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Development Of Culinary Tourism In Southern Garut Beaches

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ABSTRACT

Southern Garut beaches have great potential for beach tourism that can help develop the tourist area. They attract visitors through the beauty of the southern beach scenery and abundant culinary tourism. The natural tourism potential of southern Garut beaches can be maximally developed to attract a wider market share, supported by their beautiful scenery and abundant culinary tourism. However, there are obstacles such as the lack of identification of culinary tourism, spatial planning that is not yet optimal in terms of facilities and accessibility, and the difficulty for tourists in finding culinary specialties information. This study aims to identify the diversity of local specialties as an attraction for culinary tourism in southern Garut beaches using qualitative methods. The research sample involved traditional leaders, academics, communities/associations, government, and culinary producers in southern Garut beaches. Data were collected through interviews, observations, studies, and documentation. The results showed that culinary tourism in Southern Garut Regency is spread in Sayang Heulang Beach and Santolo Beach, with specialties such as sayur lodeh asin jambal roti, balado ikan layur, and other dishes popular among tourists. Some restaurants that serve these culinary specialties include: Pondok Raisya Restaurant, Warung Nasi Kang Dina , Pondok Karang Benteng Restaurant, Warung Nasi Bu Rosa , Diar 1 Restaurant, and Boga Rasa Restaurant.

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1. INTRODUCTION

Tourism is an integral part of a nation's development. National tourism, in particular, has significant economic and social impacts. Indonesia, with its remarkable natural wealth, boasts islands each with distinct characteristics. Given its ethnic and cultural diversity, Indonesia holds great potential for developing high-value tourist attractions. Tourism in Indonesia is commonly categorized into three major types: nature tourism, artificial/man-made tourism, and cultural tourism. Cultural tourism encompasses various activities that highlight cultural attractions. In this regard, the government must strive to develop the tourism sector not only in major cities but also in other regions across Indonesia, aiming to distribute tourism benefits evenly and encourage the development of those areas.

Local food has the potential to serve as gastronomic tourism (Putri et al, 2023). The utilization of local food ingredients should be developed to maintain food security (Bridha, et al., 2024). Furthermore, leveraging local food resources can enhance a region's culinary appeal and strengthen local identity in support of the tourism sector (Tsaniah, et al., 2024).

Garut is one of the regions in Indonesia, located in the Eastern Priangan City area of West Java, situated approximately 64 km southeast of Bandung City. Garut has now grown into a tourist destination, a development supported by good political stability. Garut Regency consists of 42 Sub-districts, which are divided into 424 Villages and 21 Urban Villages (Kelurahan). Southern Garut is one of the areas within Garut Regency that possesses numerous tourist attractions. Southern Garut is a small town with various tourist sites, located in the southern part of the island and bordering directly with the ocean. However, the risk of earthquake and tsunami disasters poses a threat to the development of tourist areas, including culinary tourism (Putri, et al., 2024). Southern Garut has numerous beaches within its region. The following is a list of tourist destinations on the beaches of Southern Garut.

Table 1. Number of Tourist Visits to the Southern Garut Coastal Area in 2015

Tourist Attraction	Jan – Mar		Apr – Jun		Jul – Sep		Oct - Dec		Total	
	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic
Santolo Beach	32	25,561	9	36,041	13	127,581	298	42,028	352	231,211
Sayang Heulang Beach	25	24,567	7	36,944	7	67,766	279	39,567	318	168,844
Gunung Geder Beach	9	4,669	7	7,504	7	12,399	294	12,796	317	37,368
Cijeruk Indah Beach	9	7,657	9	15,036	7	31,517	282	12,783	307	66,993
Karang Rarajie Beach	-	7,608	-	7,442	5	10,526	266	14,491	271	40,067

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Tourist Attraction	Jan – Mar		Apr – Jun		Jul – Sep		Oct - Dec		Total	
	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic
Cijayana Beach	-	4,957	-	4,085	5	16,477	187	9,259	192	34,778
Manalusu Beach	13	4,946	-	3,463	5	13,052	164	8,566	182	30,027
Rancabuaya Beach	28	11,700	11	22,097	12	60,820	319	24,737	370	119,354
Total	116	91,665	43	132,612	61	340,138	2,089	164,227	2,309	728,642

Source: Department of Tourism and Culture, Garut Regency (2023)

According to data from the Garut Tourism Office (2015), the total number of tourist visits to the southern Garut beaches was only 784,951, with the majority (728,642) being domestic tourists. This figure is considered low due to winding, remote, and poor road access that is impassable for large vehicles, thus discouraging tourist visits. Furthermore, the potential for culinary tourism in this area has not been optimally developed.

