

The Representation of Culinary Experience as the Future of Indonesian Tourism Cases in Bandung City, West Java

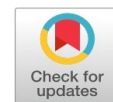
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Abstract: The stable growth of Indonesian economy along with the increasing development of infrastructure results in lifestyle changes. The need for leisure in the form of tourism is supported by the ease of land, sea and air facilities. The increasing number of tourists impacts on the increasing number of supporting facilities for the comfort of tourist to stay in a tourism attraction. Some cities in Indonesia are well-known for their culinary tour. Therefore every weekend, it can be predicted that tourists come to taste the culinary. However, the role of culinary industry in general and local food/beverage in particular towards the development of tourism has not been a major concern. Therefore, this study will explore the relationship between the advantages owned by leading culinary products of a city in Indonesia towards the growth of tourism. Initiative of local culinary products can provide many benefits because these products offer a unique tourism experience between customers and producers directly. Pestek and Cinjarevic (2014) also stated that culinary industry is a major component in tourism industry, and culinary experience provides an important experience for tourists. This is a qualitative research using approaches of 1) quality specification analysis, 2.) Determining spider chart to determine the potential map of culinary tourism, 3.) Focus Group Discussion (FGD) using Strength Weakness Opportunities Threats (SWOT) in determining competitive advantage towards the improvement of tourism in some cities in Indonesia. The results of observation and interviews shows that local culinary of Bandung City still survives up till now because they keep maintaining a distinctive taste quality so as to stimulate customer experience when consuming these culinary products.

Key Words: Culinary experience, Tourism, Competitive advantage

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INTRODUCTION

Population of Indonesia grew by 1.42% for the period of 2010-2013 based on the result of projected population of Indonesia in 2010-2035 (Badan Pusat Statistik, 2014). Along with the increasing number of population in Indonesia, automatically the need of food for population in Indonesia will also increase. Since the need of food is the most basic need that should be met by humans. In the hierarchy theory by Maslow, this statement is reinforced that nourishment is a physiological needs that occupies the fundamental sequence of Maslow (1943) pyramid of needs. Culinary industry is also closely related to local tourism industry. Baltescu (2016) stated variations of food and beverages offered by a region for its tourists provide a great implication to the economy, culture and sustainable development. Initiatives of local culinary products can give more benefits because these products offer a unique tourism experience for both customers and producers directly. The increased need of food implicates to the large business potential that is related to food and beverages industry. This is also supported by the data from the food and beverages industry as the biggest contributor of Gross Domestic Product (GDP) for non-oil industry in Indonesia, which is 9.14% (Badan Pusat Statistik, 2015). And if seen from the point of view of a creative industry, culinary industry contributes a large portion to the growth of creative industry after craft and fashion industries. Culinary tourism has been an alternative in supporting the potential of

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nature tourism, cultural tourism, historical tourism and marine tourism. This culinary tourism becomes a part of the existing tourism because it is incomplete if the tourists are coming to a place but do not try the typical cuisine in that area. Although culinary tourism is often regarded as a complementary tourism product, culinary tourism has a potential to be developed because the tourists are usually interested in trying the typical local foods.

Bandung is one of the cities with fairly high tourist attractions i.e., the food and beverages or culinary. Bandung city has a big chance to grow in the future along with the increasing interest of the Indonesian citizen to explore the Indonesian cities. Bandung has been more interesting to be visited by people around Indonesia, especially by those who live in Bandung. The attractions are the site tourism and culinary tourism. All the charms of Bandung city must certainly be managed and directed well to attract tourists to visit Bandung city. This opportunity must be utilized properly by the businesses in Bandung. This states that Bandung is a city with a myriad of culinary tourism products and this designation can be utilized by the restaurants and cafs in Bandung to develop their businesses by attracting the local residents of Bandung and people in other areas of West Java.

The products that have advantages compared to their competitors are referred to as products that have a competitive advantage. With a competitive advantage, the culinary tourism will grow and be the attraction or stimulus in attracting the tourists to visit (Barney, 1991; Hiransomboon, 2017; Silva & Madushani, 2017; Yang, Wu, & Lu, 2017).

