

## **Evaluation of Participants' Experience in Farm to Peak Educational Gastronomy Activity Exploring Flavors and Nature'**

**Anissa Aulia Rahmasari\*, Reyfan Triansyah Wiriadi, Naufal Daffa Firdaus, Dewi Turgarini, and Caria Ningsih**

Graduate School Master's Program in Tourism, University of Education Indonesia, Jl. Setiabudi No. 229, Isola, Sukasari, Bandung, Jawa Barat, 40154, Indonesia

\*Corresponding author: anissaauliar@upi.edu

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### **Abstract**

The success of a tourist destination is no longer measured solely by the quality of physical facilities, but by the depth of emotional experiences and the meaning obtained by tourists. Educational gastronomic tourism serves as a medium that connects tourists with nature and local culture through the integration of sensory activities. This study aims to evaluate the experience of participants in the Farm to Peak – Exploring Flavors and Nature activity in Wangunharja Village, Lembang, as a form of educational gastronomic tourism based on the farm to table concept. Using a mixed methods approach with a sequential explanatory design, this study combines quantitative data from 15 respondents through a Likert scale questionnaire as well as qualitative data from semi-structured interviews with activity organizers. The results of the descriptive analysis showed that all indicators measured, namely Customer Experience, Perceived Value, Behavior Intention, and Gastronomy Tourism Experience, obtained an average score above 4.20, which means that they were in the very high category. The qualitative findings reinforce these results by showing that the success of participants' experiences comes not only from physical and culinary activities, but also from interpersonal interactions, cultural narratives, and emotional visual documentation. This research emphasizes the importance of a holistic approach in creating meaningful and sustainable tourism experiences, and recommends a collaborative model between local communities and tourism actors for the development of value-based gastronomic tourism.

**Keywords:** behavioral intentions; educative gastronomy; farm to table; perceived value; sustainable tourism; tourist experience

### **INTRODUCTION**

In the landscape of tourism that continues to evolve with the times, there is a need for new approaches that go beyond just physical travel. This

tourism has become a new trend and a space for humans who want to find meaning and enjoyment of life, emotional connection, and authentic experiences. Modern travelers not

only want to "see", but also "feel", "learn" and "connect" personally with the places they visit. Moreover, after the pandemic, the behavior pattern of modern tourists has experienced a significant shift from mass attraction consumption to a more intimate, healthy and one-on-one experience with nature.

Tourism is no longer solely about visiting new places, but also about creating experiences that are meaningful and touch all the senses and feelings. Today's travelers are increasingly looking for activities that are not only refreshing, but also enriching both emotionally and cognitively. Activities such as Farm to Table, eco-gastronomy, and agro-tourism are the new *prima donna* that offers a comprehensive experience that starts from exploring nature, getting to know agricultural processes, to tasting unique local cuisine. This trend shows a shift from destination consumption to holistic experience consumption.

Concept farm to table (F2T) refers to the practice of linking tourism directly with local agricultural businesses, thus supporting the use of their own production in agro-tourism (Gajić et al., 2024). The F2T concept includes short supply chains that allow food directly from the farm to the consumer's table, often in Agro-tourism. It is a concept that can be recognized as a theoretical idea as well as a concrete practice supported by individuals who have experience or certified institutions. In essence, to promote and provide authentic local gastronomic experiences to tourists and to use seasonal fresh produce directly from their farms on local producers (Nguyen et al., 2024).

Concepts in farm to table It is also closely related to the concept of gastronomic tourism that involves tourists in a series of in-depth stages. Starting from getting to know food as part of a culture with authentic taste, they then learn the ingredients and the process of making it. The experience continues with eating the dish, tasting to feel the taste and texture, until finally enjoying the entire culinary experience (Ulpa, 2022). Each stage in gastronomy has its own characteristics. In the context of culinary tourism, the gastronomic aspect is practically the basis for understanding the process of processing food from raw materials to ready-to-eat, which can also be assessed from a cultural point of view (Nugroho, 2023). Culinary innovation is another important benefit, as managers have access to a wide variety of fresh ingredients, encourage creativity, and develop unique seasonal dishes that celebrate local flavors. Despite these considerable advantages, the Farm-to-table not without challenges. The availability of seasonal ingredients can limit menu options and require restaurants to be flexible and inventive in their culinary offerings (Ganesh, 2024).

