



CURRENT ISSUES IN TOURISM, GASTRONOMY, AND TOURIST DESTINATION RESEARCH

Edited by
Hera Oktadiana, Myrza Rahmanita, Rina Suprina
and Pan Junyang



ROUTLEDGE



CURRENT ISSUES IN TOURISM, GASTRONOMY, AND TOURIST DESTINATION RESEARCH

The book focuses on contemporary research on tourism, gastronomy, and tourist destinations presented at the 3rd Tourism Gastronomy and Destination International Conference (TGDIC 2021). It serves as a platform for knowledge and experience sharing and invites tourism scholars, practitioners, decision-makers, and stakeholders from all parts of society and from various regions of the world to share their knowledge, experience, concepts, examples of good practice, and critical analysis with their international peers. The research papers presented at the conference were organized into three main categories: tourism, gastronomy, and tourist destinations, written by authors from various countries such as Indonesia, China, India, Switzerland, UK, Portugal, and Hungary.



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Current Issues in Tourism, Gastronomy, and Tourist Destination Research

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Determination of criteria as an effort to eliminate the gap in gastronomy tourism village management

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ABSTRACT: The gastronomic tourist village is one of the mainstay tourist destinations which is expected to be able to encourage the development of rural communities to be more prosperous. However, the growing interest of the community to develop their village as a tourist spot is not accompanied by certain criteria, so that one gastronomic tourist village and another has a management gap. Therefore, it is necessary to study the criteria and standards of a tourist village. The purpose of this study was to determine the criteria of gastronomic tourist villages. The research uses surveys involving 200 informants consisting of 100 tourists and 100 stakeholders, in-depth interviews, and mind mapping as analysis tools. The results of the study show that the criteria for gastronomic tourism villages are related to the ability to (1) maintain environmental sustainability (preservation of the original rural cultural landscape atmosphere); (2) maintain quality (hygienic, continuous product improvement, excellent service); (3) manage activities properly (involving stakeholders, solid and resilient to the shock of business uncertainty); and (4) improve the welfare of local people.

Keywords: Gastronomic, Village, Tourism, Criteria, Welfare

1 INTRODUCTION

In Indonesia, a tourist village has become a promising business in the tourism industry. Unfortunately, the development of this kind of village still depends on socio-cultural aspects such as the number of tourists, accommodation, and investment. Frequently, rural tourism is considered as an additional activity for the rural people to increase their income (Grigorova et al. 2016). Gastronomy is one of the approaches in rural tourism which is capable of attracting tourists without being relatively affected by spare time, annual vacation, communication, or urbanization. Gastronomy is not merely about food, but also reflects culture, heritage, tradition, and connects community relations from different societies. This sector supports creating opportunities, including jobs, particularly, in rural destinations (UNWTO 2021). Gastronomy tourism in a rural area is for enjoying the taste and aroma of food dishes along with its typical culinary, as well as to feel the atmosphere of the beautiful natural scenery.

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Nowadays, gastronomy has become a trend that is capable of influencing customer motivation to visit a destination (Guruge 2020), as well as diverting and completing destination offers by expanding the opportunities in marketing and production (López 2019). This sector creates opportunities including jobs in rural destinations (UNWTO 2021). Moreover, the eating culture is considered to form a lifestyle and to increase health status (Gdrigorova et al. 2016). Therefore, a tourist village with a gastronomic icon can become one of the flagship destinations which is expected to enable rural communities to be more prosperous and to encourage healthy eating habits as well. However, the growing community interest to develop their village as a tourist destination is often accompanied by certain criteria or standards, so that one or another tourist village has a management gap. In fact, sometimes, the criteria to determine a worthy village as a center for gastronomic tourism has not even been clear. Hence, it is necessary to study what are the criteria or standards for a gastronomic tourist village. The aim of this research is to determine the criteria or standards for gastronomic tourist villages.