In the development of tourism, the importance of culinary tourism has not become a serious concern of the parties to work together to support each other. This is evidenced by the fact that there is no roadmap of significant government support in developing the local culinary tourism for supporting the tourism sector. Bandung city has done several events named culinary night to develop the culinary tourism. But, there is a need for synergy among the stakeholders of the tourism itself. In today's disruptive era, government policy should give space to the communities so they can always update themselves in accordance with their passion. Thus, the development will grow faster and be beneficial for the local culinary entrepreneurs because the development is driven by a high level of consumption of the tourists visiting Bandung city. Domestic tourists, especially those coming from Jakarta and surrounding areas, are now much easier to travel to Bandung city by accessing Cipularang toll road. In addition to land route, air route is now experiencing a rapid development. This is indicated by the increase of airlines operating at Husein Sastranegara airport Bandung which allows tourists from Jakarta, other Indonesian cities and overseas to visit Bandung. This is the tourism potential that needs to be optimally utilized by the business communities of Bandung and the city government by improving the infrastructures to make a better tourism ecosystem, especially the ecosystem of local culinary tourism business.

Thus, this study is aimed at mapping the local culinary products that become the main attraction for the tourists to come to an area. The areas focused in this study are from the city of Bandung, which are famous for their typical culinary products attracting the tourists to make a visit. After mapping the typical culinary products, we extend this research by identifying the competitive advantage factors of culinary superior products from a particular city.

LITERATURE REVIEW

Baltescu (2016) stated in his study that an area that is able to serve and offer local traditional food can increase tourism attraction. This is a potential differentiation in bringing tourists whereas the introduction of local food festival, as well as participation in culinary tourism program in attracting tourist will encourage positive trend in tourism sector. Smith and Xiao (2008) proposed that food, mediator, destination, and vehicle are chains that determine the success in tourism because when a tourist visits a place, he will explore to find something that becomes the attraction. Food is an attraction that can be sold related to someones historical experience so the food will be searched continuously. The interrelation between parties in increasing culinary tourism is very important because the supply chain will increase effectiveness and efficiency of product development, marketing, and delivery. In addition, it will help government in understanding the impact of regulation, economic shocks, as well as disasters towards the supply chain.

Mason and Paggiaro (2012) stated in their study on culinary tourism that culinary facilities not only provide satisfaction but also affect physiologically related matters. In this study, it is stated that there is a direct positive relationship between culinary festival and emotional experiences and satisfaction, as well as the behavior of society. In this study, it is found that cultural destination can enhance satisfaction of visitors through food promotion offered. Gastronomy becomes one of the best ways of introducing tourism destination, because it is important for tourist to know food culture of the place that they visit (Lopez-Guzman, Jose, & Elide, 2016; Luangsa-Art, 2016; Tatiyanantakul, 2017).

To develop the key strategy of success, tourism destinations should identify their main resources as well as assess the governments policy to promote culinary tourism (Horng & Tsai, 2012; Weng & Yang, 2016). Food can become a national culture's distinctive attraction of an area that is invisible heritage. In his study, Sims (2009) stated that local food is a great potential in increasing experiences of tourists related to the local area and its culture. He also further studied that tourist consumption of local food creates great market that can encourage sustainable farming development, help to preserve traditional farming and assist local economy.

Cohen and Avieli (2004) studied that tourist attraction toward local food through innovation of their traditional food should be made creative in determining the composition of food with natural ingredients to create originality and uniqueness. This is a unique way because tourists have not yet known about the distinctive food of the area. In the case of large national group of Asian tourists, such as Japanese, their fond of their own food makes them reluctant to visit several tourism destinations, unless the restaurants serve their traditional food (Cohen & Avieli, 2004; Nasser, 2017).

