

TRADITIONAL INDONESIAN GASTRONOMY AS A CULTURAL TOURISM ATTRACTION

Amiluhur Soeroso¹
Y. Sri Susilo²

Abstract

Culture is the characteristics of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts. As a part of the culture, cuisine and gastronomy significantly related to tourism. It has always been a component of the culinary tourist experiences. Tourist is not only eating to avoid falling ill, but also they want to understand a region or a country. Of food, they can receive information about a population and its civilization. Aims of the study is to assess whether travelers only want to see the temples, artifacts, sites etc., or they just want to feel another very memorable experience while visiting tourism objects in Indonesia, including sample cuisine and regional specialties. Then, the author wants to see the drivers for rebuild the character of gastronomy and traditional Indonesian food as a tourism attraction. Therefore, the author also desires to convey that the preservation of the traditional gastronomy, as a part of the national culture, is very important for the development of cultural tourism attraction. This study uses survey techniques to collect primary and secondary data. Researcher conducted in-depth interviews with 150 tourists who are visiting to tourism object in Indonesia. And then, the researcher sent a questionnaire by email to 150 tourism stakeholders, especially those working in the field of gastronomy. Results of this study showed that tourists want others exotic tourism experiences. Travelers will make food as part of the experience when travel to tourism object in Indonesia. There are eight trends that could encourage gastronomy as cultural tourism attraction i.e. trading up, multiculturalism, media communication, demographics and household change, communities' involvement, *glocalization* (globalization with local flavor), product quality, and eco-friendly product. Beside that, need to protect against the diversity of local food, and improve the image of the non-rice food equivalent to the rice food. Thus, communities should be given the knowledge of food quality in the surrounding areas and the implementation of "go green" agribusiness, from farm to fork. Now, some of Indonesian traditional food become intangible cultural heritage; so that it is designed can be to induce economic development, particularly through cultural tourism. Consequently, stakeholders need to conduct research; development, preservation and dissemination to communities on the gastronomic and culinary tourism, by collaborating and strategic partnering with establish organizations.

Keywords: Traditional food, cuisine, gastronomy, cultural tourism.
JEL Classifications: L8

¹ STIE PARIWISATA API Yogyakarta, Email: amisoeroso@gmail.com

² Faculty of Economics Atmajaya University Yogyakarta , Email: yssusilo@gmail.com

I. INTRODUCTION

Indonesia is known as emerald at the Equator. Natural beauty and cultural heritage diversity of this country is making tourism attraction, which many other nations worshiped. Usually, the tourists who visit the area are invited to a number of cultural heritage objects to see the Borobudur and Prambanan temple compound, or other sites and artifacts owned by Indonesia. Travelers often directed also to enjoy the natural beauty of Raja Ampat, Komodo, Bunaken and so on. According to data from the Ministry of Tourism and Creative Economy, length of stay and expenditure of foreign tourists in 2012, an average of 7.7 days and \$ 1,133 per person.

Nonetheless, in the world of tourism, Indonesian competitiveness index did not show good positions. In 2013, Blanke and Chiesa (2013) stated that Indonesia tourism competitiveness ranks only 70 out of 140 countries surveyed. For Asia-Pacific countries, Indonesia's competitiveness index ranking is 12th, below Singapore, Malaysia, and Thailand. Indonesia's tourist arrivals in 2012 is only about 7.6 million people with international tourism receipts of U.S. \$ 8 million, far below Malaysia which has reached 24.7 million visitors, with total revenues of U.S. \$ 19.6 million. Therefore, to increase the number of tourists, Indonesia should be able to provide a new interesting tourist attraction, beside the temples, artifacts, sites etc. One of the uniqueness of Indonesia is prosperity of gastronomy, including the taste of food and cooking dishes. Gastronomy of Indonesia, nowadays, becomes a relevance topic because the country has many cultures from numerous ethnics who live and spread on thousand of islands. Dealers from China, India, and later, Spain, Middle East and Portugal influenced Indonesian cuisine. Variations in the types and kinds of local Indonesian traditional cuisine is very diverse, it depends on the culture and customs of the local community. Rice, Corn, Sago, Taro, Breadfruit, Canna, and Cassava (Ind: Gaplek) not reflect the state of low socio-economic communities, but local customs and local wisdom in using natural state of harmony.

Reynolds (2010) supposed that the power of prestige utilizes food (and the act of dining) as a medium in which interactions can communicate and display power. He also thought that soft and hard food-power utilizes food as an issue to attract or coerce actors to change their actions through both cultural-symbolic and political-economic conceptualizations of food (Reynolds, 2010). Thus, he propose that the power of prestige can now be seen as both a practical demonstration of soft power and cultural diplomacy at work, and a method for assessing how nations assess and view the power of other nations and organizations. Unfortunately, food delights in Indonesia today are dominated by fast-food foreign culture based as McDonald, KFC, CFC, Wendy, Starbucks, and others. Traditional food is usually served in the houses or barrows began to be shifted by the global product, so that in time they feared would disappear.

For that, this study aimed to assess whether travelers only want to see the temples, artifacts, sites etc., or they just want to feel another very memorable experience while visiting Indonesia, including sample cuisine and regional specialties. Of course, to rebuild the character of gastronomy and traditional Indonesian food as a tourism attraction, we need to look first to the drivers and its triggers. Therefore, in this paper, the author wants to convey that the preservation of the traditional gastronomy, as a part of the national culture, is very important for the development of cultural tourism attraction. The discussion centered on traditional food as cultural heritage, relationship between food and environment, and gastronomy tourism itself.