2 LITERATURE REVIEW

2.1 *Rural gastronomy tourism*

Basically, food is a product used to fulfill physiological needs and vital life components (Renko & Polonijo 2010), as well as to become social and cultural heritage for people (Cavicchi & Ciampi Stancova 2016). However, nowadays, tourists experience food as an icon of cultural and political identity (Lugosi 2013; Ray 1998; Sloan 2013), and it is capable of improving a destination's image. A traditional dish, according to Grigorova et al. (2016), shows direct relations to the nature, culture, religion, and lifestyle of the local community. Moreover, the dish related to a rural gastronomy environment often has the strength to support health tourism (Renko & Polonijo 2010) through sustainable healthy food (Cavicchi & Ciampi Stancova 2016). The role of gastronomy is to reflect human's norms and culture value, place and time, as well as to explain geographic reality and place (Timothy 2015), along with regional branding (Cavicchi & Ciampi Stancova 2016). In an attempt to preserve and spread local eating culture, Wantanee et al. (2015), provided cooking lessons to tourists as well as at food festivals.

Gastronomy is not merely related to cooking a food product in the kitchen, it is widely related to the investigation, documentation, understanding, and research of food, ethics, food eating etiquette, and nutrition (Soeroso & Susilo 2013; Soeroso & Turgarini 2020).

Meanwhile, criteria are the standards to assess, evaluate, criticize, examine, or choose something. Criteria are requirements that become the basics for assessment, evaluation, or selection that are then used as an input for decision-making (Dictionary, 2021). Criteria are also said to be an idea or a thing used as a measurement, norm, or model in comparative evaluation (Oxford learners dictionaries 2021). Criteria are usually established by authority, habits, or general agreement as a model, an example, or a reference (Merriam-Webster 2021). Criteria to determine rural tourism potential are natural resources (geographical characteristics), culture (value, beliefs, behavior, symbol), social aspects (welfare related to age, education, job, and others), and economic aspects (economic infrastructure, and domestic product existence to attract tourists) (Puska et al. 2021). A tourist village should show the characteristics of rural geography with its population density along with low settlement, an agrarian economy, and traditional society (Okech 2012).

In Indonesia, the development of tourism villages is based on four typologies, namely tourism villages based on the uniqueness of natural resources, tourism villages based on the uniqueness of local cultural resources (including typical gastronomy), creative tourism villages, and combined tourism villages that are able to display and own a combination of one or more resources. Efforts to develop tourist villages need to be strengthened with criteria including having the potential for a tourist attraction, such as a community, and having the potential for human resources involved in tourism village activities. They also require basic infrastructure facilities to support tourism activities to have the potential for developing a tourism market (Coordinating Ministry for Maritime Affairs and Investment 2019).

3 METHODS

This research used a survey method that involved 200 informants, of which 100 were tourists and 100 were stakeholders. The primary data collection used online in-depth interviews, with mind mapping as a supporting tool. The data obtained were processed using qualitative descriptive method (Doyle et al. 2020; Kim et al. 2017). Finally, the analysis used a qualitative interpretative approach through trying to understand or interpret the phenomenon of meaning and finding the relations. Secondary data were sourced from scientific articles, books, research reports, and other publications. Discussions, brainstorming, expert meetings, and Focus Group Discussions (FGD) among stakeholders were conducted to strengthen the study result (see Table 1). The research objects were Cisambeng Village in Majalengka District, Cibuluh Village in Subang District, Cigugur Girang Village in Parongpong, West Bandung District, and Cikelet Village in Garut District. All those villages are in West Java Province.

Table 1. Key informants who supported the study.