According to Horng and Tsai (2012), the government must build a relationship between national tourism image and cuisine by forming culinary tourism activities. They also stated that the built competitive advantage should involve three aspects, namely culinary tourism resource, capabilities of government and destination marketing organization. Integrating specific policies and appropriate strategies is done by assessing the ability of government and related institutions to utilize resources and the engagement level. Government is required to put forward a particular development framework to incorporate the related policies and strategies to assist the marketing organization at tourism destination. It is explained in that journal article that to build local culinary tourism, there is a need to maintain a good relationship with tourism and hospitality organization as well as industry. It is also said that the culinary tourism strategy should integrate the cuisine, culture and site tourism. In addition, government, industry and local residents must cooperate and be creative in creating marketing strategies.

Scott (2017) stated that culinary travelers search for a genuine and remarkable experience. They become gourmets during the traveling experience. So, the tourists should be well treated so they stay longer in the tourist destination. Their fondness and curiosity for the local food eventually become a huge potential for tourism development. The different opinion expressed by Galvez, Lopez-Guzman, Buiza, and Medina-Viruel (2017) stating that tourists consist of three different groups, namely the tourists interested in experience, culture and socialization. Thus, anything felt by the tourists is an unforgettable experience which is very important. Besides, local culture that becomes characteristic and socialization are also important. In addition, the relationship between food and tourism can be examined from three different perspectives, namely consumer, producer and destination development. If these three factors are well-integrated, these will optimally provide a good experience.

METHODOLOGY

One method used for data analysis in this study is descriptive analysis through 1.) Preliminary study using secondary data to map what products are the lead local culinary of Bandung city, 2.) Interviews and observations of superior culinary product owners 3.) Determining spider chart to determine the potential map of culinary tourism and 4.) FGD. FGD using SWOT in determining competitive advantage towards the improvement of tourism in Bandung city in Indonesia. It is done with culinary experts, culinary businessmen and customers. Sample taken from Bandung is 200. Interviews were conducted to the owners of 10 restaurants or cafes in Bandung city.

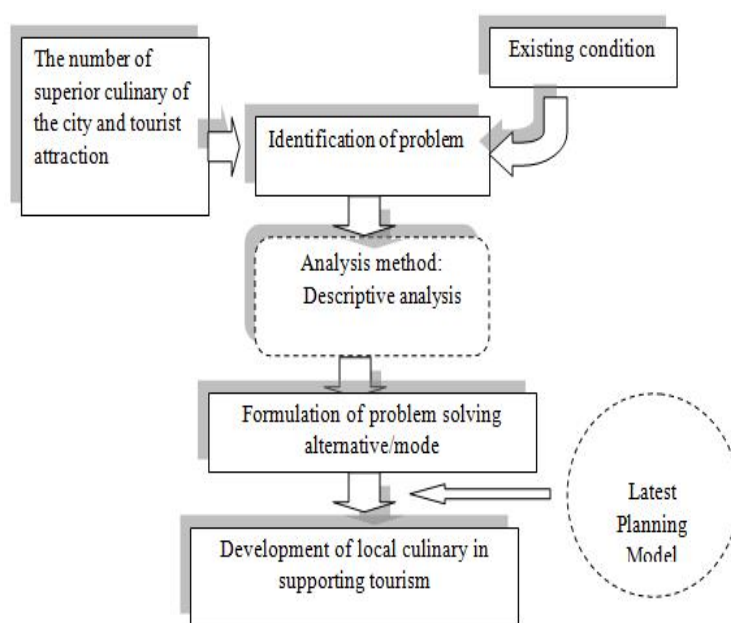


Figure 1. Steps in analyzing problems in local culinary

FINDINGS

The majority respondent profiles as a consumer are in productive age range of 26-30 years old because people of this age are very productive to travel and do activities. In addition to the city tour, the majority of respondents visiting the city of Bandung have a purpose for culinary travel. Culinary tourism in Bandung is very attractive for consumer, especially tourists who come from Jakarta City and Tangerang City. Enthusiasm of tourists to visit the city of Bandung is very large because they get information through Word Of Mouth (WOM). Tourists generally pay a visit to Bandung within 1 to 3 days.

