



The Journal Gastronomy Tourism

Journal homepage:

<https://ejournal.upi.edu/index.php/gastur/index>



Gastronomy Tourism: Local Food and Tourism Experience in Bandung

Irma Citra Resmi, Wawan Dhewanto, Dina Dellyana*

School of Business and Management, Institut Teknologi Bandung, Indonesia

*Correspondence: E-mail: irma_citra@sbm-itb.ac.id

ABSTRACT

Gastronomy tourism could also be named as dynamic culinary tourism, defined as the activity that the tourists visit a destination to taste the local food and beverage products that can add the experience and impression to their trip. Gastronomy Tourism is currently developing rapidly and become one of the most creative and dynamic segments in the field of tourism. Bandung as one of three places that designated as gastronomy tourism destination in Indonesia besides Bali and Joglosemar has very attractive gastronomy tourism destination. Bandung is one of the cities that develop and expand gastronomy tourism in Indonesia. The qualitative approach used in this research is to understand concepts, opinions, or experiences from the phenomenon in Bandung as a gastronomy tourism destination in the case study. SWOT analysis and flow model technique used as a result generator in the case of local food and tourism experience in Bandung. The local community, tourists, food industry, and local government are involved in this research. Knowing the gastro tourism in Bandung that giving authentic experience for tourists specifically it will give specific information that can be useful for gastronomy enthusiast and will illuminate to culture and economic development of Bandung.

ARTICLE INFO

Article History:

Submitted/Received 10 Aug 2023

First Revised 30 Oct 2023

Accepted 1 Nov 2023

First Available online 8 Nov 2023

Publication Date 20 Dec 2023

Keyword:

*Gastronomy; Gastrotourism;
Culinary Tourism; Authentic
Tourism Experience; Bandung.*

1. INTRODUCTION

Gastronomy tourism could also be named as culinary tourism, defined as the activity that the tourists visit a destination to segments in the field of tourism. Tourism taste the local food and beverage products that can add the experience and impression to their trip. Gastronomy Tourism is currently developing rapidly and become one of the most creative and 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 (Bannister H, 2017). As described below, "In recent years, Food Tourism has grown considerably and has become one of the most dynamic and creative segments of tourism (Wolf, 2002). Both destinations and tourism companies are aware of the importance of gastronomy to diversify tourism and stimulate local, regional, and national economic development. Tourist who doing gastronomy tourism not only trying the food that serve in several place they visit but actually they search or keen to try local food that local people provide, not only come for tourism attraction (Kivela et al, 2005).

2. LITERATURE REVIEW

Gastronomy is interesting to be done by tourists who intentionally aim for the main purpose of doing Gastronomy Tourism and for tourists who only make Gastronomy Tourism as part of their tourism activities. Gastronomy Tourism, culinary tourism or food tourism is a form of tourism that is based on the strength owned by the culinary aspects of a country, region, or area (Sukenti). Gastronomy Tourism is not only limited to consuming the food served, gastronomy has a broader effect than just the food served, Gastronomy Tourism offers enormous potential in stimulating the local, regional and national economy and increasing sustainability and inclusion. Gastronomy Tourism provides a positive contribution from the tourism value chain such as agriculture and food production businesses. This 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.

According to UNWTO Gastronomy Tourism are tourism activities that have 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 (UNWTO, 2019)

This can be related that Gastronomy Tourism is not only related to food and drinks but is also closely related to other culinary events and activities such as festivals and other visits (Abdul-Karim, 2010) although the main purpose of Gastronomy Tourism itself is food as described as follows Gastronomy tourism is the activity in which the tourists visit a destination to taste the local food and beverage products that can add the experience and impression to their trip. The successful gastronomy tourism could be seen in how much its destination applied an impressive and unique identity of culinary as an asset. According to Fox (2007), the tourist's experience and impression in gastronomy tourism are formed by tasting the food and beverage in the destination. With a deep impression in 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 itself is a country that is endowed with a variety of natural, ethnic and cultural resources, traditions and traditions, as well as various other uniqueness that is not owned by