Understandable from Horng & Tsai (Kuhn et al., 2024) that "Culinary Tourism", "Food Tourism" and "Gastronomic Tourism" It is a synonymous term, and its use is very flexible depending on the context. However, Horng & Tsai (Kuhn et al., 2024) Specialize the definition "Culinary Tourism" as an experience of a foreign culture through food-related activities, which promotes cultural understanding and knowledge transfer about a place and its

inhabitants. Meanwhile, "food tourism," according to Tovmasyan (2019), refers to a physical experience driven by the desire to enjoy local food. Last "Gastronomic tourism" It is described as focusing on the role of food in people's culture and lifestyles, with a more host-oriented perspective.

FTT activities provide a direct avenue for producers and consumers to sell and buy fresh foodstuffs without intermediaries, increase farmers' incomes, and consumer awareness of food sources (Musa & Chin, 2022). Agrotourism also plays an important role in encouraging the development of synergistic and sustainable tourism. In this context, the agricultural sector not only serves as a base for food production, but also becomes a key element in building the narrative of destinations through hands-on experience on the ground. Agritourism, as part of agro-tourism, acts as a bridge between production and consumption, as well as a means of promotion and marketing of local agricultural and culinary products. Through tourist-farmer interaction, transparent production processes, and the presentation of food based on fresh ingredients from gardens, agro-tourism creates economic added value while strengthening the attractiveness of tourist destinations.

One of the tangible examples of the trend of sustainable culinary tourism in Indonesia is the "Farm to Peak - Exploring Flavors & Nature" program held in Wangunharja Village, Bandung Regency. The program offers an authentic and sustainable culinary experience, where tourists are invited to explore the food journey from the garden to the dinner table. Activities include harvesting with local farmers,

light trekking in the hills, and lunch with Nusantara Nouveau dishes that combine traditional flavors and modern touches. With an educational and interactive approach, the program supports cultural preservation, interaction with nature and local communities, and strengthens local identity in the midst of globalization. In addition to enriching the tourist experience, "Farm to Peak" also opens opportunities for local businesses to collaborate in creating products and services based on sustainability values. Through this approach, the program not only strengthens the village economy, but also encourages innovation in the sustainable gastronomic tourism industry.

Although various studies have discussed the importance of gastronomic experiences and the concept of farm to table in supporting sustainable tourism (Nguyen et. al, 2024; Musa & Chin, 2022), however, research that deeply highlights in depth the dimensions of the tourist experience holistically including emotional, cognitive, social, perceived values, and behavioral intentions is still very limited, especially in Indonesia. This study seeks to fill that gap by evaluating participant experiences in the Farm to Peak - Exploring Flavours and Nature activity in Wangunharja Village, Lembang, as a form of educational gastronomic tourism based on the farm-to-table concept. In addition, the mixed methods which is able to combine the power of quantitative and qualitative data to capture the whole personal experience is also rarely used. Therefore, this study is here to fill this gap by exploring the experiences of the

participants of the "Farm to Peak" program more comprehensively.

## METHOD

This study uses the mixed methods with sequential explanatory design, as stated by Creswell (2014), which combines descriptive analysis and descriptive qualitative methods in sequence. This approach was chosen to gain a comprehensive understanding of the traveller's experience in the program Farm to Peak - Exploring Flavors and Nature in Wangunharja Village, Lembang, as well as to explore subjective dimensions that cannot be reached only through quantitative data. In the first stage, data collection is carried out through a questionnaire instrument designed based on the operationalization of relevant theories, namely Customer Experience in Tourism (Godovykh & Tasci, 2020), Experience Economy in the hospitality and tourism context (Chang, 2018), Perceived Value (Shen, 2016), Theory of Planned Behavior (Ajzen, 1991, in Han et al., 2017), as well as the Gastronomy Tourism Experience (Ellis et al., 2018). The questionnaire was compiled in the form of a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) and distributed online to all participants of the activity. The sampling technique used is total sampling, considering that the number of participants is limited and can be reached as a whole. The second stage of the research was carried out to enrich and explain the results of quantitative findings through a qualitative approach. The technique used was a semi-structured interview with a number of key informants who were selected in a systematic manner purposive sampling, based on active

involvement and background relevant to the context of the activity. The interview guidelines are focused on exploring deep perceptions, personal meanings, and reflective interpretations of participants' experiences while participating in activities Farm to Peak. Quantitative data was analyzed descriptively by calculating the mean value for each indicator in each variable. The results of the quantitative analysis are then interpreted based on the following five categories of tendencies:

**Table 1.** Categories of tendencies

| Average score | Category  |
|---------------|-----------|
| 1,00 - 1,79   | Very low  |
| 1,80 - 2,59   | Low       |
| 2,60 - 3,39   | Keep      |
| 3,40 - 4,19   | Tall      |
| 4,20 - 5,00   | Very high |

Meanwhile, qualitative data was analyzed using inductive thematic analysis, with stages that included transcription of interview data, coding, grouping into categories, and identification of key themes that reflect patterns of meaning in participants' narratives. This analysis aims to contextually interpret the traveler's experience that is reflective, emotional, and social. By integrating these two approaches, this study is expected to present a complete and in-depth understanding of how tourists experience farm to table activities holistically, both from the behavioral and cognitive dimensions that are statistically measured, as well as from the narrative dimension that describes the cultural interactions, emotions, and personal values of the participants.

## Research Location and Time

This research was carried out in Wangunharja Village, Lembang District, West Bandung Regency, West Java on Sunday, May 18, 2025. This location was chosen because it is the venue for the Farm to Peak – Exploring Flavors and Nature activity which directly implements the farm to table concept in the context of educational agrotourism. Data collection was carried out in a short longitudinal manner, namely on the day of the activity (Sunday, May 18, 2025) until a few days after, with the distribution of questionnaires carried out online, and interviews scheduled with selected participants on Monday, May 19, 2025.

## Population and Sample

The population in this study is all individuals who are participants in the Farm to Peak program, totaling 15 participants. Given the limited scale of the activity and the manageable number of participants, the sampling technique used for the quantitative part is saturated sampling (census), where all participants are made respondents. For the qualitative part, purposive sampling techniques are used with informant criteria that can provide in-depth information, such as participants who show active involvement, have a tourism or culinary background, or convey rich responses during the activity.

## RESULT AND DISCUSSION

### Quantitative Findings of the Farm to Peak Participant Questionnaire

From all participants who participated in the Farm to Peak activity, 15 respondents were selected to fill out a google form, presented with several statements based on the

indicators taken in this study. The statement uses a likert scale from 1-5, in addition to which participants are asked to give an impression and message and suggestions to the Farm to Peak team. The results of the google form are processed with statistical descriptive SPSS.

The following (Table 2) are the results of data analysis using SPSS with descriptive statistical techniques in the first indicator, namely Customer Experience which is compiled based on the theory of Experience Economy (Chang, 2018) Experiential Marketing (Godovykh & Tasci, 2020).

**Table 2.** Descriptive statistics (customer experience)

|                                                                             | N         | Sum         | Mean        | Category         |
|-----------------------------------------------------------------------------|-----------|-------------|-------------|------------------|
| Trekking is comfortable and fun                                             | 15        | 70          | 4,67        | Very high        |
| Education about vegetables is conveyed clearly and attractively             | 15        | 66          | 4,40        | Very high        |
| Interaction with farmers or drivers is very effective                       | 15        | 67          | 4,47        | Very high        |
| I am satisfied with the taste, appearance, and innovation of the lunch menu | 15        | 73          | 4,87        | Very high        |
| The whole series of events took place as per my expectations                | 15        | 72          | 4,80        | Very high        |
| <b>Average</b>                                                              | <b>15</b> | <b>69,6</b> | <b>4,64</b> | <b>Very high</b> |

Based on the results of data analysis in the table, each statement has an average of more than 4.20. Based on the category table, the value is in the very high category. Likewise, the average resulting from the 5 statements that have been submitted, the average value produced is 4.64 with a very high category. This means that each respondent feels that the comfort of trekking activities, clarity of vegetable education, interaction with farmers/guides, satisfaction with food, and the suitability of the event with their expectations are very high.

Next is the analysis of data on the third indicator, namely Perceived Value which is presented in the following Table 3:

**Table 3.** Descriptive statistics (perceived value)

|                                                                             | N         | Sum       | Mean        | Category         |
|-----------------------------------------------------------------------------|-----------|-----------|-------------|------------------|
| The price paid is according to the quality of the experience i got          | 15        | 70        | 4,67        | Very high        |
| This program provides more value than similar activities                    | 15        | 72        | 4,80        | Very high        |
| I feel satisfied with the overall experience compared to the costs incurred | 15        | 71        | 4,73        | Very high        |
| <b>Average</b>                                                              | <b>15</b> | <b>71</b> | <b>4,73</b> | <b>Very high</b> |

Based on the results of the analysis, the average of each question has a value of more than 4.20, which means that each statement given is in the very high category. The overall average produced is 4.73, which is in the very high category. This shows participants' perceptions of price suitability with experience, surplus value compared to similar activities, and very high satisfaction with the costs incurred.