II. LITERATURE REVIEW

2.1 Traditional Food as Cultural Heritage

According to Indonesian Government Regulation No. 28 of 2004, on Food Safety, Quality and Nutrition Food; the food, as raw material of gastronomy activity, is anything that comes from biological sources and water, whether treated or untreated, which is applied as a food or beverage for human consumption, including food additives, food raw materials, and other materials used in

the preparation, processing, and / or manufacture of food or drink. Difference fresh food to fast food is as follows. First, fresh food is foods that speckle processing experience, which can be consumed directly or used as a raw material of food processing. For instance, rice, wheat, all kinds of fruit, fish, and also fresh water. Second, processed food is a food or beverage process or by a particular method, with or without additives. Third, certain processed food is processed food for consumption of particular groups in efforts to maintain and improve the quality of health of the group. The last, fast food is a food and / or beverages that have been processed and ready to be served directly outside the place of business or place of business on the basis of orders.

Food can essentially be used as a means to achieve food security. Restoring the pattern of diversification of food feeding that has taken hold in communities as local wisdom can do broadening of food consumption. Food diversity, the richness of Indonesian culture, would be both a means of supporting food security, and provide additional income if marketed as a product that can be consumed by tourists. The diversity of food sources in Indonesia, causing traditional Indonesian food also varied flavor. Terminology traditional food here is the food consumed by ethnic group and certain specific areas. Characteristics of traditional food are a) obtained food recipes passed down through generations, b) use of traditional tools and c) typical cooking process engineering.

As local knowledge, sources of local food carbohydrates in Indonesia met from Corn (*Zea mays*), Cassava (*Manihot utilissima*), Sweet potato (*Ipomoea batatas*), Taro (*Colocasia giganteum*), Canna (*Canna edulis*), Bread fruit (*Artocarpus altilis*), Gembili or kemilik (*Dioscorea esculenta*), Uwi (*Dioscorea alata*), Pumpkin (*Curcubita* sp.) etc. Society also has accustomed to eating different types of fish, such as Eels (*Monopterus albus*), Snails (e.g. *Rhinoclavus sinensis*), Shellfish (e.g. *Anadara granosa*), Poultry (e.g. *Gallus gallus domesticus*) and others, comes from the cultivation and haul in nature as a source of protein. As for the source of minerals and vitamins, people get it from fruits and vegetables are available at the forest edge, plantations, and paddy fields, along side of irrigation canals and in the yard.

That is why; culinary Indonesia is more richness than the cuisines of other nations. Some Indonesian traditional foods, unwittingly, has actually entered as a global product. The traditional food is, gado-gado, fried rice, yellow rice, satay, soto, rendang, thiwul, gudeg, etc. However, several of Indonesia traditional food also becomes intangible cultural heritage that need for protection. This is because, during the 20th century, industrialization began to threaten artisan producers and many abandon their traditional techniques. Indonesia is one country that is experiencing it. For instance, Kipo is one of the endemic traditional meals or snacks, made from glutinous rice, just available in DIY (Yogyakarta Special Province), precisely in the cultural heritage area of Kota Gede. At this time craftswomen Kipo, only 4 peoples left, and they are aged over 60 years old. If there are no heirs in the next 10 years, Kipo may be extinct, so it needs to be preserved, as do for many cultural object alike artifacts, monument, building and archives involving both state and private initiatives.

Thorpe (2013) said the protection of cultural heritage has not only social, but also political and economic consequences as well. Whereas the constitution of a national and personal identity is closely tied to receive cultural heritage, as far as material culture is concerned, requires financial support often beyond the means of the countries concerned. Socially, snacks like Kipo describes the social value that indicates a relationship between the community and have a common sense of identity. The value attached to social functions. Its consumers of various ethnic, religious, political views, and social status are also diverse, reflecting the tolerance of diversity. Hence, food as cultural heritage encompasses all aspects of cultural life.

According to Thorpe (2013), politically, cultural heritage can be either a cohesive force or a divisive one when exploited for political purposes directed towards political hegemony. Kipo as preserving traditional food that can be consumed by people from time to time is also a form of political activity to preserve cultural heritage. Preservation of cultural heritage is "for and by all". It

means that attention to cultural heritage should have been charged to the 'central government' (which is personified in the 3 P - Princes, Priests, and Politicians), or just a bunch of public concern over the level, the nobility, clergy, politicians, and scientists are exploiting them only for circles, or tend to be regulated as the study of science, impingement pleasure, memories, and recreational facilities, but should have involved all stakeholders.

We also know that food besides rice, imaged consumed by the poor due to the Indonesian government politically policy, known as the green revolution, in the 1970s that introduced the high-yielding rice varieties of transgenic modified from the International Rice Research Institute (IRRI) and the use of chemical fertilizers and pesticides that cause uncontrolled damage to wetland ecosystems. At that time, food made of rice given a higher status than other non-rice foodstuffs such as cassava, corn, breadfruit and others (Soeroso & Susilo, 2009). As a result, the diversity of food in Indonesia fell. After 30 years passed, the policy mistakes feel the impact, quality and Indonesian food security decreases. Indonesia is still a fairly large food importer in ASEAN. More severe impact of the policy is a wide variety of traditional foods made from non-rice foods extinct, because the source no longer cultivated.

Moreover, economically, the cost of preserving cultural heritage can be a lucrative, beneficial source of income as a result of the global promotion of cultural tourism. Consequently, local food (as a cultural property) it should be protected from extinction. Here the stakeholders need to partner with a variety of parties, be it academics, practitioners and non-governmental institutions. The government itself can act as facilitators for the preservation of traditional cuisine, especially that have been incorporated into cultural heritage.