Table 1: Results of descriptive recapitulation based on questionnaire distribution

No.	Question Indicator	Average Score
1	I search for information on the culinary tourism location in Bandung city	3.96
2	I am interested to visit Bandung City	4.45
3	I visit Bandung City because of the food price is	3.76
4	My interest in food color offered increase my appetite	3.38
5	Culinary tourism in Bandung city serves proportion of food in accordance with tourist proportion	3.87
6	I am interested to consume culinary in Bandung City because of the food freshness	3.82
7	Food in Bandung city has scents that whet my appetite	3.96
8	I am interested to consume food of Bandung City because of the interesting presentation	3.95
9	Culinary tourism in Bandung City offers unique and different food variation than I have ever seen	4.13
10	Culinary in Bandung City always gives ingredient information through the list of menu	3.17
11	Nutrition contained in the culinary of Bandung City are good for health	3.26
12	The taste of distinctive food of Bandung City meets my taste	4.13
13	I am interested to visit culinary tourism of Bandung City because interesting name of food products	3.75
14	The ease to pronounce culinary brands in Bandung City makes it easy for me to remember the type of food that I like	3.74
15	I have a plan to return to have a culinary visit in Bandung City	4.27
16	I feel satisfied about culinary of Bandung City	4.28
17	The big number of local tourists who buy culinary products of Bandung City makes me interested to try the products	3.97
18	I feel satisfied about how I am served and the friendliness I get when the product is offered to me	3.88

Source: Data processing result (2017)

Table 1 above shows the recapitulation result toward respondents on culinary tourism in Bandung where the highest score shows that basically tourists show interest in Bandung City. On the other hand, the lowest score shows that restaurants rarely show the nutritional content whether it is good for health.

Although culinary tourism in Bandung is much preferred by many visitors but there is much to be addressed. Then it takes contributions from experts, culinary entrepreneurs and local governments in optimizing it so it could increase the number of tourists.