Culinary tourism has significant potential for development. Currently, exploring a destination's cuisine has become a crucial part of tourists' travel itineraries, surpassing visits to overexposed landmarks or shopping trips. Culinary exploration has become a primary travel motive, meaning tourists deliberately choose a destination because of its culinary attractions (Kautsar, 2018). Culinary tourism can be defined as an experience where tourists interpret and enjoy the local cuisine of the visited area, rather than it being just a supplementary tourism product. Ironically, interest in traditional food itself is often low, which is caused by several factors (Bridha, et al., 2023). According to Kaushal & Yadav (2020), most tourists tend to prioritize dish authenticity. The experience of tasting local cuisine not only evokes empathy from tourists but also from the local community, fostering a perception that tourists have concern and appreciation for the local culture. This, in turn, can enhance the appeal and competitiveness of southern Garut beaches as a premier destination in Garut Regency. While Besra (2012) establishes that culinary tourism holds significant potential for tourism development, Alia, et.al (2018) emphasize that realizing this potential requires the implementation of an appropriate strategy.

According to Wibowo (2008), tourism services are activities related to the provision of accommodation, transportation, food and beverage, and guiding for tourists. Travel pattern plays a very important role in the development of tourist destinations. According to Nuriata (2011), a travel pattern is a plan designed to achieve the tourism product targets in a region. Meanwhile, tourism mapping provides accurate information about the existence of various destinations. This information is crucial, both as a guide for tourists and as a promotional medium for the tourist destination area.

Pre-study research results from 56 respondents via Instagram questionnaires and direct interviews revealed that 50% were aware of the culinary offerings at southern Garut beaches, while the other 50% were not. A significant 80% of respondents mistakenly considered grilled squid or fish to be the typical local cuisine, although this is not the case. Only 45% of respondents were aware of the actual local specialties: honey-fried shrimp (40.2%), turban shells (35.3%), and yellow broth ribbon fish (24.5%). Among the 56 respondents, 40% had

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tried honey-fried shrimp, followed by turban shells (35.5%) and ribbon fish (24.5%). The pre-study research concluded that many respondents misidentified the local specialties of southern Garut beaches, which are in fact honey-fried shrimp, turban shells, and yellow broth ribbon fish.

The growing number of culinary tourism attractions at southern Garut beaches has piqued visitors' interest in seeking new experiences. However, the area still faces several challenges, including unidentified culinary tourism potential, inadequate spatial planning of facilities, limited accessibility, and tourists' difficulty in obtaining information regarding routes and locations of culinary spots in the area.

The objectives of this research are to identify the diversity of local foods that serve as culinary tourism attractions in southern Garut beaches and to provide information on the locations and distribution of culinary tourism spots through mapping. This concept will ultimately yield a recommended travel itinerary for culinary tourism in southern Garut beaches.

2. LITERATURE REVIEW

2.1. Marine Tourism

Marine tourism plays an important role as a driver of coastal economic growth through the creation of employment opportunities, local income generation, and infrastructure development that supports the blue economy. Activities such as scuba diving and snorkeling also make significant economic contributions when properly managed (Reddy & Sailesh, 2024). However, the growth of marine tourism poses ecological pressures, such as changes in tourist behavior that damage habitats, coral reef degradation caused by diving and boat anchoring activities, and disturbances to marine wildlife. Therefore, science-based management, ecological carrying capacity limitations, and visitor education programs are needed to minimize these impacts (Dong, 2025). A Study classify marine tourism as follows:

Activities that take place on the sea surface, such as boating and sailing. Underwater recreational activities and water sports involving vessels, such as scuba diving, underwater fishing, water skiing, windsurfing, tours to maritime parks, and marine mammal watching.

2.2. Culinary Tourism

Culinary tourism has emerged as a powerful lever for destination competitiveness and local economic development: by offering authentic, region-specific food experiences, it not only attracts visitors but also strengthens cultural identity and generates income for local communities. For example, incorporation of local cuisine and storytelling in destination offerings enhances emotional engagement and visitor satisfaction, which in turn can drive revisit intention and positive word-of-mouth (Juniarta & Suta, 2025). At the same time, successful culinary tourism depends on collaboration among stakeholders (tourism authorities, food producers, local entrepreneurs) and strategic integration of food as a tourism asset so as to maximize benefits and ensure sustainability (Thongkaw et.al, 2024).