2.2 Food and Environment

Food availability is very closely linked to the environment in which they live. Clean living environment, not contaminated by toxic materials, will also produce good quality food. Old perspective on the environment is to be the main cause of the crisis in the field of ecology, because the living environment is to be human object. Now a new paradigm began to shift from the conservative to the postmodern. One of them, Naess (1993), looked at the need for the wisdom ecosophy regulates life in harmony with nature in the household. His desire is a shift from a science used to be the wisdom. He considers that the ecological crisis in particular agriculture, when this happens because of changes in human lifestyle. Patterns of production and consumption of food excess and not environmentally friendly as a result of advances in technology and the economy have changed the traditional way of life - a prosperous life is simple but rich in meaning - toward consumerism-prosperous economic matter. High economic growth takes precedence and should be pursued without regard to the development of a holistic food. The greater exploitation of resources is the higher the risk of environmental damage. For that, people need a new paradigm of understanding the ecological sustainability of the environment i.e. balancing of land biophysical factors, economic (purchasing power) and socio-cultural community, including food safety (health).

By doing so, improving the quality of food as an effort to support food security are reflected in the legislation is essential, not only about the nutritional aspects, taste, scent, odor and cooking quality, but also of health safety to avoid chemical residues begin the process of pre (land management) to post-harvest (milling, packing, packaging, etc.). Food that has a good quality will support food security, both in terms of safety, healthy and active life and affordability. System implementation is a good quality food from the input, process and output would require a bit of preventive costs, inspection and damage, even unnecessary costs associated with the public so that production costs will be lower. Use of organic fertilizers to make food become more durable (long-lasting) and fresh, thus attracting consumers, consumed more healthy, cheap, independent and sovereign (not dependent on fertilizer manufacturer).

2.3 Gastronomy

Gastronomy itself, according to the free dictionary (2013), means is the art or science of good eating or a style of cooking, as of a particular region. The art or activity of cooking and can be also expressed eating fine food or art of selecting, preparing, serving, and enjoying fine food (Merriam-Webster, 2013). For the reason, gastronomy is presented to be familiarized to the public so that the next generation can be more innovative in their creativity in making the most of natural resources based on local materials, with good quality and authentic, while maintaining environmental friendliness. Gastronomy is also the main motive behind the actors who prepare and work to the availability of food and beverage needs.

In the excerpt Wikipedia (2013) argued that the term of gastronomy is subsumes all of cooking technique, nutritional facts, food science, and everything that has to do with palatability plus applications of taste and smell as human ingestion of foodstuffs goes. Gastronomy involves discovering, tasting, experiencing, researching, understanding and writing about food preparation and the sensory qualities of human nutrition as a whole. It also studies how nutrition interfaces with the broader culture. Later on, the application of biological and chemical knowledge to cooking has become known as molecular gastronomy, yet gastronomy covers a much broader, interdisciplinary ground. That way, the word can be attached to the term gastronomy "the art or law of regulating the stomach." Gastronomy reflects the identity and cultural integrity of Indonesia as a great nation, even also often can be used as a political tool to negotiate with other nations.

Whilst gastronomy associated with tourism, it has always been a component of the culinary tourist experiences as an important part of the tourist budget. In this case, tourist not only eat to survive and to avoid falling ill, but also they want to understand a region or a country. Of food, they can receive information about a population and the organization of its civilization. By gastronomy, that is to say those practices and rules that constitute the art of fine dining, the tourist experience goes a step further, potentially transforming the gastronomic occurrence into the focus of the trip and the origin of tourist movement in a context where mobility is becoming increasingly global (Clave & Knafou, 2013).

Gastronomy is one of the elements incorporated in a new concept of cultural heritage and cultural tourism, driven by growing trends of a well-being lifestyle, authenticity, environmental protection and the need to have a high-quality experience. Tourists increasingly want foods that emphasize the heritage and culture of a place, which assist the preservation of traditional forms of agriculture and cultural heritage.

2.4 Gastronomy Tourism

The international tourism market is changing. The increase in purchasing ability, greater availability of leisure time, as well as social and demographic changes in the developed countries, have modified traveler's demands creating a substantially different market in the 90's in comparison to the one in the 70's. The outcome of these social changes translates into a larger variety of tourists regarding type, necessities and patterns. Goeldner and Ritchie (2003) said that tourists enjoy native food, particularly items of local or ethnic nature.

A unique food and drink experience has the power to lure tourists like museums, recreation and shopping. Culinary tourism is the hottest niche to emerge within the travel industry in years because dining is one of the best ways visitors can get to know a new and exotic locale. Of the more than \$330 billion Americans spent on food in 2003, nearly 80 percent was spent in restaurants and nearly one-third of that was spent on fine dining. Because regional foods and recipes are a major part of what makes one place different from another, restaurants should create unique and memorable food and drink experiences to build excitement and develop a competitive advantage. The restaurants may already be contributing to culinary tourism in your community without even knowing it. Culinary tourism includes any unique or memorable dining experience that a traveler encounters (QM, 2013).

Gastronomy, as a tourist resource, is appreciated not only for its own sake, but also for its ability to generate rural development. Gastronomic tourism is helping to increase rural revenue sources and improve income levels and employment of local labor, especially women (BFSC, 2013).

Thus, who are gastronomy tourists? They can be a visitor who has traveled to country particularly to dine at your establishment. The gastronomy (or culinary) tourist could be a business traveler who decides to dine at the brasseries. Nearly 100 percent of tourists dine out when traveling, and dining is consistently one of the top three preferred tourist activities. There is a high correlation between tourists who are interested in cuisine and those interested in museums, shows, shopping, music and film festivals and outdoor recreation. Contrasting other travel activities and attractions, cuisine is available year-round, any time of day and in any weather.