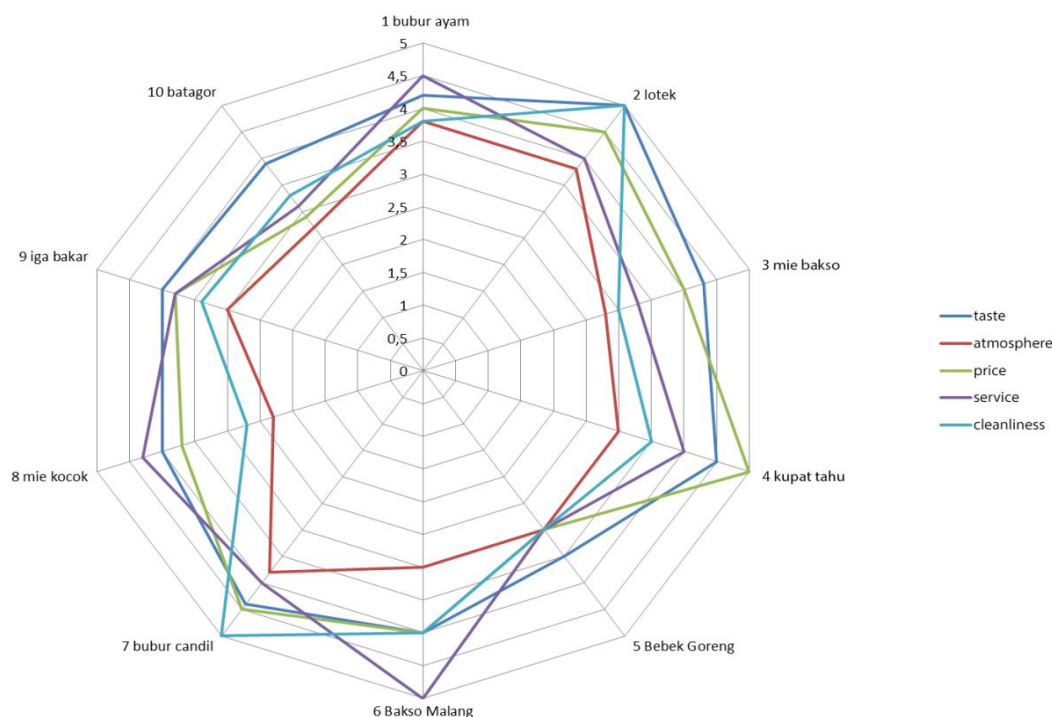


Figure 2. Spider chart in determining potential map of culinary tourism

Figure 2 is the graphic assessment of 10 culinary objects that become the research objects. This assessment includes what customer perception is for the taste of food, ambience, price, service, and cleanliness in the culinary destinations in Bandung City.

Table 2: Strategy based on SWOT analysis

	Opportunity:	Threat:
Strength:	- Can be interesting place	- Other culinary
- Taste	- Addition of Outlets	- Raw material
- Quality	- Maintain taste and quality	- Added a new variant
- Recepte from generation to generation	- Store the booth and decorate it well	- Work with suppliers
Weakness	- Creating long life consumer experience	
- Parking area	- Cooperate with local government for parking area to become a tourist attraction	- Maintain uniqueness
- Human resource	- Provide HR training on service	- Strengthen human resources

DISCUSSION

Majority of tourists are tourists who come to Bandung for the first time, so they are still unfamiliar with culinary destinations in Bandung City, but they have a tendency to return to Bandung City. Therefore, we need to provide information to make it easier for them to find the culinary destinations. Tourists are eager to visit Bandung because it is an interesting city since there are many objects to visit. This is a good potential to gather tourists who want to return to Bandung and inform it to others. Therefore, the advantages of objects in Bandung City need to be better arranged so that tourists feel welcomed and want to return to Bandung City and inform it to others. Culinary entrepreneurs of Bandung take advantage of this potential by optimizing their skills in processing food that can spoil the tourists tongue to

fall in love and stay longer in Bandung. However, what still needs to be optimized is that entrepreneurs of Bandung are rarely bringing nutritional content on every menu of food. Meanwhile, tourists need information as a basis of the feasibility of consumption in the midst of added chemicals that are harmful.

On the other hand, if compared with the city of origins of the tourists, regarding respondents opinions of culinary tourism of Bandung city, the price of food in Bandung City is more affordable than in other cities. Local tourists also state that their interest in food color offered increases their appetite. This is because food sellers in Bandung City know how to make unique food with interesting color and scent to attract customers. It is because color and scent of food provide clue on the quality and taste of food before consumed. Seen from the presentation, distinctive foods of Bandung City are very mouth-watering because they look fresh when served. Food and beverages with various toppings can attract consumers. In Bandung City, how the food is served attracts tourists because it is more interesting than how the food in their origin cities are served. Culinary entrepreneurs of Bandung City serve food in unique packaging to attract consumers to buy their products. In addition, local tourists who visited Bandung City for the first time and saw various foods served said that culinary tourism in Bandung city is varied and they wanted to try one by one the culinary facilities of Bandung City before returning home. However, behind all the advantages, not all restaurants and cafes provide nutritional content on every menu so tourists cannot see what the nutritional content served is in the food and beverages they order. It is very rare, that the restaurant displays the ingredients. In addition, the tastes of distinctive food of Bandung meet the taste of tourists from many cities. Bandung City is known to have chilly, sweet, and salty as dominant flavors that the local tourists are fond of.

Related to the competitive advantage of culinary tourism resource, the capabilities of government and destination marketing are required to be well integrated. The government helps the development of Bandung culinary tourism that has been built by entrepreneurs. One of which is to create regulations that support the development of all aspects of culinary tourism.