In the fourth indicator, namely Behavior Intention which is compiled based on the theory of Theory of Planned Behavior (Ajzen, 1991 in Han et al, 2017), the results of descriptive statistical analysis using SPSS are presented in the following Table 4:

**Table 4.** Descriptive statistics (behavior intention)

|                                                                      | N         | Sum       | Mean        | Category         |
|----------------------------------------------------------------------|-----------|-----------|-------------|------------------|
| I am interested in participating in similar activities in the future | 15        | 69        | 4,60        | Very high        |
| I would recommend this activity to friends/family                    | 15        | 71        | 4,73        | Very high        |
| I would like to find out more about other gastronomic tours          | 15        | 70        | 4,67        | Very high        |
| <b>Average</b>                                                       | <b>15</b> | <b>70</b> | <b>4,67</b> | <b>Very high</b> |

The result of the table is the average of each statement that has a value of more than 4.20 which means that each of these statements is in the very high category. Likewise, the overall average is 4.67, which is in the

range of 4.20 – 5.00. This shows the respondents' Behavior Intention where the intention of participants to participate in similar events, recommend to others, and interest in exploring other gastronomic tourism is in the very high category.

Finally, the Gastronomy Tourism Experience indicator, the results of the analysis using SPSS are presented in the following Table 5:

**Table 5.** Descriptive statistics (gastronomy tourism experience)

|                                                                                      | N         | Sum         | Mean        | Category         |
|--------------------------------------------------------------------------------------|-----------|-------------|-------------|------------------|
| I feel more aware of the local culture after tasting the nusantara nouveau menu      | 15        | 69          | 4,60        | Very high        |
| The food served provides a new experience in exploring indonesia's culinary richness | 15        | 70          | 4,67        | Very high        |
| The food served provides a new experience in exploring indonesia's culinary richness | 15        | 70          | 4,67        | Very high        |
| <b>Average</b>                                                                       | <b>15</b> | <b>69,7</b> | <b>4,65</b> | <b>Very high</b> |

Based on the table, the results of the analysis show the same category as in the previous indicators. All statements given to respondents have a value of more than 4.20 which means they are in the very high category.

Likewise, the average produced from all statements produces a value of 4.65, this means that the gastronomy tourism experience indicator is in the very high category. This also means that understanding of local culture through food, culinary insight into the archipelago, and appreciation for respondents' culinary innovations is very high.

Each respondent was asked to give an impression of the message, almost all respondents said that they felt happy and lucky to be able to participate in the Farm to Peak activity, which added to the participant's experience because they could learn directly from nature. Participants also feel lucky to be able to try interesting and healthy culinary. In addition, respondents also gave several suggestions for the Farm to Peak team, including guides who need to be equipped with mobile speakers, need to cooperate with the community so that when tracking, the area is clean from garbage. The guide also needs to pay attention to all guests from the start of the trip to the starting point. One of the participants also got an experience when the appetizer was served on the food there was a strand of hair, this needs to be corrected in the future. Participants also gave suggestions to make a plan B if it rained outside during the event.

### Qualitative Findings from Farm to Peak Managers

The analysis of qualitative data in this study was carried out by referring to the stages put forward by the Creswell (2014), namely: (1) data organization and preparation, (2) overall data reading, (3) data encoding, (4) categorization into main

themes, (5) representation of data in narrative form, and (6) reflective interpretation of data meaning. Data were obtained from semi-structured interviews conducted with five key roles in the event organizing team Farm to Peak that is Tour Leader, Culinary Team, Documentation Officer, and information officers.

***Customer Experience: A Balance Between Convenience, Interaction, and Education***

The findings show that the experience of participants in trekking activities is considered quite comfortable and enjoyable, despite weather constraints and slippery terrain. The field guide successfully directed the participants to stay safe and actively involved in the agricultural education session. Interaction between farmers/guides and participants is facilitated through an open two-way communication approach, allowing for informal but meaningful knowledge transfer. Meanwhile, the preparation of the Nusantara Nouveau menu is considered successful in combining educational elements and visual aesthetics by emphasizing the use of local ingredients and the cultural narrative behind each dish.