Hence, its important that the restaurant take full advantage of the regions gastronomy tourism opportunities by establishing itself as a unique and memorable dining destination that local will refer visitors to and tourists will want to arrival to again and again. Unfortunately, many traditional meals served in Indonesia, yet many who meet the requirements, ranging from quality to the brand as a marker. Most of local food delivered to consumers through traditional (wet) markets, local stores or shops that also do not have a brand, even if there are brands but not convincing.

III. RESEARCH METHOD

This study uses survey techniques to collect primary data and secondary data. Primary data in the research is data gathered from the original sources (Kuncoro, 2009), derived from in-depth interviews with 150 tourists who are visiting to tourism object in Indonesia, especially in cities of Batam, Denpasar, Jakarta, Yogyakarta, who ordained Ministry of Tourism and Creative Economy as the four main entrances of foreign tourists to Indonesia.

Then, the researcher sent a questionnaire by email to 150 stakeholders in tourism, especially those working in the field of gastronomy. The respondents was conducted in the city of Batam, Medan, Padang, Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Den Pasar and its surrounding area, Balikpapan, Makassar and Ambon. Respondent's name and email address was provided by AGI (Academy of Indonesian Gastronomy). All about respondents can be seen in Table 1.

Table 1 The Respondents

| No | Items | Tourist | Tourism Stakeholders |
|----|-----------------------------|---------------------------------------|---|
| 1 | Number respondent | 150 | 150 |
| 2 | Sampling kind and technique | Probability, simple random sampling | Non-probability, judgment sampling |
| 3 | Method of data collection | In-depth interviews | Electronic mail |
| 4 | Place of data retrieval | Batam, Den Pasar, Jakarta, Yogyakarta | Batam, Medan, Padang, Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Den Pasar, Balikpapan, Makassar and Ambon |

Source: Survey (2013)

In addition, primary data collection was done also through Expert Meeting (EM) and Focus Group Discussion (FGD). In EM findings of the research are discussed with experts and policy makers who are competent. The secondary data were collected through a variety of other data sources such as the Internet, publications, etc. Secondary data used to support the analysis.

Analysis of this study used a descriptive approach. The research using descriptive analysis basically identifies the characteristics of the observed phenomenon or exploring possible relationship between two or more phenomena (Leedy & Omrod, 2005). Descriptive analysis, according to Kuncoro (2009), also provided an overview of consistent patterns in the data, so the results can be studied and interpreted the brief and full of meaning. Further interpretation of the descriptive analysis performed on the data and relationships that exist in the study.

In the descriptive analysis can be done comparison between the results of the study with the results of related studies and performed a correlation between the results of these studies with relevant theory or concept (Kuncoro, 2009). Then the descriptive analysis can also be done with a relatively simple statistical techniques, such as using tables, graphs, measures of central tendency and the average value, the median, and mode (Contour, 2003). Thus, even if the method of analysis used in this study is relatively simple, but it can provide adequate information in accordance with the research objectives.

IV. DATA ANALYSIS AND DISCUSSION

4.1 Finding

Based on the research that has been done, found some of the following. Demography of respondents can be seen in Table 2. The respondents who reply the questionnaire from email is 119 peoples, or e-mail response rate that reaches 79.3% is relatively very good, well above the average responses, which typically only reach 40% (IAR, 2013; Dillman, 2000; Groves, 1990).

Travelers as respondents consisted of 67 men and 83 women, 57 foreign nationals and 93 Indonesian. Average their length of stay 3 days, with spent of money about US \$ 338.759. Luzar et al. (1998), Henderson et al. (1988) and Searle and Jackson (1985) stated that, travelers' gender differences, in general, will reflect inequality leisure time access. These differences also illustrate variances in their behavior to the needs of the tourism product. It takes a long process of socialization with different communication medium. Furthermore, socio-demographic characteristics of travellers such as education and income affect consumer choice tourism types. The higher the socio-demographic status, causing travel choice will be more exotic and eco-friendly.

Table 2 Demography of Respondents

| No | Items | Tourist | Tourism Stakeholders |
|----|------------------------------------|------------------|----------------------|
| 1 | Gender | | |
| | Male | 67 | 65 |
| | Female | 83 | 54 |
| | Total | 150 | 119 |
| 2 | Nationality | | |
| | Foreign nationals | 57 | 55 |
| | Indonesian citizen | 93 | 64 |
| 3 | Education | | |
| | College | 96 | 79 |
| | Others | 54 | 40 |
| 4 | Expenditure (US\$1= IDR 11.365) | | |
| | Hotel | 105.587 (31.17%) | |
| | Meals | 79.190 (23.38%) | |
| | Local Transportation | 92.389 (27.27%) | |
| | Gifts | 61.593 (18.18%) | |

| | | | |
|----------|-----------------------|--------------------|-----------------------|
| Total | 338.759 (100%) | | |
| 5 | Length of stay (days) | 3 | |
| 6 | Occupancy | Civil Servant : 22 | Hotel Operators : 31 |
| | | Others : 128 | Restaurant owners: 43 |
| | | | Tour operators : 15 |
| | | | Chefs : 25 |
| | | | Others : 5 |

Source: Survey (2013)

Based on the survey note that tourists expenses to pay hotel amounted to 31.17%, 18.18% reaching to meal, rent a vehicle for local transportation is as much as 27.27%, and to buy souvenirs at 18.18%, respectively.