other countries, especially in terms of culinary. Indonesian cuisine is a portrait of plant and animal diversity, various ways of processing and presentation, and truly 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. According to [Stop \(2014\)](#), 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 big 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 are 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 and ethnic groups in Indonesia, it can be interpreted that there are also many destinations to do Gastronomy Tourism which will not only discuss the specialties of the region but more broadly namely all aspects of support from food serving activities. As a result, tourists will get a different experience from just consuming food typical of the area, which in the end will empower the components involved in it. In 2019, Dr. Ir. Arief Yahya M,Sc as a Ministry of Tourism as that time has appointed three places as Gastronomy Tourism In Indonesia namely Bandung, Bali and Joglosemar (Jogja, Solo and Semarang). It is stated why we should have dedicated gastronomy tourism destination because culinary is the first things every tourist searching for after arrived in a tourism destination. According to Vita Datau Messahk as a chairman of Akademi Gastronomy Indonesia (AGI) and also chairperson of the Tourism and Culinary Acceleration Team of the Ministry of Tourism in determining these three destination, there are specific criteria that should be accomplish such as food diversity, culinary business stakeholder, support from government and the growth of culinary business in the area.

After Ministry of Tourism determining Bandung as one of the gastronomy Tourism destination every stake holder is gastronomy tourism should make an effort to persuade their business match with 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. This creative city is committed to developing and sharing experiences to be more inclusive and sustainable in building partnerships between the public and private sectors ([Rusmiati, 2023](#)). As one of the Gastronomy tourism Destination and has lot of potential tourism attraction, Visitor who came to Bandung always looking place to dine in or to have a food during their trip, especially Bandung has a lot of different variety of food to be offered to tourist. Having different type of food to be offer to tourist who came to Bandung make the business in culinary always grown in Bandung. With those variety type of food to enjoy, no wonder Bandung has been chosen to become one of the World's Best Cities for Traditional Food.

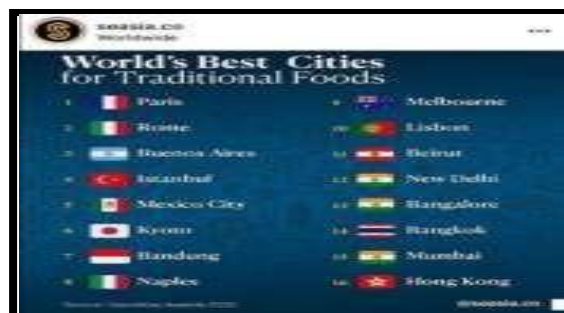


Figure 1. World's Best Cities for Traditional Food

Source: Instagram seasia.co, 2021

Bandung's recognition as one of the world's best cities for traditional food, along with its designation as a gastronomic tourism destination by the Ministry of Tourism, demonstrates its potential for the development of gastronomic tourism. 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 (Dougherty, Brown & Green 2013; Everett, 2012). Dougherty *et al* (2013) and deSalvo *et al* (2013) agreed that the motivation of gastronomy tourism should bring up local community welfare and natural resources which could show its local history and or iconic food presentation.

One of the components of 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 investors, food providers, and marketing sectors. Everett and Aitchison (2008) 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 ideal food production when the attraction itself could be provided and the marketing tools are also available to support them (Hashimoto and Telfer, 2006; Everett and Aitchison, 2008).

Dougherty *et al* (2013) enhanced that the motivation of successful gastronomy tourism should bring up local community welfare and natural resources which could show its local history and or iconic food presentation. Therefore, Indonesia also has the same opportunities too in escalating tourist expenditure through a unique local food experience (Rahman, 2023). One of the components of 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 investors, food providers, and marketing sectors. 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 (Richard, 2012; Ningsih, C., & Turgarini, D., 2020).

Based on the explanation above we can assume that tourism experience could be built by food while visiting one tourism 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 cultural to be developed. Based on the citation above can be interpreted that the authenticity that is applied in cultural tourism is what is felt by tourists who feel genuine and real. Hence, tourists who came to Indonesia can do some activities related to gastronomies activities such as can involve other activities 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. Therefore, with this condition, one of the common way to feel the authenticity while we visit tourism destination is trying the local food.