2.3. Gastronomy

According to Putri and Yulianto (2022), traditional food has significant potential to be developed as a culinary tourism attraction. Firmansyah (2018) states that gastronomy is the science that studies the relationship between culture and food, where gastronomy examines various cultural components with cuisine as the central element linked to that culture. Gastronomy emerged because it is the result of cultivation in agricultural activities to create

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the color, aroma, and flavor of food that can be traced back to its source, returning to the environment where the raw materials are produced. Gastronomy is the science of food, eating habits and customs, and subsequently the way to consume good and healthy food.

Gastronomy is a culinary art and a way of cooking that also encompasses human behavior in selecting raw materials, tasting, savoring, presenting food, experiencing its consumption, as well as reviewing, researching, studying, and writing about food and everything related to ethics, manners, and human nutrition in every country. Gastronomy is an art and science related to the deliciousness of food and drink, which studies various cultural aspects centered on food. Therefore, a gastronome does not necessarily have to know how to cook or be skilled at cooking, but it is important for them to have knowledge of cooking techniques and understand the art of good food. Consequently, gastronomy has four components that serve as the corridor of study and benchmarks in the stages of gastronomic expertise, as follows:

1. History: The origin of raw materials, cultivation methods, and the locations where these ingredients are obtained.
2. Culture: Refers to the factors that influence the local community's consumption patterns regarding food.
3. Geographical Landscape: Pertains to natural and cultural environmental factors that influence how a community cooks its food.
4. Cooking Methods: A general understanding of the cooking process, not cooking techniques, because a gastronome does not have to be proficient in cooking.



Figure 1. The Triangle Concept of Indonesian Gastronomy
Source: World Tourism Organization (2017)

The World Tourism Organization (2017) explains that Indonesian cuisine is a phenomenon that makes it an interesting and unique subject from various aspects of a tourist destination. This concept is named "The Triangle Concept of Indonesian Gastronomy." This concept states that Indonesian gastronomy is influenced by history, culture, and food, all of which mutually influence specific components, among them:

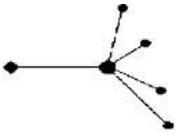
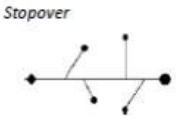
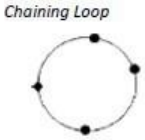
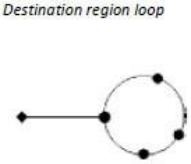
1. Food: A crucial component of gastronomic activities, with its main appeal influenced by aspects of culture, history, rituals/ceremonies, and local spices from each region.
2. Culture: Encompasses folklore or legends that have preserved historical life for centuries, as well as the ritual ceremonies involved in the cooking process, which add authenticity and traditional distinctiveness to the food.
3. History: Narrates the story or background of a food's development, preserving the original story and authenticity of the food.

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2.4. Travel Pattern Classification

Travel pattern is a specifically planned or designed activity for an itinerary that complies with applicable standards to achieve a tourism objective. A travel pattern must contain several classifications within it. According to Lau and McKercher (2006), as cited in Andriani et al., (2018), tourist travel patterns are classified into six categories, namely:

Table 2.1 Tourist Travel Patterns

Movement Pattern	Explanation
Single Point	A travel pattern where one visits a place or tourist attraction and returns via the same route.
Base Site 	travel model where tourists choose a single, fixed location (the "base") for their accommodation and from which they take daily excursions to various surrounding attractions. Instead of changing hotels every night, they return to the same place to sleep and have meals.
Stop over 	The travel pattern is named "en route stopover," where tourists have a main destination, such as a campsite, and then visit other marginal tourist attractions along the way.
Chaining Loop 	The travel pattern named "Full Orbit Round Trip" refers to tourists visiting several main tourist destinations, with the flexibility to visit additional attractions along the way while traveling between the primary locations.
Destination region loop 	The tourist travel pattern begins with a route that tours other destinations. After completing a circular tour, they return to their point of origin via the shortest path between the main destination and their starting location. This represents a combination of the single point and chaining loop patterns.

Source: Lau & Mckercher, 2006.

3. METHODS

This study uses a qualitative approach. This method was chosen because every research project requires a suitable method as a tool to solve problems and to test the validity of the research. According to Sugiyono (2018), the qualitative research method is based on postpositivism philosophy. This method aims to provide a description and in-depth analysis of an object, which in this case is culinary tourism, based on detailed field data. Data collection was carried out using a triangulation technique (a combination of various techniques), and the data was analyzed inductively or qualitatively. The results of qualitative research focus more on meaning rather than generalization. By using this method, the researcher is expected to obtain detailed information to identify culinary tourism attractions at southern Garut beaches.

