



Tour Packages of Local Food Gastronomy in Pasir Ipis Village, Lembang, West Bandung Regency

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Abstract: This research aims to analyze the potential of the Kampung Pasir Ipis as a disaster area that can be developed into a gastronomic tourism attraction for emergency food. So, a gastronomic tourism package is formed, namely the Nyandak Nuansa Tour. This research is a qualitative descriptive study with primary data obtained through purposive observation and interviews with nine components of the Nona Helix, namely the government, tourism service, business actors, academics, community leaders, Non-Governmental Organizations (NGOs), youth communities, suppliers, and women empowering community. Meanwhile, data was collected using the snowball technique for tour package participants. The research results show that Pasir Ipis Village has quite a lot of potential for gastronomic tourism attractions. Thus, the Nyandak Nuansa Tour creates two types of packages with different activities and prices. The activities that will be carried out during the tour are getting to know, selecting, and cooking local food ingredients while gaining insight into the nutritional value, quality, history, and philosophy behind the typical dishes of Kampung Pasir Ipis and developing emergency food. Tour Package marketing analysis includes segmenting, targeting, positioning, and digital advertising.

Keywords: Tour Packages, Emergency Food, Gastronomic Tourism, Pasir Ipis Village 4

1. Introduction

Tourism is a journey from one place to another for referring tourist attractions on a form activity. Tourism's sustainability will benefit visitors, inhabitants around the area tour, government, and stakeholders (Baronyak et al., 2020; Marsindi et al., 2023). The culinary element is one of the essential things in an activity tour. Vita Datau, founder and chairman of the Indonesian Gastronomy Network, disclosed that this tour reached US\$ 1796.5 billion in 2020. The data prove that gastronomy tours have good opportunities as a business.

Turgarini et al. (2018) mentioned that gastronomy represents art and knowledge and becomes a form of appreciation that crosses ethnic boundaries, race, group, religion, gender, and culture. By studying food and drink with profound attention, somebody can get a different side of culinary experience. Gastronomy confirms the importance of local foods and drinks as a critical element of cultural identity. Gastronomy knowledge includes cultural and historical aspects inherent in it, which, in the end, will form the cultural identity of a region. There are nine components of gastronomy, according to Turgarini et al. (2018), namely: (1) philosophy, history, tradition, and social; (2) material raw; (3) cooking; (4) ethics and etiquette; (5) tasting, (6) nutrition knowledge, (7) serving, (8) finding a unique eating experience, and (9) studying, researching, and writing a food.

Pasir Ipis Village is located in West Bandung Regency, near a Lembang fault (Sesar Lembang). It has the potential for extensive disaster areas. These geographical conditions will be a challenge in the future. Communities in this area should prepare food based on local raw materials with a long shelf life and can be utilized as emergency food. (Drucker, 1985; Suhardi, 2008; Astriani et al., 2011) The challenge is that the potential of this food has yet to be developed as a gastronomic tourism attraction. Then, gastronomic tourism activities have yet to be carried out through travel packages that involve community participation as a sustainable tourist attraction.

Later on, this village provides tourism services initiated by Nyandak Nuansa Tour, which includes tourist services focusing on gastronomic tourism in Pasir Ipis Village. Therefore, this research aims to analyze the potential of the Kampung Pasir Ipis as a disaster area, which can be developed into a gastronomic tourism attraction for emergency food in the form of a gastronomic tour package, the Nyandak Nuansa Tour.

2. Methodology

The development of gastronomic tourism needs interrelation between stakeholders. Turgarini et al. (2018) emphasized that city gastronomy needs a synergy of stakeholders called Nona Helix or Salapan Cinyusu. The nine *stakeholders* include entrepreneurs, workers, government, experts, observers, connoisseurs, *Non-Government Organizations*, technology, and suppliers.

The subject of this study is Nona Helix, which consists of 24 people: entrepreneurs, government, workers, suppliers, expert gastronomy, cultural observers, *non-governmental organizations* (NGO), and technology information partners, as well as 76 tourists. The data obtained is in-depth interviews and observation.

The research method is a qualitative descriptive method approach, with quota and purposive technique sampling. Retrieval data used primary data with observations in Pasir Ipis village, Lembang, and interviews with Nona Helix components. Technique processing data uses qualitative data that can be processed after collecting all the data and then assessing various data, producing the conclusion. The following steps analyze data, which have been done: (1) Categorizing all types of topics according to the resulting data pattern from the research results; (2) Adapting and comparing data obtained with theories and other support sources to draw several conclusions; (3) Explaining findings from a study that has gone through the data processing so that it can express the decision verbally.