3. METHODS

The qualitative approach used 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 (Creswell J, 2010; Sugiyono, 2003). Observations were conducted in the gastro tourism popular area in Bandung. Five interviews were conducted in this research to two gastronomic tourism areas, two food providers, and one government

representative in culinary tourism. Triangulation data strength the data collection in will be conducted at the research locus with 2 gastronomic tourism destinations in the area who provide local food, 2 gastronomy tourism providers and 1 government officer that taking care of gastronomy tourism destination in Bandung who will understand and know about regulation due to gastronomy tourism destination. Sound recording, form, field notes, video and photograph are results of doing an interview with the interviewees. Observation method conducted by observe gastronomy tourism activities in Bandung especially for local food, doing the observation by visiting popular location for gastro tourism.

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, tourists, food industry, and local government 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 from the interviews, observation and documentary.

4. RESULTS AND DISCUSSION

Two approaches are used for this research, the first one is SWOT analysis to determine the strength, weaknesses, opportunities on going gastronomy activities in Bandung. The second one is from the observation of author and the result of interviews. Semi- structured interview will be conducted to five participants representing two gastronomic tourism destinations in the area who provide local food, two gastronomy tourism providers and one government officer that will be held in different time and place.

The SWOT analysis in this research applied for two gastronomy tourism place and two gastronomy tourism area. In this case, Wind Chime by Chef Felix and Braga Permai are observed as gastronomy tourism place, in other side Sudirman Street and Punclut observed as gastronomy tourism area which 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. SWOT Gastronomy Tourism in Bandung

| Name of Place | SWOT |
|--------------------------|--|
| Wind Chime by Chef Felix | <ul style="list-style-type: none"> • Strength: Unique cuisine presentation, certified world chef, clean place, give guest experience in every dishes • Weakness: expensive price, not really popular • Opportunity: the future experimental cuisine, idea of modern cuisine, revolutionized dining experience • Threat: serve mostly westernfood |
| Braga Permai 1918 | <ul style="list-style-type: none"> • Strength: Legendary cuisine, traditional meals with modern presentation, strategic area, standard price • Weakness: the services take long time • Opportunity: the place is classic but classy, can bring up legendary cuisine, historical place • Threat: compete with other modern restaurants |

| Name of Place | SWOT |
|----------------------|---|
| Sudirman Street Area | <ul style="list-style-type: none"> • Strength: so many local food vendors, local food variety, strategic location, chinatown • Weakness: too crowded, food services usually take long time, limited parking lot • Opportunity: experience Chinese cuisine with local dishes, could make more activities in the area • Threat: non-halal meal served as well (due to majority people in Indonesia are Muslim), and too crowded |
| Puncut Area | <ul style="list-style-type: none"> • Strength: many sundanese food vendors, the taste of foods are mostly good, the place with mountainous view • Weakness: same meals different price, limited parking lot, far from Bandung centre • Opportunity: bring up Sundanese cuisine, has many other tourist attractions and activities • Threat: The road to get there is narrow, traffic in the weekend |

Source: Authors (2022)

From the Table 1, it is clear that each place of gastronomy tourism in Bandung has different strength, weakness, opportunity and threat as [Pearce & Robinson \(2008\)](#) mentioned that SWOT evaluates all the strengths, weaknesses, opportunities, and threats in an individual or organization. According to [Rangkuti \(2013\)](#), SWOT analysis should at the end could be the solution for the company and identify what the most important strength that could be an opportunity and what the weakest issue or threat which should be fixed or minimized. SWOT analysis stands for strengths, weaknesses, opportunities, and threats, this analysis is based on logic that can maximize strengths and opportunities while simultaneously minimizing weaknesses and threats. In short, this SWOT analysis is applied by analyzing and selecting things that affect the four factors ([Ningsih C., Nuraeni, R, 2018; Turgarini, 2023](#)).

In this research, there are four places have been observed from SWOT analysis. In Wind Chime by Chef Felix found that the major strength for the place are unique cuisine presentation and certified by world class chef which those could be attractive for the guests to come to the place. The unique presentation here served such as the Foie de Gras, it is one of the French appetizer that made from swan or duck, served with apple and caramel which taste so good from the review of customers. It also can be called molecular gastronomy which applied scientific approach in the cooking ([Van der Linden, 2008](#)).