Travelers visiting the tourism destination are for a vacation and leisure (86%), or business (14%). Itinerants prefer to eat dinner outside the hotel while looking around and sight seeing city they visit (90.67%). Most of them (82.67%) opine greatly enjoy local food specialties Indonesia. The tourists also supposed that traditional food is a new experience (82%). If the requested pick, they will be prioritized on a traditional diet (68.87%), compared attractions like temples or even landscapes. However, they also said that if the dish cannot be separated with cultural attractions and natural attractions (87.33%).

Appropriate local food served to tourists can be attributed to a variety of attractions that already establish, for example, museums, temples, beaches and so on (84.66%). Travellers also said that while in Indonesia, they avoid eating junk food because there are many other food options that can be enjoyed (76%). On average, the foreign tourists who were interviewed visited Indonesia more than once.

In comparison, research conducted by the travel market research firm named “Mandala Research” and sponsored by the World Food Travel Association and other tourism organizations, showing that almost a third (30%) deliberately choose destinations based on the availability of activities related to local food and drink. In other words, the availability culinary activities are a primary reason for taking a trip (WFTA, 2013). In fact, authenticity and local flavors are the greatest drivers of destination choice for these travelers. Beside that, over half (51%) of all respondents said they travel to learn about or enjoy unique and memorable eating and drinking experiences, and nearly two-thirds (61%) are interested in taking a trip to a destination within the U.S. to engage in culinary activities within the next year (WFTA, 2013).

From the survey, it is found that over 75% of travelers notice Indonesia need for improved tourist services, both in terms of English language, how to serve guests and also maintain the cleanliness of the place of business. Equally important is featuring local cuisine as interesting attractions, both in appearance, taste and also how the presentation at the table (88.24%). In addition, travelers interested in trying foods made from non-rice food (84.03%). Friendliness to the environment perceived by tourists as well as the factors that attract tourists to visit, so it needs to be increased awareness among tour operators (92.44%).

Meanwhile, the managers of hotel, owner of restaurants, tour operators and culinary experts expressed a similar sentiment for tourist statement (89.10%). Travelers love eating dinner at the exotic place, strange food dish, not too formal, so they can relax through the night at a tourist spot (82.35%). The price of food is not a priority to pick a type of food, but rather the flavor and

appearance of preferred dish (93.27%). They also said that the local cuisine should be given the finishing touch with a modern feel; make it more attracting tourists to taste (74.79%). Presentation of non-rice foods made (from cassava, bread fruit, taro etc.) very attracting tourists to feel the sensation (66.38%). Interesting food offerings, both neither of futures, ingredients, nor of its taste will make travelers have incredible memories of the sights he visited (89.08%). Usually foreign tourist will tell to their friends in the country of residence. Once upon a time, if the traveler friends visited Indonesia, they will definitely want to look and taste the dishes that had been told by the travelers (77.31%). Stakeholders consider that communication media such as word of mouth is cheap and apt to attract tourists coming to tourism object in Indonesia (96.64%).

4.2 Discussion: The Development of Traditional astronomy Attraction

Its largest single market of culinary tourism in Singapore on 2011 was Indonesian, with 2.6 million visitors (Mazza, 2013). Enperublog (2009) stated that gastronomy is the new driving force for economic development in Peru. Peruvian food is to be rivalry mining as a driver for economic development, and take over many other industries. It also served to remind them of all the other sectors both directly and indirectly related to the restaurant industry that will benefit from its growth – from farming, to tourism, to cargo companies and even to producers of wood and metal items for tables and cutlery. Gastro-Tourism is significant increase, with a rise of 5% of visits to Peru with its cuisine as the sole or primary reason for the trip.

Rural communities and farmers are also benefiting. Demand for meats, fruits, potatoes and spices is growing exponentially, raising incomes in rural Peru and allowing farmers to implement new techniques and achieve higher production and greater economies of scale that allow them to keep low prices while producing even more. Meanwhile, chef schools are opening up across the country, providing new opportunities for 6,000 students now studying haute cuisine but with Peruvian ingredients (Enperublog, 2009).

Hashimoto and Telfer (2006), and Long (2004) said culinary tourism is recognized as a way to perform local culinary culture, stimulate tourism demand, and enhance destination competitiveness, so gastronomy tourism has also emerged as an increasingly important component of destination marketing. By exploring traditional foods (new foods perceived by their), tourists feel gain more experience toward the local culture. Then, peoples sharing their local culture with tourists via this medium, local residents make it a representation of destination identity. Here, establishing such an identity and creating a more appropriate image related to local food can attract the intended markets, and at the same time benefit gastronomy tourism development.

In addition, food also holds a key place in the "think globally, act locally" debate. Some buyers are keen to support local businesses, or protect the environment by avoiding foods, which have been transported long distances (BFSC, 2013). Thus, if it is associated with the survey that was conducted, what are the trends driving cultural tourism, especially in gastronomy tourism? There are eight trends for developing of traditional gastronomy attraction as seen in Figure 1. First for all trends is trading up. All across world, growing affluence of the populations has a profound impact on consumer spending. Consumers' expenditure is a higher proportion of their income on prepared food, gourmet products, eating out and food items with some form of health or ethical benefits. For discretionary purchases, consumers have traded up where the product is aspiration or traded down when the product is only function (BFSC, 2013).

The second trend is growth of the multi-cultured consumer. Multiculturalism (the state or condition of being multicultural) has become an everyday concept in the daily life of the consumer, driven by globalization, food, the Internet, TV channels and the international tourism.