3.1 Research Scope

The research scope, which can also be referred to as the research focus, contains the core problem that is still general in nature (Sugiyono, 2018). Focus is a general understanding derived from a specific variable (Satori, 2010). According to Creswell (2016), problems

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formulated in qualitative research are flexible and can change after the researcher goes into the field.

The author sets the scope of this research to facilitate its completion. The limitations of this study are as follows:

a. This research is limited to the Identification of Culinary Tourism in southern Garut beaches, Garut Regency, using a qualitative research method that aligns with the problem formulation and objectives of this study.
b. the samples serving as research subjects are 16 individuals, consisting of customary leaders, academics, communities/associations, government, and producers (culinary business owners) on southern Garut beaches, both female and male, according to pre-determined criteria. This will be reviewed through interviews and observations.
c. The research locations are Sayang Heulang Beach, located in Mancagahar Village, Pameungpeuk District, and Santolo Beach, located in Pamalayan Village, Cikelet District, Garut Regency, West Java Province. These villages are located 91 km from the center of the Garut Regency government.

3.2 Data Types and Sources

In this research, the researcher uses primary and secondary data sources, as some data is obtained directly from the field (field research) through interviews, questionnaires, observations, documentation studies, and literature reviews. The following is an explanation of the primary and secondary data in this study:

a. Primary data is obtained directly by the researcher through interviews with research subjects and direct observation in the field. This data includes the results of interviews and observations conducted directly on-site.
b. Secondary data is data not obtained directly by the researcher and can be found through literature or document studies. Sources include relevant government documents, such as the number of tourists on southern Garut beaches, a general overview of the research location, and information about culinary tourism on southern Garut beaches.

3.3 Data Collection Techniques

According to Nugroho (2018), data collection techniques are essential as they form the basis for research instruments. Data Collection Techniques are methods used by researchers to gather research data from information sources, be it subjects or research samples. The data collection techniques used are interviews, observation, documentation studies, and literature reviews.

3.4 Data Validity Test

A data validity test will show that the researcher's observations align with the actual conditions at the research location, and the explanations through problem descriptions match the real situation. To analyze qualitative data, the technique used is called triangulation. According to Sugiyono (2018), triangulation can be defined as checking data from various sources using different methods. This study will use three types of triangulation techniques: source triangulation, technique triangulation, and time triangulation. Specifically, this research will use source triangulation to test data validity by checking and comparing data obtained from various sources, such as observation to identify restaurants and the coordinate points of tourist destinations, interviews with culinary business actors, and documentation to supplement the significant data obtained.

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3.5 Data Analysis Technique

According to Susan Stainback in Sugiyono (2018), data analysis is a critical aspect of the qualitative research process. Data analysis is used to understand relationships and patterns within the data so that hypotheses can be developed and evaluated. The data analysis model used is the interactive model, which includes data reduction, data display, and conclusion drawing/verification.

4. RESULTS AND DISCUSSION

Based on the identification of the potential diversity of traditional foods in southern Garut beaches using the Indonesian Gastronomy Triangle Concept by UN Tourism, the researcher intends to collect data on the diversity of traditional foods in southern Garut beaches, particularly viewed from various indicators: food, history, and culture. Consequently, several typical food varieties were identified, including the following:

Table 1. Gastronomy of Local Specialties from Garut

No	Food Name	Explanation	Picture
1	*Sayur Lodeh Asin Jambal Roti*	*Sayur lodeh asin jambal roti* originates from South Garut, particularly Santolo Beach. This dish is known for its savory taste dominated by the flavor of salted fish in the broth. The meat is chewy and the vegetables are soft. This dish is the result of local community innovation.	
2	*Balado Ikan Layur*	*Balado ikan layur* is a typical dish often found in various regions, but the ribbon fish is most abundant in Pelabuhan Ratu Beach and Santolo Beach. Ribbon fish is usually fried, but over time, locals have transformed it into a *balado* (spicy chili sauce) dish. However, the dish originates from Santolo Beach because this fish is abundant there. The flavor is savory and slightly spicy from the seasoning, with a soft and chewy meat texture.	
3	*Puding Agar-Agar Laut*	Seaweed pudding is a typical dish often served to welcome guests or close family and is used in major events such as Isra Mi'raj and religious studies. At Sayang Heulang Beach, seaweed is abundant and processed by the local community. The making process involves drying the seaweed, then turning it into a porridge added with palm sugar and coconut milk, and finally molded in a pan. This pudding has the natural flavor of seaweed, a soft texture, and a greenish-brown color.	
4	*Urap Agar-agar Laut*	*Urap Agar-agar laut* is a typical dish originating from Sayang Heulang Beach. This seaweed grows abundantly on the coral reefs of Sayang Heulang Beach. It is then processed into urap (a traditional	

