



Gastronomic Tourism as a Creative Tourism Industry

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Abstract. Food in the context of the tourism industry is known as gastronomy. Gastronomic tourism is becoming increasingly important and interesting in tourism development recently. This study aims to explore the factors that related to the development of gastronomic tourism in Jambi Province. This research applies qualitative research using NVivo software. The results show that the factors that influence the development of gastronomic tourism in Jambi Province are: Malay cultural identity, environment and geographical conditions, food history, art and methods of serving food and lastly people's lifestyle.

Keywords: Creative Industries · Gastronomy · Tourism

1 Introduction

Food is one of the important tourist attractions and is in great demand today [1]. Culinary and tourism, also known as culinary tourism, has emerged as the main theme of tourism that continues to grow and promise. According to [2] stated that food has a significant role in helping tourists or tourists in determining the destination of their tourist destinations. Culinary tourism has become an inseparable component of the marketing strategy of a tourist destination. Especially if the culinary is a typical culinary that is not found elsewhere.

Food in the context of the tourism industry is known as gastronomy. Santich in [3] defines that gastronomy is a guide in various ways that involve everything about food and drink. Gastronomic studies are highly interdisciplinary, dealing with reflections on the history, impact of culture and the environment on the art or science of good eating. Meanwhile, [4] concluded that gastronomic identity is influenced by cultural and

environmental factors. This means that when geographical and climatic conditions affect the food produced, the taste and uniqueness of the food will depend on these factors. For example, if the tourist area is an archipelago, then eating habits will mostly depend on seafood. On the other hand, [5] added that gastronomic tourism is another way to enjoy tourist attractions while also preserving culture through efforts to preserve culture in the food and beverage sector or commonly called culinary tourism.

The importance of gastronomic tourism is so prominent in contemporary tourism management. So that this is the basis of many policies and strategies as well as industry agendas in the world of tourism [6]. The existence of gastronomic tourism allows destinations to showcase their uniqueness and cultural diversity as a competitive advantage in a globalized world [7]. Even the Gastronomic Cities Category has become an integral part of the Creative Cities Network by UNESCO because of the importance of gastronomic experiences for tourists and travelers [8]. This is because tourists will demand new experiences and sensations in their vacation, one of which is through food experiences. Therefore, gastronomy is an important criterion in the selection of holiday destinations because it is able to direct tourists and tourists to experiential tourism. This study is in line with research [9, 10] who found that tourist destinations need to identify and promote the attributes that underpin their image, including specific products made from their own culture and natural resources.

The existence of gastronomic tourism as a reflection of the characteristics and uniqueness of this area is expected to have an impact on tourism, including attracting tourists and increasing the possibility of making return visits. Study of [11] stated that the existence of gastronomic tourism in the form of fish food in Belitung is able to attract tourists to travel. So that this product will provide added value for the island of Belitung as an attractive and sustainable tourist spot. This research supports research [12] who researched gastronomy in Albania. He added that the authentic experience offered by gastronomic tourism was chosen as the main motivating factor by visitors to consume local food during their vacation. Based on the findings of this study, food has a great influence in attracting tourists to a destination from a tourist's point of view.

Meanwhile, the gastronomic impact of increasing return visits (revisit) has been researched by [13] surveyed from a group of countries in Australasia, Europe and North America showed that food tourism activities affect travel satisfaction and affect return intention and willingness to recommend returning as a tourist destination. [14] in his research in Shiraz, Iran emphasized that tourists would prefer typical food as a reason for traveling to tourist destinations.

On the other hand, one type of creative industry is the food creative industry. The creative food industry is a place that offers visitors a variety of options to sample culinary tourism opportunities. [15] added that this form of culinary tourism can be in the form of culinary tours and agricultural visits, as well as culinary tours combined with other activities such as arts (for example, cultural festivals).

Indonesia has diverse tourism potential and is also supported by gastronomic potential [16]. For example, West Sumatra has a gastronomy in the form of Sate Padang [17], Kejek and Angleng Tea from West Java [18, 19], Betawi food from DKI Jakarta [3], to the form of places to eat like Chinatown in Bandung [20].

Meanwhile, in Jambi Province, which is an area with thick Malay customs, has tourism and gastronomic potential in the form of various special foods, including tempoyak which is a typical food of Jambi province, Gulai Tepek Ikan from the area Seberang city of Jambi, pineapple and fried rambutan from the Muaro Jambi region, or various processed seafood in the Tanjung Jabung Timur and Tanjung Jabung areas, wet pastries and sweet foods such as 8-h cake (Bolu 8 Jam), Maksuba or Engkak, from the Batanghari area, to drinks such as Pinang Juice.