Stages	Partners
Discussions	Officials at the Ministry of Home Affairs, Ministry of Tourism, and Creative Economy, Ministry for Public Works and Human Settlements, Ministry of Villages, Development of Disadvantaged Regions, and Transmigration, Ministry of Environment and Forestry, Indonesian Banking Association and Bank Indonesia
Brainstorming	Planners, architects, geographers, anthropologists, environmentalists, biologists, food experts, gastronomists, artists, longhairs, and economists who have previously worked on the topic of gastronomy.
Expert meetings	Experts from various fields of science at universities in Indonesia (i.e., Universitas Gadjah Mada, Ambarrukmo Tourism Institute, Universitas Pendidikan Indonesia), Indonesia Gastronomy Academy (IGA), Indonesian Chef Association (ICA)
FGDs	Officials of Tourism Office, Government of Provinces and Regencies, Tourism actors consisting of officials at Indonesian Hotel and Restaurant Association, Association of Indonesian Tour and Travel Agency, Indonesian Tour Guide Association, Indonesian Tourism Objects and Attraction Organization, Indonesia Marine and Tourism Association, Indonesian Tourism Society, Hotel Human Resources Managers Association, and Indonesian Tourism Area Association, Indonesia Gastronomy Academy (IGA), Indonesian Chef Association (ICA); teachers from tourism education institutions, and local communities

4 RESULTS AND DISCUSSION

Turgarini states that there are eight local food levels served to strengthen gastronomy tourism, they are (1) main meals (Bakakak Hayam, Babat Raweuy, Bubuy Hayam Subang, Beuleum Lauk, Cobek Belut, Daging Uncal, etc.); (2) complementary meals (Bubuy Siki Nangka, Cobek Genjer, Cobek Jantung Cau, Cobek Oncom, Dage Empoy, Kadedemes, Dage Kelapa, Dage Cangkring, etc.); (3) complete meals (Sangu Cikur, Sangu Jamblang, Sangu Ketan, Sangu Koneng, Sangu Liwet, Bubur Beureum, Bubur Bodas Docang, etc.); (4) snacks (Bakecrot, Bugis, Burayot, Bubur Kacang Hejo, Bubur Lemu, Cikuk Garut, Cimplung, Cepsrus, Comro, Peuyeum Sampeu, Cau Goreng, Puncak Manik, Putu, Rarawuam, Roten, Sasagon, etc.); (5) crackers (Citruk, Dorokdok, Dapros, Emping Menes, Gapit, Kasreng, Keremes, Kicimpring, Kiripik Cau, Kiripik Sampeu, Kiripik Taleus, Kurupuk Aci, Kurupuk Malarat, Kurupuk Lambak, Kolontong, Kurupuk Banjur, etc.), (6) candied, salad, and pickled vegetables and fruits (Bakasem Kadongdong, Manisan Cereme, Rujak Bebeuk, Rujak Cuka, Rujak Ciherang, etc.), (7) beverages (Bandrek, Bajigur, Sakoteng, Es Bojong, Es Cingcau, Es Cuing, Sirop Campolay, Es Goyobod, Es Oyen, Es Pala, Es Peuyeum, Es Serut, etc.)

and finally (8) chilli sauce (Sambal Cibiuk, Sambal Daun Tangkil, Sambel Suuk Sukabumi, Sambal Goang, Sambel Jahe, Sambel Goreng Tempe, Sambel Hejo, etc.). Apart from those, rare food from West Java is also served such as Ali-agrem (ring cake), Burayot (hanging cake), Emplod, Gemblong, Manisan Gedang (papaya), Pencok Leunca, Reuceuh Bonteng (cucumber), Rujak Hiris (Cajanus cajan), Tang-tang angin, Ulukutek Leunca Oncom, dan Wajit Cililin (Turgarini 2018). If these are managed well, they will strengthen gastronomy tourism in rural areas.

Next from the study result, two groups of tourism actors have different views on gastronomy in a rural area. Tourists consider as important the rural atmosphere, hygiene, experience of eating food, and originality as well as food attractions. Meanwhile, residents as food servers consider taste, quality, variation, and food performance were more important. However, the tourists do not seem to really care about the restaurant layout, while the residents show less attention to service quality from the waiter/waitress to customers (see Table 2).

Table 2. Tourism actors' assessment of gastronomy.