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No	Food Name	Explanation	Picture
		salad) by mixing the seaweed with grated coconut as a complement to the meal. This urap seaweed has the natural salty taste of seaweed and the savory flavor of grated coconut, a crunchy texture from the seaweed, and the distinctive smell of seaweed.	
5	*Ikan Bakar Kuwe*	*Kuwe* fish or jackfish is a type of sea fish with a soft texture and a few bones. One of the best ways to cook it is by grilling using a mixture of spices such as garlic, shallots, turmeric, ginger, and butter applied before grilling. The result is grilled *kuwe* fish with soft, thick, and savory meat. *Kuwe* fish is commonly found in Sayang Heulang Beach and Santolo Beach, which are its places of origin.	
6	*Ikan Bakar Julang-Julang Sambal Jahe*	Grilled *julang-julang* fish is a typical dish of Sayang Heulang Beach. This fish is commonly found on coral reefs such as in Sayang Heulang Beach. However, this fish is not available every day and is only available in certain months and during the dry season. Many tourists visiting Sayang Heulang Beach order this fish dish because it has a delicious and savory taste with soft and thick meat. Besides tourists, local residents also often order this fish dish for religious gatherings or other events.	
7	*Ikan Kawan Bakar Sambal Jahe*	*Ikan kawan (Poropuntius tawarensis)* is a common food in Aceh province and the southern coast, including Sayang Heulang Beach and Santolo Beach. Local people often process this fish by grilling and serving it with ginger chili sauce, giving it a natural savory taste. The cooking process is simple, requiring only a few spices. Grilled ikan kawan with ginger chili sauce offers a delicious combination of spicy and sweet flavors. However, this fish has many bones, so one must be careful when eating it.	
8	*Mata Lembu Saus Padang*	*Mata lembu* or turban shell is a type of sea snail that lives around coral reefs. This shelled animal is commonly found in Sayang Heulang Beach and Santolo Beach. Rows of restaurants in Santolo Beach and Sayang Heulang offer various culinary delights for tourists, but there is one unusual dish, which is *mata lembu*,	

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No	Food Name	Explanation	Picture
		usually processed by the locals into *mata lembu* in Padang sauce. This seafood dish is known as a local specialties of Santolo Beach.	
9	*Sate Mata Lembu*	Satay is a popular food in Asia. Usually, satay is made from slices of chicken, beef, or goat meat skewered on bamboo sticks and grilled with some spices. However, satay made from *mata lembu* shells or turban shells is a characteristic of Santolo Beach. Although thes shells are often found in Sayang Heulang Beach, the processed *mata lembu* satay is a –ocal specialties of Santolo Beach. This *mata lembu* satay has a savory taste from the shells and the spices, and the meat is slightly chewy. Tourists visiting Santolo Beach often hunt for this food.	
10	*Ikan Kerapu Sambal Kecombrang*	Grouper fish is commonly found in the Indo-Pacific coastal waters and is often found in the southern beaches, including Santolo Beach. This fish can be cooked into soup, with yellow spice, or grilled with *kecombrang* (torch ginger) chili sauce. This grouper fish dish is typical of the Santolo Beach community, famous for its savory taste, unique aroma, and soft texture, making it one of the most popular seafoods in the South Beach. Grilled grouper with *kecombrang* chili sauce gives a distinctive fresh taste.	
11	*Nasi Liwet Asin Jambal Roti*	*Nasi liwet* with *jambal roti* salted fish is a popular food in Indonesia, especially in West Java, particularly in Sayang Heulang Beach and Santolo Beach. This dish is often served at special events and is also available in traditional eateries. *Nasi liwet* with *jambal roti* salted fish combines savory and creamy coconut milk with strong and salty salted fish, creating a complex and appetizing taste. This dish not only offers a delicious and nutritious culinary experience but also holds strong cultural value, making it favored by the people of West Java and its surroundings.	