Wind Chime also has great opportunity to improve the experimental cuisine that could give innovation for culinary industry. One of tourism product innovation is activities which can promote and develop gastronomy tourism ([Pyke et al, 2016](#)). However, this place has also weakness from the price, to be sure with the world class chef served and cooked the food, it become expensive. Although from the threat that this place only serve western food, it should take in mind that gastronomy tourism also need to protect and give guests experience about local food identities as well ([Marasco, et al., 2018](#)).

The SWOT's result in Braga Permai 1819, found that the strength in this place for gastronomy tourism is obvious, the place serve legendary cuisine that still very tasty such as Dutch's bitterballen, Bokkepotjes and Brine Bonensoup which also related to the place in Braga that from historical side, the only restaurant outside the Netherlands that is licensed to serve royal cakes to Koningin (Queen) Emma Taart and Wilhelmina Taart. Located in the elite area of Jalan Braga, this restaurant became a dining place for members of the kingdom and

the governor of the Dutch East Indies at that time (Afrilia, 2021). As gastronomy tourism place, Braga Permai 1918 also highlight the revival of traditional recipes, history and ancestral customs through traditional gastronomy (Bannister, 2017). The place also become opportunity as the guest can see the classic restaurant in the middle of the modernization which could be a promotional tool for photography and social media. Although Braga Permai should maintain the service to serve the food faster and still compete with another modern resto.

The other research of gastronomy tourism in Bandung area is Sudirman Street. The major strength of this area are various vendor of local and Chinese food and the place is strategic, thus it is also become an opportunity for Sudirman street to give the guests local and Chinese cuisine from various vendors. Nevertheless, the weakness from this place is also crucial. The parking lot is limited and there too many people visit the area so it is become crowded. With the important the gastronomy tourism in this area, the cooperation with the local government to expand the area is required.

The last one is Punclut area. This area is very popular, that is one of the strength of this area. The major strength of this area are the view and the various vendors which served Sundanese food. Sundanese food, such as nasi timbel, petay, jengkol, sambal, and perkedel are local food from Bandung.

The perceptions of gastronomy in traditional food from the tourists would be a value to gain visitors' intention to come back to the place (Hernandez-Rojas & Alcocer, 2021). The other attraction in Punclut area such as Dago Bakery, souvenir store from Bandung and all the Sundanese cuisine (and other authentic food from Bandung) also become opportunity to this area to grow and increase the customers' experience in tasting the food. Nevertheless, the infrastructure to go there is narrow and there are actually not enough place for visitors to park their transportation. As a result, Punclut area also need support from government to solve the weakness and threat in the area in order to keep the number of visitor to come and enjoy the gastronomy tourism in Punclut area.

5. CONCLUSION

Based on the Interviews, observation, documentation and SWOT analysis from gastronomy tourism in Bandung that applied in this research, there are so many strengths and opportunities for gastronomy tourism in Bandung. Bandung still have the authenticity of local culinary that provide in some strategic area. Historical or legendary dishes also provided in Braga Permai. The experience of tourist also could increase from the molecular gastronomy in Wind Chime. Therefore, gastronomy tourism in Bandung is very diverse and rich and become opportunity for the provider and local government as well to develop the gastronomy tourism in Bandung. However, some weakness and threats are also found that have to be taken care of and solved. Further research should be conducted by the government to promote gastronomy tourism, which can enrich solutions for the development of gastronomy tourism in Bandung

6. REFERENCES

- Abdul-Karim, M. S., B. L. Chua, H. Salleh. (2010). Malaysia as a culinary tourism destination: International tourists' perspective. *Journal of Tourism, Hospitality & Culinary Arts*, 1 (3), 63-78.
- Afrilia, D. (2021). *Braga Permai, Restoran Jadul Bernuansa Eropa Klasik di Bandung*. Retrieved 23 April 2022 from: <https://www.goodnewsfromindonesia.id/2021/10/07/braga-permai-restoran-jadul-bernuansa-eropa-klasik-di-bandung>
- Bannister H. (2017). Gastronomic revolution: Peruvian cuisine's journey from cultural entity to commodity. *Zenith! Undergraduate Research Journal for the Humanities at the University of*