***Perceived Value: Price Rationalization Through Emotional and Educational Dimensions***

The price of the activity package of IDR 600,000 is considered comparable by most respondents because it includes various components of value, both material and non-material. These values include a hands-on educational experience, access to exclusive

locations, professional services, and quality visual documentation. Some of the committees emphasized that documentation also contributes significantly to the perception of "value for money" of participants, because it is able to capture irreplaceable emotional moments. In addition, the uniqueness of the thematically designed activities is a differentiator compared to other educational tourism activities.

***Behavioral Intention: Building Loyalty and Recommendation Through Emotional Experience***

In an effort to build participant loyalty, the strategies put forward by the committee include providing incentives for participants who return to the program, post-event communication through social media, and the use of testimonials as promotional materials. The success of visual documentation also plays a role in encouraging participants to share their experiences with social networks or families. This suggests that the emotional and visual aspects of the travel experience greatly contribute to shaping follow-up behavioral intentions, both in the form of re-participation and indirect promotion.

***Gastronomy Tourism Experience: Multirole Collaboration and Affirmation of Local Culinary Identity***

The element of authenticity in the culinary experience is constructed through the direct involvement of farmers, the selection of local fresh ingredients, traditional cooking techniques, and presentations that carry cultural values. The Nusantara Nouveau menu was developed

collaboratively by the culinary team and gastronomic experts by paying attention to the input of participants submitted during the activity. In addition, visual documentation helps to strengthen the cultural narrative and aesthetics of the dish, thus creating a gastronomic experience that is not only consumptive but also educational and reflective.

### **Interpretation of Findings**

These findings indicate that the tourism experience in the Farm to Peak program is not only limited to physical activity and food consumption, but includes emotional, social, and cognitive dimensions that are interconnected. Through a descriptive qualitative approach, it can be seen that cross-role interactions, thematic planning based on local values, and active involvement of participants are key factors in shaping meaningful experiences. This reinforces the argument in the literature that gastronomic experiences in the context of agrotourism require a holistic approach that includes elements of education, aesthetics, and social connectedness. Based on the findings of quantitative and qualitative analysis, it can be concluded that the Farm to Peak activity succeeded in creating a very positive gastronomic tourism experience for the participants, both emotionally, educationally, socially, and aesthetically.

From the quantitative results, all indicators measured, namely Customer Experience, Perceived Value, Behavior Intention, and Gastronomy Tourism Experience, received an average score above 4.20 which is classified as very high. This

shows that participants are very satisfied with the overall experience, including the comfort of the trekking activity, the quality of interaction with farmers or guides, innovative culinary offerings with cultural value, and the intention to recommend and participate in similar activities in the future. Meanwhile, the qualitative findings support these quantitative results by providing deeper context and explanation. From interviews with the organizing team, it was revealed that the success of the participants' experience did not only depend on physical activity and culinary offerings, but also on a holistic approach that included two-way interactions, cultural narratives in the food, emotional visual documentation, and post-activity participant loyalty strategies. The program also emphasizes the importance of cross-role collaboration (guides, farmers, culinary teams, documentation, and information) to create added value that is not only consumptive, but also reflective and educational. Overall, the findings of both methods indicate that Farm to Peak is an effective form of experiential gastronomic tourism practice, with a positive impact on participants' perception of value, satisfaction, loyalty, and understanding of local culture. This research supports an integrative approach in the development of agrotourism-based gastronomic tourism, emphasizing the importance of narrative, education, and emotional engagement as key elements in creating meaningful and sustainable tourism experiences.

## CONCLUSION

This study concludes that Farm to Peak activities have succeeded in creating a very positive and meaningful gastronomic tourism experience for participants. Quantitative findings show very high levels of satisfaction with various aspects of the experience, including the comfort of the activity, interaction with farmers, culinary menu innovations, and the intention to return or recommend similar activities. Meanwhile, qualitative findings show that the success of the program comes not only from the physical elements of the activity, but also from a holistic approach that involves two-way communication, cultural narratives, and effective documentation and promotion strategies. This program is a concrete example of how the farm to table concept can be applied in the context of educational agrotourism to strengthen local identity and encourage tourism sustainability. This research recommends the integration of educational, emotional, and social values in the design of gastronomic tourism experiences to increase loyalty and long-term impact on tourists and local communities.

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