3. Results and Discussion

Pasir Ipis Village is located in West Bandung Regency, close to the position of the Lembang fault, so this village has great potential to become a disaster area. The potential for food can be developed as a gastronomic tourism attraction, as well as gastronomic tourism activities through the creation of travel packages as tourism activities that involve community participation and can become a sustainable tourist attraction (Ningsih et al., 2021; Riano et al., 2021; Turgarini et al., 2018; Stevan et al., 2022).

As an implementation, the Nyandak Nuansa Tour is a service tourist trip that makes the tourism gastronomy Village of Pasir Ipis a tourist destination. Nyandak Nuansa is taken from the Sundanese language and means 'take atmosphere,' and tour originates from the English language, which means journey. Through the name, researchers conducted trail tests to provide experience to travelers by obtaining the journey to looking for food and sharing knowledge of Pasir Ipis village as an unforgettable experience.

The advantage of the Nyandak Nuansa package tour is that travelers will be invited to recognize, choose, and cook local material standard food. Not only did it introduce the mark on nutrition, quality, and history, but also the philosophy of food. Local food activity will be equipped with other various attractions to add impression to become an unforgettable journey (Ningsih & Turgarini, 2020).

The Analysis of Gastronomy Component of Liwet Rice

Liwet Rice of Sunda in Pasir Ipis Village was chosen as food that can be explored from various sides according to the theory Turgarini et al. (2018), which put forward into nine component gastronomy as follows: (1) Philosophy, history, and social traditions; (2) Culinary; (3) Raw material; (3) Ethics and etiquette; (5) How to taste; (6) How to serve; (7) Learn, researching, and write food; (8) Unique experience; (9) Nutrition Knowledge. The philosophy, history, and social traditions of Liwetan Sunda itself initially come from the community habit of Sundanese, the former profession of a farmer. Farmers bring provisions of rice and side dishes, which are entered in castor oil. To make it easier, they bring and reheat the food you brought so that they can eat together. Liwetan Sunda in Pasir Ipis Village's philosophy mutual work together. Here, inhabitants cooperate to prepare side dish peak for activity wandering around.

Culinary Liwetan Sunda in Pasir Ipis Village including in category food main with method making as follows: (1) Heat oil and fry two sticks lemongrass, five sheet leaf regards, 12 sliced shallots, five onions sliced white, ten cayenne peppers until fragrant. Then lift and drain; (2) Add 300 grams of rice to the pan rice cooker along with stir-fry seasoning, then pour water by dose and cook until done; (3) Fry 50 grams anchovy Medan and 2 cut jambal bread until ripe. After that, add it to the rice cooker. Insert also leaf basil. Then, stir until mixed flat. Cook very Again so that the rice cooks; (4) Once cooked and cooked, stir the returned rice and serve fresh vegetables and other side dishes.

Raw materials for making liwet rice in Pasir Ipis Village are purchased from a market close to residential areas residents. The selection of raw materials is carried out to ensure safety and quality material. Material standards that are used, however rich, will contain nutrients that benefit the body.

Ethics and etiquette: Several rules must be followed when eating Sundanese Liwet Rice in Pasir Ipis Village, including

1. Chew food with No taste/sound;
2. The woman's sitting position is kneeling or 'emok' and the man's cross-legged;
3. Eat using your hand right, and only the tips of the fingers may come into contact with food;
4. Take enough food, not greedy;
5. Wash hands before and after eating;
6. Pray before and after eating.

How to taste is method Eat Which typical from rice liwet that is normal called with botram. Botram in, meaning Sunda is togetherness And simplicity. Usually, rice liwet is enjoyed with Methoden in a way that Good together

family, relatives, and neighbors. How to serve: Nasi liwet is served with an apan-shaped container made of iron, which is usually called Castrol, for a more authentic taste.

Learn, research, and write food from the ngaliwet tradition, one can discern a message: the simplicity of sharing a meal and gathering together can bring people closer, strengthening the bonds between different groups or within families. Tourists gain a unique experience when enjoying nasi liwet, as consuming it together, gathering at a single point, symbolizes camaraderie and togetherness. Nutrition knowledge: One plate of nasi liwet is 100 gr. It has 1042 kcal energy, 66.38 g proteins, 56.07 g fat, and 79.27 g carbohydrate. The health benefits of the ingredients used include high carbohydrates in rice, serving as a source of energy for humans. Chicken, tofu, and tempeh provide high levels of protein, aiding in the formation of antibodies in the body. Vegetables contribute to high fiber content, facilitating the digestive process.