- Kansas*, 2(1), 135–151.
- Creswell, J. (2010). *Research Design : Pendekatan Kualitatif, Kuantitatif dan Mixed*. Jogjakarta (ID): PT. Pustaka Pelajar
- Ningsih, C., & Turgarini, D. (2020). Preservation and development of kampung nikmat as tourist destination for Sunda gastronomy cultural heritage. *Tourism Scientific Journal*, 5. 266-276.
- DeSalvo, P., Hernandez Mogollon, J.M., Clemente, E.D., & Calzati, V. (2013). Territory, tourism, and local products. The extra virgin olive oil's enhancement and promotion: A benchmarking Italy-Spain. *Tourism and Hospitality Management*, 19(1), 23-34.
- Dougherty, M.L., Brown, L.E., & Green, G.P. (2013). The social architecture of local food tourism: Challenges and opportunities for community economic development. *Journal of Rural Social Sciences*, 28(2), 1-27.
- Everett, S., & Aitchison, C. (2008). The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal Of Sustainable Tourism*, 16(2), 150-167.
- Fox, R. (2007). Reinventing the Gastronomy identity of Croatian tourist destinations. *Hospitality Management*, 26 (3), 546-559.
- Hashimoto, A., & Telfer, D. J. (2006) Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism Geographies*, 8(1), 31-55
- Hernandez-Rojas, R., Alcocer, N. (2021). The role of traditional restaurants in tourist destination loyalty. *PLoS ONE*, 16(6): e0253088.
- Kivela, J., & Crotts, J. L. (2005). Gastronomy tourism: Meaningful travel market segment. *Journal of Culinary Science & Technology*, 4(2-3), 39-55.
- Ningsih, C., Nuraeni, R. (2018). Developing strategy of Chinatown as a halal gastronomic tourism destination in Bandung. *Advances in Social Science, Education and Humanities Research*, 259.
- Pearce, J. A., & Robinson, R. B. (2008). *Manajemen Strategis: Formulasi, Implementasi, Dan Pengendalian*. Jakarta (ID): Salemba Empat
- Pyke, S., Hartwell, H., Blake, A. & Hemingway, A. (2016). Exploring well-being as a tourism product resource. *Tourism Management*, 55, 94-105.
- Rahman, F. A., Sri W. (2023). The role of gastronomy tourism as a local community enablers in Kampung Cikarag, Garut Regency. *The Journal Gastronomy Tourism*, 10(2), 114-127.
- Rangkuti, F. (2013). Analisis SWOT Teknik Membedah Kasus Bisnis. Jakarta (ID): Gramedia Pustaka Utama.
- Richard, Greg. (2012). Food and the tourism experience. *Global Report on Food Tourism (UNWTO)*, 4, 13-46
- Rusmiati, D. D Turgarini, C Ningsih. (2023). Implementation of improving tour guide skills in gastronomic tourism in Bandung City. *JHSS Journal of humanities and Social studies*. 7(2), 476 - 481
- Sugiyono. (2003). Metode Penelitian administrasi. Bandung (ID): Alfabeta
- Sukenti, Kurniasih. (2014). Gastronomy Tourism in several neighbor countries of Indonesia : a brief review. *Jurnal of Indonesia Tourism and Development Studies*, 2(2), 55-63.
- Turgarini D, Yuthika AI, Pratama AR. (2023). SWOT matrix analysis of gastronomic features of fermented products in Cisambeng Village, Majalengka. *The Journal Gastronomy Tourism*, 10(2), 140-151.
- UNBC. *How to Have an Authentic Experience*. Canada
- UNWTO. (2012). *Global Report on Food Tourism*. Madrid.Spain
- UNWTO. (2017). *Second Global report on Gastronomy Tourism, Published by the World Tourism Organization*. Madrid, Spain,
- UNWTO and Basque Culinary Center. (2019). *Guidelines for the development of Gastronomy Tourism*, Madrid, Spain.
- Van der Linden, E., McClement, D. J., Ubbink. 2008. Molecular gastronomy: A food fad or an interface for Science-based cooking? *Food biophysics*, 3(2), 246-254.
- Wolf, E. 2002. Culinary Tourism: A Tasty Economic Proposition. Retrieved from <http://www.culinarytourism.org>