most creative and dynamic segments in the field of tourism. Tourism destination managers and companies in the tourism sector are starting to realize the importance of gastronomy as a diversified part of tourism and stimulate local, regional, and national economic development. As described below, "In recent years, Food Tourism has grown considerably and become one of the most dynamic and creative tourism segments. Both destinations and tourism companies are aware of the importance of gastronomy to diversify tourism and stimulate local, regional, and national economic development". Tourists who do gastronomy tourism not only try the food served in famous places they visit, but they search or are keen to try local food that local people provide, not only come for tourism attraction.

Gastronomy Tourism

Gastourism or food tourism is a form of tourism based on the strength owned by the culinary aspects of a country, region, or area. Gastronomy Tourism is not only limited to consuming the food served. It has a broader effect. It offers enormous potential to stimulate the local, regional and national economies and increase sustainability and inclusion. Gastronomy Tourism contributes positively to the tourism value chain, such as agriculture and food production businesses. This is stated as well by UNWTO that Gastronomy Tourism offers enormous potential in stimulating local, regional, and national economies and enhancing sustainability and inclusion. It contributes positively to the many levels of value chain tourism, such as agriculture and local food manufacturing [1].

According to UNWTO, Gastronomy Tourism is tourism activities with characteristics of visitor experience related to food, products, and activities while traveling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism can involve other activities such as visiting local producers, participating in food festivals, and attending cooking classes. The World Tourism Organization (UNWTO) defines [2].

This can be related that Gastronomy Tourism is related to food and drinks and is closely related to other culinary events and activities such as festivals and other visits [3]. However, the main purpose of Gastronomy Tourism is food since gastronomy tourism is the activity in which the tourist visits a destination to taste the local food and the beverage product that can add to the experience and impression of their trip. The successful gastronomy could be seen in how much its destination applied an impressive and unique culinary identity as an asset. According to Fox [4], the tourist experience and impression of gastronomy are formed by testing the food and beverage in the destination. With a deep impression of conducting Gastronomy Tourism in each region, it must be distinguishable from its culinary identity so that it will be an interesting and authentic experience in traveling to Indonesia.

Indonesia is blessed with various distinctive natural, ethnic, and cultural resources, traditions, and traditions, as well as various other uniqueness, especially in terms of culinary. Indonesian cuisine is a portrait of plant and animal diversity, various ways of processing and presentation, and is rich in taste and culture, so this is the main attraction and differentiator with other regions. Indonesia has so many natural resources, rich in cultures and traditions, particularly in the art of culinary. The rich taste in Indonesian cuisine has come from the various ingredients, the process of how the dishes are made, and the unique presentation, which could be a considerable potential and advantage to develop Indonesian tourism. Enjoying local cuisines cannot be separated from tourist traveling activities. Enjoying Indonesian food, which not only consists of food, drinks, and snacks, is very important to support Indonesia's tourism potential. Enjoying local cuisine cannot be separated from travel activities.

Gastronomy Tourism can make a special attraction for tourists who visit Indonesia. With the diversity of ethnic groups in Indonesia, it means that there are also many destinations to do Gastronomy Tourism which will not only discuss the specialties of the region but, more broadly, all aspects of support from food serving activities so that tourists will get a different experience from just consuming food typical of the area. In the end, it will empower the components involved in it.

In 2019, Dr. Ir. Arief Yahya M.Sc, a Minister of Tourism at that time, appointed three places for Gastronomy Tourism. In Indonesia, there are Bandung, Bali, and Joglosemar (Jogja, Solo, and Semarang). He also stated that Gastronomy Tourism Destination should be our concern because culinary is the first thing every tourist searches for after arriving in a tourism destination. Vita Datau Messahk, a chairman of Akademi Gastronomy Indonesia (AGI), mentioned that in determining these three destinations, specific criteria should be accomplished, such as Food diversity, culinary business stakeholders, support from the government, and the growth of culinary business in the area.

After Bandung is appointed as one of the gastronomy Tourism destinations, every stakeholder in gastronomy tourism should try to persuade their business to match the tourist needs. There are many benefits of gastronomy tourism, such as introducing and giving knowledge about local food to the tourists, introducing uniqueness and differentiation in culinary arts, adding value for food ingredients improvement, and developing local tourist areas. As one of the Gastronomy tourism Destinations with many potential tourism attractions, Bandung is always a place to go for visitors who look for places to dine in or to eat food during their trip. With the variety of food to enjoy, no wonder Bandung has been chosen to become one of the World's Best Cities for Traditional Food (Fig. 1).

Gastronomy tourism should make a good impact on local tourism, such as: supporting the development of the local economy and its surrounding in the process of food and beverage production [5, 6]. Dougherty et al. [5] and De salvo [7] agreed that the motivation of gastronomy tourism should bring up local community welfare and natural resources, which could show its local history and/or local iconic food presentation.



Fig. 1. World's Best Cities for Traditional Food

One of the components of gastronomy tourism is local food. The promotion of local food could develop the destination. The development in Gastronomy could be applied with local government collaboration with the investors, food providers, and marketing sectors. Everett and Aitchison [6] mentioned that gastronomy tourism is also inseparable from the culture, society, lifestyle, and people in the destination. The local food could be mentioned as an idea of food production when the attraction could be provided and the marketing tools also available to support them [6, 8].