Here, the culinary tourism resource has been developed based on the serving way. As an example, the typical food of Bandung city is so appetizing because it is served in a fresh condition. Food and drinks with toppings are attractive to the consumers. In Bandung city, the serving way or methodology is so appealing because it is different from what it is in the origin of the tourists. The culinary businesses in Bandung sell their products interestingly in terms of packaging so the consumers are interested to purchase. In addition, the domestic tourists who come to Bandung for the first time usually try various culinary products before they travel back home. This keeps happening, although almost all restaurants and cafes do not provide the information regarding the composition and nutrient of the foods. The tastes of Bandung culinary products are dominantly spicy, sweet and salty, which are attractive to the domestic tourists.

Furthermore, the most important is to provide service to the consumer well, for example by not letting them wait, adequate parking and alertness of the waiter.

Based on culinary destination of Bandung, the most memorable culinary products are Batagor (fried fish dumpling with tofu), Mie Bakso (noodle with meatballs), Bakso Malang (consists of meatballs, tofu, and crispy fried wonton), and Chicken Porridge. Not only the names that are easy to memorize but also the taste is delicious. The will to consume the available culinary products, as well as various culinary facilities spread in Bandung City makes tourists want to taste the food. Various unique and attractive foods at affordable prices make tourists feel satisfied to visit culinary tourism destinations of Bandung City. The food wanted the most by tourists based on this study are Batagor, Mie Bakso and chicken porridge. However, the most favorite one is Mie bakso because the cool temperature of Bandung makes it perfect to eat hot food. Batagor and Mie Bakso are favored by the tourists because of the taste. Therefore, Batagor and Mie Bakso can become culinary potential developed to attract tourists, so in every tourism destination, both menu can be served with more hygiene and variety.

This study also succeed to make culinary mapping of Bandung City, where Lotek (salad with peanut sauce) and Bakso Malang (consists of meatballs, tofu, and crispy fried wonton) have unique taste that meet the taste of consumers. So they are very preferred because of the spices and the aroma that fit consumers tongue. In addition, Kupat Tahu (boiled rice in a pouch served with tofu and peanut

sauce) also has a great taste but at a higher price than in where the tourist come from. Besides, bubur candil (Indonesian Glutinous rice Flour Balls Porridge) and lotek have the best cleanliness level than others. Mie Bakso is considered to have a good service because the service is responsive and is fast to be served. The best atmosphere goes to bubur candil, where the atmosphere is really comfortable with large parking space.

The integrated role of government has not been seen in reality, so there are some activities need to be done, i.e., localization of culinary tourism, parking management, and cleanliness improvement. Thus, the following activities are needed; 1) developing the road-map of culinary tourism to anticipate the tourism development in Bandung; 2) improving the role of culinary business communities to support tourism; and 3) enhancing the synergy and culinary promotion through tourism activities by involving government, culinary business, and society.

CONCLUSION

It can be concluded that Bandung City has a potential to better develop its culinary tourism to keep tourists coming back to visit to stay longer and prefer Bandung City so share of mind is obtained well. If this condition can be maintained, income of Bandung City will increase, so as to increase the economy of Bandung City.

Based on SWOT analysis, they still maintain the quality and taste as well as the level of experience generated when consuming the culinary products, where the competition is very high, so it needs cooperation with the suppliers. In addition it also needs cooperation with local government to create regulations that can provide profitable tourists and culinary entrepreneurs. So culinary products will have appeal to the tourists because of the experience when consuming the product.

Furthermore, the culinary tourism can be enriched by setting art performances related to Bandung as a culinary destination. Thus, the tourists shall not feel bored because there is always innovation, which promotes uniqueness and competitive advantage. The roles of some parties involved in improving the competitive advantage, namely, culinary tourism resources, government capability and destination marketing organization need to be sharpened. This is in-line with the government's recommendation stating that tourism is a source of income for the Indonesian economy so it needs to be developed. In this regard, the roles of government institutions and several parties need to be integrated for realizing the potential of culinary tourism. The implication of this study is that this study gives suggestions related to the development of the potential of culinary tourism in Bandung. This study is limited as in developing the competitive advantage. This study does not study the new government's programs related to culinary tourism. Thus, the further research can be conducted to study the role of government so there will be information attained regarding the road-map for developing the culinary tourism which is useful for tourism ministry programs.

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