The Analysis of Nona Helix's Role in Encouraging Efforts to Create Gastronomic Tourism in Pasir Ipis Village

Based on the interview and observations conducted by the team with stakeholders (Hadiwijoyo, 2012; Trisnawati et al., 2015; Suriya, 2020), here are efforts that can be made to push the development of gastronomy tour in Pasir Ipis Village:

1. The tourism and culture office of West Bandung Regency is conducting specialized training for the Tourism Awareness Group and business practitioners in Pasir Ipis Village.
2. Academics assist business practitioners in collaboration to enhance the value and economic benefits of Pasir Ipis Village's flagship products, such as nasiliwet and rengginangoyek.
3. Encouraging the youth of Pasir Ipis Village to recognize and utilize the potential in their village for management, aiming to establish sustainable tourism.
4. Update on news online, website, and social media of Pasir Ipis Village about the gastronomy tour activities.
5. Business actors are trying to accept criticism and suggestions from tourists, observers, and experts in the field for evaluation and repair.

The Analysis of Market Mix.

The marketing mix is tool marketing, which can controlled and combined with several marketing activities to realize the response market by the target (Gumilang, 2019; Ridwan & Ningsih, 2021; Lesmana & Turgarini, 2021). Strategy marketing, which promotes the Nyandak Nuansa Tour to consumers, consists of 4Ps: *product, price, promotion, and place*. These four strategies are done to reach the objective and increase the sales package of Nyandak Nuansa Tour. Following are the marketing strategies from NyandakNuansa Tour.

Produk, Nyandak Nuansa Tour offers a range of tour services with unique appeal in each destination. These tours feature natural attractions and diverse culinary experiences, including gastronomic attractions workshops, culminating with souvenirs typical of Pasir Ipis Village. At each destination, tourists are guided by a tour guide who is a Pasir Ipis Village community member, possessing excellent skills and knowledge in guiding tourists. Travelers can register for these tours through social media platforms such as Instagram and Facebook, where they can also view official documentation provided by the tour provider.

Price: Nyandak Nuansa Tour provides two types of tour packages with different prices, namely, Rp.170,000.00 for a one-day tour and Rp. 310,000.00 for two days one night tour. Both have their respective advantages and disadvantages that tourists can consider, making them a suitable destination for their journey to Lembang.

Promotion: The sale package tour uses social media: *Instagram, Facebook, and TikTok*. Nyandak Nuansa Tour intertwine cooperation with business people in Pasir Ipis Village because business people carry out that promotion through *word of mouth*. Promotion advancement can be done using Instagram to target the market segment appropriately. It can be explained in detail as follows: First, word of mouth is marketing from mouth to mouth, which is done directly. This packaging method is considered the most effective because no costs are involved. Second, Proposals tour. This tour proposal is created to introduce the tour and contain comprehensive information about the package, facilities, itinerary, and associated costs. Third, Instagram, the promotion on Instagram involves paid ads for a specific duration to support the achievement of our targets. This is complemented by engaging content through attractive posts. Fourth, TikTok, other social media platforms, such as TikTok, are also utilized for promotion. In these campaigns, content is tailored to the current trending topics to maximize engagement.

Two types of packages are implemented in the Lembang area, which visitors currently crowd. The location of the Pasir Ipis village is very strategic and profitable for tourists due to easy vehicle access.

Segmentation, targeting, and positioning segment market chosen on NyandakNuansa Tour, namely intermediate segments. The middle part is selected because of the scope of tour marketing. This is where the tour price charged is sufficient in the competitive market. Nyandak Nuansa Tour targets the needs of the young generation aged 17-25 years and tourists with special interests in agro-industry. Social media content adjusts with trends to be readily

accepted and more known by the target market. This tour will introduce the nutrition, quality, history, philosophy, and outlook regarding the typical of Pasir Ipis Village.

Nyandak Nuansa Packages Tour

The tour package is one of the suitable designs for the tourist village development. (Dangi & Jamal, 2016; Muliani & Krisnawati, 2022). Nyandak Nuansa Tour in Pasir Ipis Village offers two types of tour packages. The creation of these tour packages is tailored to the natural and cultural richness of Pasir Ipis Village. Tourists can participate in various exciting activities with the details are Package 1 and Package 2

Package 1 is a two-day and one-night tour. The set price for this package is Rp 310,000, with a minimum of 40 tourists. This package includes strawberry picking, a flower garden visit, liwet cooking class, cactus education, Lembang fault exploration, a cultural center visit, rengginangoyek making, and a cattle farm tour. Facilities provided in this tour package include three coffee breaks, three meals, Lembang milk, a flower basket, strawberry juice, and homestay accommodation.