Daugherty [5] enhanced that the motivation for successful gastronomy tourism is local food. The promotion of local food could develop the destination. The development in gastronomy tourism could be applied with the collaboration of local government with the investor, food providers, and marketing sectors.

According to Richard [9], tourists' experience could be obtained from knowledge and culture of the food itself; tasting the local food as an experienced developer in memory; the food differentiation, innovation, and creativity; the infrastructure in food-producing and consumption; enrich and introduce local food and its culture in the destination.

Based on the explanation above, we can assume that the tourism experience could be built by food while visiting one tourist destination. According to UNBC, Authentic is something that seems real or genuine. Thus the products and the experiences will lead the tourist destination and local culture to be developed. Based on the citation above, it can be interpreted that the authenticity applied in cultural tourism is what tourists feel is genuine. So tourists who come to Indonesia can do some activities related to gastronomies, such as visiting local producers, participating in food festivals, and attending cooking classes. This is one way to do authentic activities.

It is in line with what was explained by UNBC that While it may be hard to have a truly authentic experience while traveling, forging relationships with the local population could help make a front-stage experience seem more authentic. So, with this condition, one of the common ways to feel authenticity while we visit tourist destinations is by trying the local food.

2 Methods

The qualitative approach in this research is to understand concepts, opinions, or experiences from the phenomenon in Bandung as a gastronomy tourism destination from the tourists and local community side. Observations were conducted in the popular gastro tourism area in Bandung. Two interviews were conducted in this research with two gastronomic tourists in Bandung. Triangulation data strengthened the data collection in this research. The observation method was conducted by observing gastronomy tourism activities in Bandung, especially for local food. Doing the observation by visiting the popular location for gastro tourism. 2 interviews will be conducted at the research with two gastronomic tourism sites in the area that provide local food. Sound recording, form, field notes, video, and photograph result from interviewing.

SWOT analysis is used as a result generator in the case of local food and tourism experience in Bandung, shown in the tables of SWOT, to make general objectives of this research. The local community and tourists are involved in this research. The data were collected from observation, documentaries, and interviews to show the recent euphoria and situation of gastronomy tourism and tourists' experience in Bandung.

3 Result and Discusstion

Two approaches will be used for this research. The first will be a SWOT analysis to determine the strength, weaknesses, and opportunities for going gastronomy activities in Bandung. The second one is from the observation of the author and the result of the interviews. The semi-structured interview will be conducted with 2 participants representing two gastronomic tourists in the area who provide local food at different times and places.

The SWOT analysis in this research applied to two gastronomy tourism areas. In this case, Sudirman Street and Punclut are observed as gastronomy tourism areas that sell so many culinary arts in the chosen area in Bandung. Table 1 shows SWOT Gastronomy Tourism in Bandung from the interviews, observation, and documentary.

Table 1 shows that each place of gastronomy tourism in Bandung has different strengths, weaknesses, opportunities, and threats. Pearce & Robinson [10] mentioned that SWOT evaluates all the strengths, weaknesses, opportunities, and threats in an individual or organization. According to Rangkuti [11], a SWOT analysis should be the solution for the company and identify the most important strength, which could be an opportunity, and the weakest issue or threat, which should be fixed or minimized.

In this research, two places have been observed from SWOT analysis. The other research on gastronomy tourism in the Bandung area is Sudirman street to give guests local and Chinese cuisine from various vendors. Nevertheless, the weakness of this place is quite crucial. The place was not too spacious; and it was too crowded. A collaboration with the local government to expand the area is needed.

The last one is the Punclut area. This area is very popular, which is one of the strengths of this area. Nevertheless, the primary strengths of this area are the view and the various vendors who serve Sundanese food. Sundanese food, such as nasi timbel, petay, jengkol,

Table 1. SWOT Gastronomy Tourism in Bandung

Gastronomy Tourism in Bandung	SWOT
Sudirman Street Area	<ul style="list-style-type: none"> • Strengths: so many local food vendors, local food variety, strategic location, Chinatown • Weaknesses: too crowded, food services usually take a long time, limited parking lot. • Opportunities: experience Chinese cuisine with local dishes, could do more activities in the area • Threats: non-halal meals served as well (the majority of people in Indonesia are Muslims), too crowded
Punclut Area	<ul style="list-style-type: none"> Strengths: many Sundanese food vendors, the taste of food is mostly good, the place with mountainous view • Weaknesses: same meals, different price, limited parking lot, far from Bandung city center • Opportunities: bring up Sundanese cuisine, has many other tourist attractions and activities • Threats: The road to get there is narrow, traffic on the weekend

sambal, and perkedel are local food from Bandung. Tourists' perception of gastronomy in traditional food would be valuable to gaining visitors' intention to return to the place [12]. The other attraction in the Punclut area, such as Dago Bakery, a souvenir store from Bandung, and all the Sundanese cuisine (and other authentic food from Bandung) also become an opportunity for this area to grow and increase the customers' experience in tasting the food. Nevertheless, the infrastructure to go there was not good enough. There was also limited parking space, so the Punclut area needs support from the government to solve the weakness and threats to keep the number of visitors that come and enjoy gastronomy tourism in the Punclut area.

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