Third trend is media communication. Snaith and Haley (1999) and also Perdue et al. (1999) said that friendly encounters between residents and tourists are important to a positive destination image, to generate positive word-of-mouth communications, and to guarantee local business and successes of tourism activities. Seaton and Palmer (1997); and Young et al. (2007) suggest that

locals' opinions and suggestions were important to tourists' activities. Explicitly, the content and quality of residents' word-of-mouth communications are influential on tourists' decision making and essential for promoting local products, activities, and attractions. The role of chef and media (TV channels and magazines) become an attraction itself that shapes tourism products.



Source: Based on BFSC (2013), enriched by author

Figure 1. Trends Driving Gastronomy Tourism

The fourth trend is demographics and household change. Change is an ageing population and changing life styles have driven demand for increased hang out, eating out, dine out and others food tourism opportunities. Groups that provide growing markets for food tourism are summarized in the Table 3 below.

Table 3 Group that Provide Growing Markets for Food Tourism

| No | Groups | Means | Characteristics |
|----|---------------|--|---|
| 1 | DINKS | Double Income No Kids | Younger people, between 25 and 35 years of age, no children, affluent |
| 2 | SINKS | Single Income No Kids | Between 45 and 55 of age, well educated, high disposable income |
| 3 | Empty Nesters | Parents whose children have flown the family nest | |
| 4 | Boomers | Members of the baby boom generation in the 1950s | Having a lot of money |
| 5 | Divorcees | Searching for new partners and subsequently will take prospective partners out for dinner and away for romantic weekends | |

Source: BFSC (2013)

Fifth trend is communities' involvement. Gursoy and Kendall (2006) stated that development of traditional gastronomic tourism needed attention and involvement of local communities. Involvement of local communities in tourism activities will have an impact on the economic benefits that gained from business growth, increased job opportunities (Tosun, 2002), and tourists' spending on local products and services (Ritchie & Inkari, 2006). Thus, the local community would see tourists as valuable and meaningful. It is suggested that residents benefiting from tourism are more likely to engage in supportive behavior (Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004). They are more likely to recommend what they perceive as valuable to tourists.

Another community that can participate is observers and institutions that are interested in preserving traditional gastronomic tourism through utilization, and development or providing assistance to the public. In Indonesia, AGI is one model of institutions that develop, preserve and disseminate local gastronomy and culinary.

Sixth trend is the rejection of 'McDonaldization'. Tourists have increasingly rejected the industrial 'fordist' model of low cost mass production of food, searching out local, fresh and good quality cuisine that reflects the authenticity of the destination. The end of the 'McDonaldization' of food culture has seen Starbucks fail in Australia, as the brand is perceived bland and lacking individuality (BFSC, 2013).

Another situation can be seen in Indonesia. From survey, serving traditional coffee "angkringan Joss Coffee of Lik Man" (located in the pedestrian, in the north of Tugu Railway Station, City of Yogyakarta) looks much more formidable than international coffee outlet one. Visitors who come every day so much more than Starbucks in Ambarukmo Plaza and another modern cafe outlets. Suharti, Mbah Cemplung, Bu Tini and mBok Sabar is another example of traditional fried chicken outlets in Yogyakarta. Their business is now more popular with consumers than KFC, CFC, McDonald, and others. Profit from the business, it seems much higher than that obtained franchise outlets. Inappropriately, local culinary outlet usually need to improve and strengthen their English-speaking services, including employees, menus, signs, and food labeling.

At this stage there appeared to be glocalization process. Since the anti-globalization movement scrolling, glocalization process to be a cultural perspective that is associated with the onset of localization into the process of globalization backlash. Glocalization, a term denoting the adaptation of a product or service specifically to each locality, relies on local knowledge (globalization with local flavor), so it became a focal point between the processes of globalization and localization. As a social movement, the community against economic and trade system that erodes global environment, national sovereignty, especially in the third world, etc. (Soeroso & Bapeda DIY, 2008). In addition, people began to realize that junk food, as marketed by the fast-food outlets, not safe for health.

Seventh trend is product quality (goods and services). Top ranked resident's attitudes are a prevalence of high-quality cuisine, culinary, and foodservice for international tourists, then attractiveness and uniqueness of local cuisine (Yi-Chin Lin in Cai, Gartner and Munars, 2009). Objectively, to measure quality of the food material's (tensile, compression, fatigue, impact, hardness, stickiness, texture, etc.) can be used instron, texturometer, viscoelastograph and plasmograph. Meanwhile, in post-harvest handling such as milling quality supervised both qualitative (odor, temperature, pests and chemicals) and quantitative (post-harvest treatment) as well as genetic factors (appearance, color, clarity and density of seed). Even so, keep in mind also that the quality of the food is generally defined sense of subjective factors related to ethnic, environmental and consumer demographics (Soeroso & Susilo, 2009).

Of course, in the development of gastronomy as a tourist attraction, the quality is delivered to the consumer not only about its food ingredients, but also including the overall quality of service. In mid 1980s, Parasuraman et al. (1985) developed a means to measure the scale of Quality in the service sectors, called SERVQUAL. It measures the gap between customer expectations and experience. Several experts like Yu (2001) then developed this instrument further in tourism, called

recreation service evaluation model (REQUAL). MacKay and Crompton (1988), and also Bigne et al. (2003) is similarly developing a conceptual model of consumer evaluation of recreation service quality.

The last trend is eco-friendly product. According to Chancey (2009), five sustainability goals from 2010-2015 is focus on reducing: emissions by 20 percent and water use by 15% per pound of product produced, diverting at least 75% (or 10 percent above the baseline if greater) of all solid waste from landfills, reducing packaging by 10% or increasing the amount of packaging made from renewable material from 45% to 50% and then increasing recycled content by 25%, make source is sustainable and engage growers and suppliers, principally from farm to fork.