Package 2 is a one-day tour. The set price for this package is Rp 170,000, with a minimum of 36 tourists. Planned activities in this package include a flower garden visit, cactus education, Lembang fault exploration, a cultural center visit, renegeing oyek making, and a cattle farm tour. Facilities provided in this tour package include two coffee breaks, one meal, Lembang milk, a flower basket, and a mini cactus. This gastronomic tour package is appealing due to its engaging nature, offering natural attractions rather than artificial ones. The variety of activities adds to its allure, and its central location in the Lembang tourism area makes it easily accessible to public facilities. Challenges like narrow and steep roads may only be comfortable and feasible for some drivers. Additionally, local communities may still need to gain awareness of environmental conservation, leading to indiscriminate waste disposal.

However, opportunities arise from the presence of entrepreneurs in Pasir Ipis who have the potential to develop existing businesses, thereby supporting the local economy. This could also attract attention from authorities in the vicinity. The challenge of Pasir Ipis being in a disaster-prone area is addressed by preparing travel routes aligned with evacuation plans identified by geological experts in the region. Implementation of the tour packages begins with business planning and workload distribution among group members during the planning stage. Subsequently, a field survey is conducted to understand the objective conditions of partners who will serve as tourist destinations. Photos and videos are captured to create captivating promotional content that sparks tourist interest.

Before the main activities commence, the team prepares by purchasing necessary tour guide supplies and coordinating with partners to ensure readiness for visitor arrivals. After the activities are executed, an evaluation provides insights and recommendations for future activities. A comprehensive report is generated based on the entire sequence of activities carried out, serving as a solid guide for developing this tour package.

Operationally, collaboration is carried out with partners as follows: (1) Collaboration with flower plantation owners, strawberry farms, and cattle farms for the gastronomic tour activities in Pasir Ipis Village; (2) Ensuring accommodation partners meet the tourists' accommodation needs; (3) The presented gastronomic journey provides diverse foods, not only meeting the basic needs of tourists but also delivering memorable experiences and knowledge. Foods offered include nasiliwet, combro and cassava, papais, artisan tea, fresh strawberries, and fresh cow's milk; (4) Involvement of the local Pencak Silat community and traditional games in Pasir Ipis Village to serve as cultural attractions for tourists, offering a unique experience compared to urban settings; (5) Engagement of the Tourism Awareness Group of Pasir Ipis Village in the operational aspects of organizing these activities.

Implementation Stage

Planning, the researcher analyzes by investigating current market issues such as consumer preferences, price comparisons and identifying similar competitors. A location survey and interactions with stakeholders follow. The total estimated production cost is then calculated. Preparation: This stage is meticulously carried out to ensure the smooth execution of the tour. Execution preparation involves creating a list of necessary items, including personal requirements and all needs during the tour.

Process: During the execution stage, the gastronomic tour takes two days and one night in Pasir Ipis Village, Lembang District, West Bandung Regency. The first day includes a flower bouquet-making workshop guided by successful entrepreneurs, a local cultural art performance, and an understanding of local products like RO (rengginangoyek) and cow's milk. On the second day, the focus shifts to culinary experiences, including tasting papais and boiled dishes, strawberry picking, learning to cook nasi liwet, and gaining in-depth knowledge about the gastronomic aspects of these dishes. The event concludes with a communal meal or 'botram,' and information is conveyed through various methods, including lectures, discussions, and hands-on practice.

Business development evaluation process: While evaluating business development, communication with relevant parties is maintained through WhatsApp and Zoom meetings for seven (7) days after the simulation to ensure sustainability and positive impacts from this program on the local community. Accountability report: This

report contains a series of preparations and evaluations during the activity process. Apart from that, there will be a presentation regarding this program's outcomes and outputs that align with targets.

4. Conclusion

Pasir Ipis Village has the potential to become a gastronomic tourism destination. Despite being in a disaster-prone area, this effort aims to develop emergency food innovations with local cuisine as a gastronomic tourism attraction, representing the natural richness of Pasir Ipis Village. The Nyandak Nuansa Tour could turn Pasir Ipis into a gastronomic tourism destination, providing an experience of cooking local ingredients while gaining insights into the nutritional value, quality, history, and philosophy behind Pasir Ipis' signature dishes.

The research uses a descriptive research method with a qualitative approach. The development of tourism in Pasir Ipis Village utilizes the Nona Helix Components. The offered packages in Nyandak Nuansa Tour in Pasir Ipis Village are priced at Rp 170,000 for a one-day tour and Rp 310,000 for a two-day, one-night tour. Marketing plans utilize marketing mix, STP, and advertising strategies. An organizational plan is also essential as a guide for developing this tour package, aiming to enhance the local community's well-being.

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