Source: Data processed by the author, 2024

All of these local specialties can be found at several recommended restaurants, which can be seen on the following distribution map:

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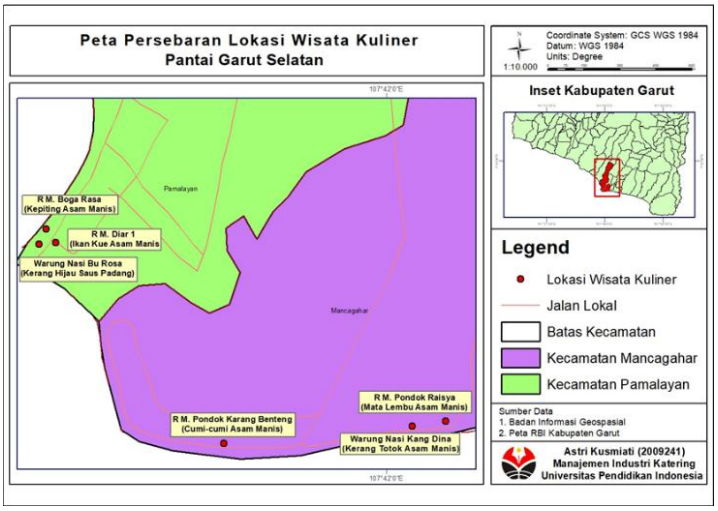


Figure 2. Mapping of Culinary Tourism Distribution in Sayang Heulang Beach and Santolo Beach
Source: Data processed by the author, 2024

As shown in the figure above, there are 6 culinary tourism destinations spread across Sayang Heulang Beach and Santolo Beach. The following culinary locations in southern Garut beaches were selected by the researcher to be included in the mapping: Pondok Raisya Restaurant (serving sweet and sour turban shells), Warung Nasi Kang Dina (sweet and sour mangrove clam), Pondok Karang Benteng Restaurant (sweet and sour squid), Boga Rasa Restaurant (sweet and sour crab), Diar 1 Restaurant (sweet and sour trevally fish), and Warung Nasi Bu Rosa (green mussels in Padang sauce). This mapping of culinary locations serves as a tourism package to help tourists navigate more easily and support the development of culinary tourism in southern Garut beaches. The travel pattern formed by culinary tourism in southern Garut beaches follows a destination region loop route. This travel pattern has its first destination point at Villagio Inn on Jl. Cilauteureun and also ends at Villagio Inn as the final meeting point. This route will visit several points related to hills, sand dunes, beaches, the market center, and southern Garut beaches 's culinary specialties.

The "Exotic Culinary Tour of the Swiss van Java Beach" package offers the experience of tasting local specialties while enjoying the natural beauty of southern Garut beaches. Transportation includes buses, tourist trains, and four-wheel and two-wheel vehicles, covering a total distance of approximately 47 km. This tour package targets: (1) Local residents interested in regional cuisine; (2) School students through education about culinary, history, and knowledge of southern Garut beaches; (3) Women's gathering groups or family welfare community groups to strengthen social bonds while enhancing their knowledge about the beach. As a "ready-made" tour package, it requires marketing strategies to reach potential tourists. The package aims to introduce developing culinary, historical, and exploratory destinations in southern Garut beaches. The tour includes various activities over two days and one night:

Table 2. Tour Package

First Day:	Second Day:
• Visit to the seaweed *dodol* production house in Mancagahar • Explore Teletubbies Hill • Play in the Sahara desert area • Enjoy typical culinary at Sayang Heulang Beach	• Visit Santolo Pier and Santolo Lighthouse • Shop at the fish auction center in Santolo • Enjoy banana boat rides at Santolo Beach

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The package includes tourist train transportation, guide services, breakfast, lunch and dinner, souvenirs, and documentation. The cost is IDR 292,000 per person for a two-day one-night duration, with a minimum of 15 participants.

5. CONCLUSION

Based on the research results, the diversity of local specialties at southern Garut beaches is dominated by seafood, such as turban shells *ikan kawan* (*Poropuntius tawarensis*) , sea jelly, *jambal roti* salted fish, and ribbonfish which are the most enjoyed culinary delights by tourists, and the travel pattern formed is a destination region loop in the Sayang Heulang and Santolo Beach areas, packaged into a two-day, one-night "ready-made tour" titled "Exotic Culinary Tour of the Swiss van Java Beach" at a cost of IDR 292,000, which includes historical, marine, educational, souvenir, and culinary attractions.

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