Producers have to answer consumer needs toward environmental friendly product. For example, the restaurant owners never stop to think about uses of electricity, water, and paper. Chancey (2009) suggested ten tips to help the restaurant become more eco-friendly i.e. through recycle, upgrade the equipment (by buying more energy efficient appliances), control water uses, switch to greener cleaning supplies, buy of local materials, make straws optional, use cloth not paper, ditch Styrofoam takeout containers, paperless advertising, and do not run when you do not need (don't keep the oven on when you're not using it, don't run the dishwasher when it's only half-full, and don't heat or cool rooms unless you're using them, etc.).

In the future, the restaurants have also to use eco-packaging. Recycling has become commonplace in many restaurants. Take that green effort one step further by using environmentally friendly packaging instead of traditional cups. Eco packaging in the restaurant can be started of preserving the source, i.e. by making cups of taking wood fiber sourced from a combination of land that are not endangered and recycled content. Then we can make cardboard for cups (packaging) of the fiber material, and using of chlorine-free bleaching process. After cups made with plant-based ingredients, then added to it water resistant polylactic acid (PLA) as a coating. In order to secure food, restaurant brand paper attached to a cup made with water-based ink that is applied to the outside through flexography techniques (IPE, 2013). Unfortunately, refers to IPE (2013), eco friendly cups and food containers price, still 40-50 % more expensive than the conventional ones.

V. CONCLUSION

Based on a series of descriptions that have been submitted, in the development of Indonesian traditional gastronomy as a cultural tourism attraction, we need to understand some of the following. First, tourists don't want just monuments, landmarks, and natural or manmade artifacts, they want others exotic experiences. Travelers will make cuisine as part of the experience when travel to tourism object in Indonesia. They will enjoy the taste and flavor of the food there, and then bring the story of deliciousness when they return to the homeland. Beside that, in fact almost one-third of their budgeted expenditures are for food, so the cookery, taste, cleanliness and environmental friendliness into something major in gastronomy tourism.

Second, there are eight driver trends to build cultural tourism attraction, particularly via Indonesian gastronomy i.e. trading up, multiculturalism, media communication, demographics and household change, communities' involvement, glocalization, product quality, and eco-friendly product. Beside that, we must preserve the diversity of local cuisine, and improve the image of the non-rice food equivalent to the rice food. Food diversity can be accomplished if people can maintain a balance between the biophysical environment with purchasing power of economic resources and socio-cultural constancy. Accordingly communities should be given the knowledge of food quality in the surrounding areas and the implementation of "go green" agribusiness, from plantation to dining table.

For security, land management and food must be protected from the introduction of a chemical system, refers Hazard Analysis Critical Control Point (HACCP) is a systematic approach to identifying hazards (risks) and implementation of food control measures. These efforts ensure

that all stages of production start cultivation to storage, packing and delivery or appearance, conducted in accordance with applicable standards.

Some suggestions relating to the results of this study are as follows. First, intangible cultural heritage, like local cuisine can be designed to induce economic development, particularly through Indonesian gastronomy tourism, so that we need continuously campaign for protecting it by mass media, a deep research and development and has a clear purpose, which can be measured and presented. Such research needs to be carried out continuously and periodically evaluated.

Afterward, to preserve and introduce more food and traditional dishes to the audience, gastronomy and local culinary must be linked with other tourism products, such as hotel and restaurant, spa, festivals, traditions, museums, and other events, so we need strategic management partnership.

By doing so, one option is to conduct research; development, preservation and dissemination to communities on the gastronomic and culinary tourism, by collaborating and strategic partnering with establish organizations, one of which is The Indonesian Academy of Gastronomy, well known with acronym AGI. The institution is not an association of professionals or educational enterprise or ordinary social organization. In Indonesia, AGI is an institutions model that develop, preserve and disseminate local gastronomy and culinary. One of AGI's awareness activities is developing aspects of gastronomic culture to encourage eating habits that are designed to protect consumers' health while keeping the enjoyment cuisine dishes.

REFERENCES

- BFSC (Barcelona Field Study Centre). (2013). Food or Gastronomic Tourism and Rural Development. Retrieved from <http://geographyfieldwork.com/FoodTourism.htm> on 24 September 2013.
- Bigne, J.E., Martinez, C Miquel, M.K & Andreu, L. (2003). SERVQUAL reliability and Validity in travel agencies. *Annal of Tourism Research*, 30(1), 258-262
- Blanke, J., & Chiesa, T. (2013). *The Travel & Tourism Competitiveness Report 2013: Reducing Barriers to Economic Growth and Job Creation*. Retrieved from http://www3.weforum.org/docs/WEF_TT_Competitiveness_Report_2013.pdf on 21 September 2013.
- Cai, L.A., Gartner, W.C., & Munars, A.M. (2009). *Tourism Branding: Communities in Action*. UK: Emerald Group Publishing Limited
- Chancey, B. (2009). What makes it green?: The science behind eco-friendly restaurant tools and systems. Retrieved from www.qsrmagazine.com on 19 September 2013
- Countur, R. (2003). *Research Methods for Thesis Research* (1st ed.). Jakarta: PPM Publisher.
- Dillman, D. A. (2000). *Mail and Internet surveys: The total design method* (2nd ed.). New York: Wiley
- Goeldner, C.R., & Ritchie, J.R.B. (2003). *Tourism: Principles, Practices, Philosophies* (9th ed.). New York: John Wiley & Sons.
- Groves, R. M. (1990). Theories and methods of telephone surveys. *Annual Review of Sociology*, 16, 221-240
- Gursoy, D., & Rutherford, D. (2004). Host attitudes toward tourism: An Improved structural model. *Annals of Tourism Research*, 31(3), 495-516
- Gursoy, D., & Kendall, K. (2006). Hosting mega events: Modeling locals' support. *Annals of Tourism Research*, 33(3), 603-623

