



Distribution Pattern of Artisan Gastronomy Tourism Location in Bandung City

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ABSTRACT

The artisan gastronomy tourism sector has the potential to attract and support tourism in the city. This research aims to analyze the distribution pattern of famous eating places in the City and analyze the characteristics of tourists in attracting tourism in Surakarta City. The method applied in this research is descriptive qualitative approach, using primary and secondary data. The sampling technique used is non probability sampling with purposive sampling type. The results of data analysis show that the pattern of distribution of eating places in Bandung City is in groups, with location points scattered around the sate building, as well as adjacent to economic centers, cultural tourism centers, and other centers. Characteristics and attractiveness. Bandung has an influence as a tourism developer that attracts tourists, influenced by technological developments, easy accessibility, and a variety of specialties. In terms of the level of interest in artisan gastronomy places in Bandung, tourists are of the opinion that artisan gastronomy products in this city are attractive

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1. INTRODUCTION

Tourism has an important role as one of the main contributors to foreign exchange earnings in Indonesia. The tourism industry is believed to contribute positively to national economic growth by increasing productivity and reducing unemployment (Dwyer, 2015). The length of stay of tourists is a determining factor in the amount of foreign exchange received by countries that rely on the tourism industry as a source of foreign exchange. This factor affects how large or small the amount of foreign exchange earned (Aprilia & Kusumawati, 2021; Wolf et al., 2017)

Bandung is the capital city of West Java Province, playing an important role as the centre of government and economy in the region. Bandung is also the third largest city in Indonesia after Jakarta and Surabaya. With a population density of 15,051 people per square kilometres, Bandung is the second most populous city in Indonesia after Jakarta. Located about 140 km southeast of Jakarta, Bandung is the largest city in the southern part of Java. The city lies within the Bandung Basin and is the third largest metropolitan area in Indonesia after Jabodetabek and Gerbang Kertosusila. Geographically, Bandung borders Cimahi and West Bandung Regency to the west, and Bandung Regency to the east and south.

Artisan food is rich in local ingredients, expertise and creativity of food entrepreneurs, and global trends in gastronomy. Indonesia has a rich variety of traditional foods with distinctive flavours, and cooking techniques. Traditional foods such as fried rice, rendang, satay, gudeg, and many more, inspire artisan food entrepreneurs to develop unique and authentic products (Turgarini et al., 2018).

Gastronomy tourism has become one of the fundamental elements in the selection of tourist destinations, and it is a new model in tourism that can be a potential tourist activity that can attract tourists. In terms of terms, gastronomy and tourism have different boundaries. Gastronomy tourism exists in every travel and tourism activity because tourists' expenditures are of course one of them for food and beverages (Wiweka, 2021). The aim of this study is to map the distribution pattern of artisan gastronomy tourism.

2. LIERATURE REVIEW

Tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and local governments (Çakar & Uzut, 2020). Tourism can be defined as the act of a person traveling away from their place of residence for at least one night, with the aim of seeking recreational experiences in the place visited (Kotler, Bowen, 2017). The concept of tourism there are several important factors that must exist in the limitation of a definition of tourism. Tourism factors according to include travel is for a limited period of time; 2) travel is done from one location to another; 3) such travel, in whatever form, is always related to reception or leisure activities; and 4) travelers do not earn income in the places they visit and act solely as consumers in those locations (Mason, 2016; Ritchie, 2003).

Gastronomy tourism can be a motivation for tourists to visit a location that offers regional specialties and contributes to tourism development by promoting local uniqueness. Gastronomy tourism is a form of tourism or travel that is designed with the main purpose of enjoying food and beverages (Turgarini, 2021; Turgarini et al., 2018). Gastronomy is considered one of the main attractions in tourism destinations. In the study, there are three types of tourists, namely survivors, enjoyers, and experiences (Pérez Gálvez et al., 2017).

3. METHOD

The method applied in this research is a qualitative descriptive method with a survey approach. The data collected included primary data and secondary data. Primary data was collected through field surveys to identify locations of distribution and results from questionnaires about culinary tourism. Meanwhile, secondary data was obtained from the Geospatial Information Agency and used in the creation of maps using the ArcGIS application.

The samples used in this study were several tourists who visited and tasted artisan products in Bandung City. The sampling method applied is non probability sampling, with purposive sampling.

4. RESULTS

The distribution pattern of artisan gastronomy tourism locations describes the distribution pattern of artisan gastronomy tourism in Bandung City.

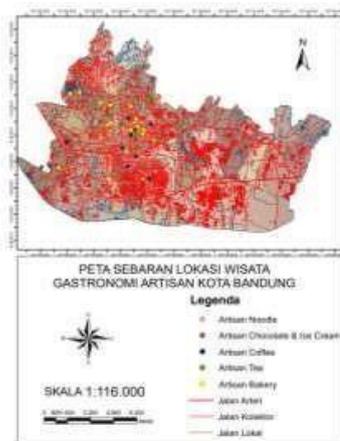


Figure 1. Map of Artisan Gastronomy Tourism Distribution in Bandung City

The distribution map of artisan gastronomy tourism in Bandung City shows clustered results. Most of the products Artisan gastronomy is located near the Bandung satay building. Gedung Sate is one of the icons of Bandung that encourages business opportunities, especially artisan gastronomy. Apart from the situation of the state building itself, there are many other popular culinary attractions such as Dipati Ukur Street, Cisangkuy Street Culinary Destination, and to riau street.

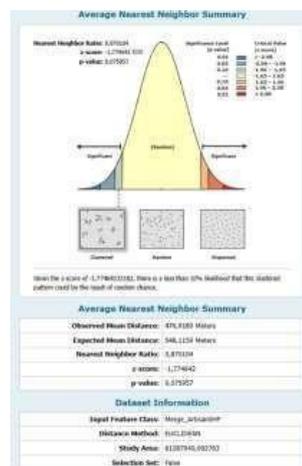


Figure 2. Nearest Neighbor Results

Based on the results of the calculation of the distribution pattern of artisan gastronomic tourism locations in Bandung City which is processed using ArcGIS software, the nearest neighbor result is 0.87. It can be concluded that the distribution pattern of artisan

gastronomic tourism locations in Bandung City shows the results of clustering or clustering.

5. CONCLUSION

Distribution pattern of gastronomy tourism locations artisan form clusters, and are located close to the Satay building, which is one of the icons of Bandung, makes a great opportunity for business people because it is located in the center of the city. Making improvements for promotion and introduction tour artisan as gastronomy tourism destination in Bandung City so that it becomes more of a tourist attraction in Bandung city. It is also can maintain characteristics of gastronomy food artisan at Bandung city even though there has been developed. Always maintain comfort, cleanliness, beauty, and safety for the travelers.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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