No	Travel Rating	Community Rating
1	Atmosphere	Food Taste
2	Hygienic	Food Quality
3	The experience of consuming food	Food variety
4	Authentic, exotic, and attractive food	Food appearance
5	Food taste	Atmosphere
6	Food variety	How to serve food
7	How to serve food	Authentic, exotic, and attractive food
8	Response to customer requests	The freshness of food ingredients
9	Food appearance	Food smell
10	Food quality	The appearance of waiters (staff)
11	The freshness of food ingredients	The experience of consuming food
12	Food price	Cleanliness of the building/dining room
13	The appearance of waiters (staff)	Restaurant layout
14	Attention waiters (staff) to customers	Restaurant toilet cleanliness
15	Restaurant toilet cleanliness	Food price
16	Support food security	Hygienic
17	Food smell	Response to customer requests
18	Support food safety	Support food security
19	Cleanliness of the building/dining room	Support food safety
20	Restaurant layout	Attention waiters (staff) to customers

Further, it seems that there are some important things if viewing from the tourism actors understanding towards gastronomy management in a rural area, namely food health, quality (taste, aroma, food serving), price producer, management continuity, stakeholders involvement, capability to overcome business changes, solid management structure, environment sustainability, and the increase of the resident's welfare (see Table 3).

Table 3. Community Understanding Regarding Gastronomy Tourism in Rural

Area	Understanding of Gastronomy Tourism
1	Healthy food
2	The quality of local food ingredients is better than non-local food
3	The price of local food ingredients is cheaper than non-local food
4	Local food producers are easier to control
5	Sustainable management
6	Stakeholders engagement
7	Ability to manage pressure to change of business
8	Strong management structure
9	Environmental sustainability (saving energy, waste management, etc.)
10	Improving the local community welfare

A rural area is a population, a settlement, or a region not in an urban area (USDA 2021). A Village, based on RI Law Number 6 of 2014 concerning Villages in Verse 1 (1), is stated as a legal community unit that has territorial boundaries authorized to regulate and to manage government affairs, the local community interests based on community initiatives, origin rights, and/or traditional rights recognized and respected in the government system of the Unitary State of the Republic of Indonesia. Meanwhile, UNWTO (2021b) states that rural tourism activities aim to seek experiences related to the cultural landscape in the form of a combination of natural potential that blends with the surrounding human culture such as agriculture, rural lifestyles, fishing, sightseeing, and so on. This area is usually dominated by agriculture with its social structures and lifestyle of the resident which tend to be traditional-conventional. Apart from that, a rural area also maintains a knowledge system, biodiversity, culture, values, and local activities (wetland and dryland rice farming, plantation, forestry, livestock, and fishery), including its gastronomic artisan expert.

Tourists who visit the rural area will not set aside enjoying food dishes. In the last few years, this component has been growing rapidly to become the attraction of rural tourism (Sormaz et al. 2016). The tourists' urges to enjoy local tastes and accommodation facilities in the destination have become a base for rural gastronomic tourism developers. Therefore, eating culture which used to be abandoned, now shows as a part of a long-lasting tradition. The food dishes served by the rural residents, particularly in Indonesia, reflect their modest daily lifestyle, hereditary habits, beliefs, and religion, as well as tradition and customs. It is in line with people's lifestyle changes which elevate social positions on eating value, so that it becomes one of the attractions in tourism activities. Regarding rural gastronomic tourism flare, it is necessary to determine some criteria or standards in gastronomy tourism management by understanding the point of view of both tourist interest and stakeholders. Referring to findings shown in Tables 2 and 3, the standard for gastronomy tourism in a rural area should fulfill the following criteria:

1. Able to maintain environmental sustainability (nature and culture including energy saving, waste management, etc.)
2. Able to maintain quality
 - a. Serving local food products based on healthy food.
 - b. Food management should fulfill HACCP standards and refer to the continuous improvement paradigm.
 - c. Excellent service for customers is both tangible such as dining room facilities and ambiance, staff physical performance and others and intangible (punctuality, successful complaint solution, willingness to help guests' difficulties, and so on).
 - d. Maintaining taste, aroma, variety, and food performance.
3. Able to manage activities correctly.
 - a. Involving stakeholders.
 - b. Establishing an association with a strong structure.
 - c. Local food producers are registered as members of the association to simplify monitoring and to conduct development.
 - d. Able to manage the business in an uncertain situation (caused by political, economic, health issues, and others)
4. Able to increase local people's welfare.