- Hashimoto, A., & Telfer, D. (2006). Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism Geographies*, 8(1), 31-55
- Henderson, K.A., Staineker, D., & Taylor, G. (1988). The relationship between barriers to recreation and gender role personality traits for women. *Journal of Leisure Research*, 20, 69-80.
- IAR (Instructional Assessment Resources). (2013). Conduct research: Response rates. <http://www.utexas.edu/academic/ctl/assessment/iar/teaching/gather/method/survey-Response.php?task=research>
- Indonesian Government Regulation No. 28 of 2004, On Food Safety, Quality and Nutrition Food.
- IPE (International Papers' Ecotainer®). (2013). Making a difference one cup at a time. Retrieved from <http://www.internationalpaper.com/US/EN/Products/ecotainer/ecotainerPackaging.html> on 19 September 2013
- Kuncoro, M. (2009). *Research Methods for Business & Economics: How Researching & Writing Thesis?* (Revised ed.). Jakarta: Erlangga Publisher.
- Leedy, P.D., & Ormrod, J.E. (2005). *Practical Research: Planning and Design* (8th ed.). Singapore: Pearson Education Pte.
- Long, L. (2004). *Culinary Tourism*. Lexington: University Press of Kentucky
- Luzar, E.J., Diagne, A., Gan, C.E., & Henning, B.R. (1998). Profiling the nature-based tourist: A multinomial logit approach. *Journal of Travel Research*, 37 (August), 48-55.
- MacKay, K.J., & Crompton, J.L. (1988). A conceptual model of consumer evaluation of recreation service quality. *Leisure Studies*, 7, 41-49
- Mazza, G.M.C. (2013). Gastronomic Tourism: Implication for Singapore. *A research paper presented to the Faculties of the University of Pennsylvania in Partial Fulfillment of the Requirement for the Master of Arts, The Lauder Institute, University of Pennsylvania on April 2013.*
- Merriam-webster. (2013). Gastronomy. Retrieved from <http://www.merriam-webster.com/dictionary/gastronomy> on 19 September 2013.
- Ministry of Tourism and Creative Economy of RI. (2013). Foreign Tourists Still Growing Two Digits. Press release on 1 May 2013. Retrieved from <http://budpar.go.id/asp/detil.asp?c=16&id=2226> on 19 September 2013
- Naess, A. (1993). *Ecology, Community and Lifestyle*. Cambridge: University Press.
- Perdue, R., Long, P., & Kang, Y. (1999). Boomtown tourism and resident quality of life: The Marketing of gaming to host community residents. *Journal of Business Research*, 44 (3), 165-177
- QM (Quantified Marketing). (2013). Food is the attraction. Retrieved from http://www.quantifiedmarketing.com/learning_center/food-attraction.php on 19 September 2013
- Reynolds, C. J. (2010). Tipping the scales: A new understanding of food's power in the political sphere. *International Journal of Interdisciplinary Social Sciences*, 5(7), 295- 304

- Ritchie, B., & Inkari, M. (2006). Host community attitudes toward tourism and cultural tourism development: The case of the Lewes District, Southern England. *International Journal of Tourism Research*, 8(1), 27-44.
- Searle, M.S. & Jackson, E.L. (1985). Socioeconomic variations in perceived barriers to recreation participation among would-be participants. *Leisure Sciences*, 7, 227-249.
- Seaton, A., & Palmer, C. (1997). Understanding VFR tourism Behaviour: The first five years of the United Kingdom tourism survey. *Tourism Management*, 18 (6) 345-355
- Snaith, T., & Haley, A. (1999). Residents' opinions of tourism development in the historic city of York, England. *Tourism Management*, 20 (5), 595-603
- Soeroso, A. & Bapeda DIY. (2008). *Preparation of "Yogyakarta Art Festival" Development Program*. Yogyakarta: Bapeda DIY
- Soeroso, A., & Susilo, Y.S. (2009). The Economy of food quality: An Attempt to support sustainable food security in DIY Province. *Journal of Indonesian Economy and Development*, 9 (2), 143-156
- The Free Dictionary. (2013). Gastronomy. Retrieved from <http://www.thefreedictionary.com/gastronomy> on 19 September 2013.
- Thorpe, K. (2013). Protection of cultural heritage as social, political and economic issues. Culture, Civilization and Human Society. Vol. I. Retrieved from <http://www.eolss.net/Eolss-sampleAllChapter.aspx> on 19 September 2013.
- Tosun, C. (2002). Host perceptions of impacts: A comparative tourism study. *Annals of Tourism Research*, 29 (1), 231-253.
- WFTA (The World Food Travel Association). (2013). New study of food traveler interest shows promoting culinary activities can pay off: Almost a third of travelers choose destinations based on eating opportunities New York and New Orleans top foodie destinations. Released on 27 August 2013. Retrieved from <http://www.worldfoodtravel.org/new-2013-research/> on 19 September 2013.
- Wikipedia. (2013). Gastronomy. Retrieved from <http://en.wikipedia.org/wiki/Gastronomy> on 19 September 2013
- Young, C., Corsun, D., & Baloglu, S. (2007). A taxonomy of hosts visiting friends and relatives. *Annals of Tourism Research*, 34 (2),: 497-516
- Yu, A.H., Morais, D., & Chick, G. (2001). Service quality in Tourism: a Case study of the 2001 study tour of Taiwan. Proceedings of the 2005 on *North-eastern Recreation Research Symposium*