Thus, gastronomy as part of the creative industry in supporting tourism is an interesting phenomenon to study. Meanwhile, research on gastronomy as a support for tourism in Jambi Province has never been carried out, so this research is important to research.

2 Method

This research is a qualitative research. The objects used in this study are gastronomic business actors in Jambi Province (11 districts and cities) which have regional gastronomic potential. The analysis used in this study uses Nvivo software.

3 Result and Discussion

3.1 Regional Gastronomy Profile in Creative Industries in Jambi Province

Jambi is a province dominated by the Malay race, and is also home to the Kubu Anak Dalam tribe, better known as the Orang Rimba. Jambi society is very heterogeneous, including many immigrants from Minangkabau, Batak, Javanese, Sundanese, Chinese and Indian. Chinese historical records state that Jambi was once the administrative center of the ancient Malay Kingdom which spread its influence over most of the island of Sumatra and even to the Malay peninsula. The greatest influence of this kingdom is the use of the Malay language in West Sumatra, Bengkulu, Jambi and even to Malaysia. This causes the culinary to get a lot of influence from Malay culture.

Meanwhile, from the culinary side, Jambi's special food is very diverse. One of the typical foods of Jambi Province is Tempoyak. When the Durian season arrives, not only is the fruit eaten in Jambi, the durian fruit that is not eaten can be fermented for a long time, it's called tempoyak. Tempoyak is the raw material of fermented durian, usually the time it takes to ferment durian into tempoyak is about 7 to 10 days. Tempoyak is no longer a direct food but is used as the main ingredient for various fish preparations as a friend to eat rice. Other foods that can be found include various types of wet cakes, fish tepek curry (gulai tepek ikan), waterfall curry (gulai air terjun), and various Jambi Province cakes, such as gandus cake and kojo sponge (bolu kojo).

3.2 Business Governance Regional Gastronomy in Creative Industries as Support for Tourism in Jambi Province

Based on information from Culinary Connoisseurs and Culinary Activists, information was obtained in the form of gastronomic tourism development in Jambi Province. The information is then processed with the NVIVO program, so the following results are obtained:

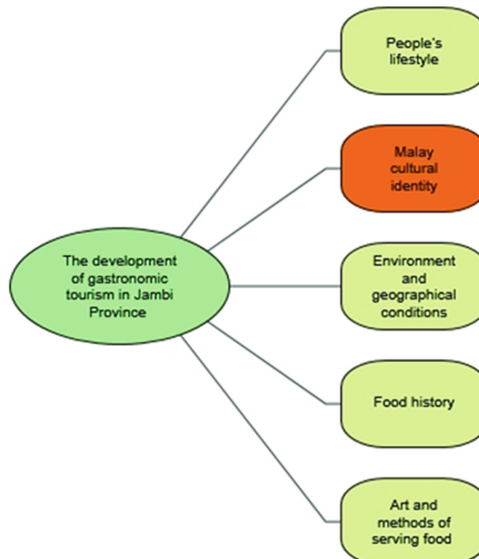
1. Word Cloud
2. Mind Map
3. Project Map

Here is the word cloud of this research (Fig. 1):



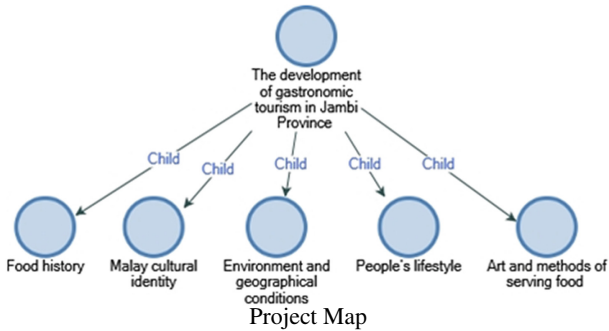
Word Cloud

While, here is the mind map of this research (Fig. 2):



Mind Map

And, this is the project map of this research (Fig. 3):



Based on the results of these qualitative calculations, it can be concluded that gastronomic tourism in Jambi Province is influenced by the following factors:

1. Malay Cultural Identity,
2. Environment And Geographical Conditions,
3. Food History,
4. The Art and th Method Of Food Serving

Authors' Contributions. The author indicated in parentheses made substantial contributions to the following tasks of research: initial conceptions, designs and model, collection of data, analysis and interpretation of data.

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