Thus, a destination that can be established as a rural gastronomic tourism destination should fulfill the criteria of "four abilities." First, maintain the sustainability of the original rural cultural landscape atmosphere so that tourists can feel the sensation, uniqueness, and desire to linger in the destination. The environment that should be maintained is not only abiotic like soil, water, rock, land, mountain, river, and sea, or biotic (flora and fauna) related to physical nature of rural, but also people's culture like the local language (mother-tongue), area identity (such as statement 'sugeng rawuh, wilujeng sumping', in welcoming guests), and to aid in understanding knowledge, equipment, and cultivation technology as well as food processing, governance, customs and art as a complement to gastronomy (Koentjaraningrat 2004). Rural gastronomic tourism should perform

unique attractions related to the food and foodscape to attract tourists' curiosity for their additional experiences.

Second, the ability to maintain quality can be shown by fulfilling hygiene standards. Here, managers are obliged to maintain destination originality and identity, as well as to serve healthy local food. The food they serve should fulfill the criteria determined through a food quality assurance system, namely Hazard Critical Control Point (HACCP) for monitoring and controlling the condition or hazards that may occur to food, particularly that served to tourists (Tseng et al. 2016). The goal is that the product generated is safe for consumption and avoids contamination risks, either physically, biologically, or chemically. Aside from that, food quality served in rural gastronomic tourism should follow the pattern of continuous improvement (Dionizi & Kernici 2013; Farrington et al. 2018).

And then, rural gastronomic tourism managers should be capable to provide excellent service to guests in cleanliness, tidiness, and physical appearance of employees, punctuality of serving, successful compliant solutions for guests, and help guests' difficulties (such as selecting the menu, finding the restroom, and so on). In addition, the managers should be capable of maintaining the quality of taste, aroma, variety, and food attractiveness served to guests. Generally, service quality provided to customers is not far different from what the researchers had concluded, namely tangibles, trustworthiness, responsiveness, assurance, and empathy (Parasuraman et al. 1985). This is in line with emphasizing the importance of service improvement for tourists, new attraction identification, the health state of the site and service area, as well as punctual marketing and promotion (Lopez et al. 2019).

Third, rural gastronomic management should involve stakeholders by establishing an association with a solid organizational structure. Waiters and waitresses are expected to become members of the association to simplify monitoring and to conduct development. The association is expected to support the members to overcome the uncertain condition in the tourism business due to political, economic, health, and other issues.

Finally, rural gastronomic tourism should be able to give the local community good welfare. The welfare indicator is not only community income increasing, but also an improvement in health, education, employment, consumption pattern, environment, poverty rate reduces, and other social problems (BPS 2021).

5 CONCLUSION AND IMPLICATIONS

The research shows that the criteria for gastronomic tourist village relate to capabilities (1) to maintain the sustainability of the environment (sustainability of originality on rural cultural landscape atmosphere); (2) to maintain quality (hygiene, continuous improvement product, excellent service); (3) to manage activities correctly (involving stakeholders, solid and resistant to uncertainty situation in business); and (4) to increase local people's welfare.

The implication of this research is to expect that the tourism actors of rural gastronomic tourism are not only merely selling food to tourists to obtain a short-term benefit, but also think about long-term welfare relating to both nature and culture sustainability. Meanwhile, the government can establish regulations to assure that rural gastronomic tourism runs in its proper corridors.

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