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Potential Culinary Tourism In Lombok Island

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ABSTRACT

This study aims to find out the potential of gastronomy tourism in Lombok Island by referring to the concepts of preferences, expectations, and motivation of tourists visiting the island. Currently, gastronomy tourism has been dynamically progressing and transforming into one of the creative tourism segments. Related stakeholders are now utterly aware of the importance of gastronomy's role in efforts to diversify tourism and stimulate economic growth at local, regional, and national levels. The gastronomy creative industry is such a potential industry to be developed in Lombok Island considering that food is a basic need. Hence, categorizing gastronomy as an industry that will steadily maintain its existence is not an overstatement at all. This study employs qualitative methodology with more emphasis on the results of interviews and documentation studies. The results show that gastronomy tourism has the potential to attract tourists to visit Lombok Island. By all means, the said potential must be supported by setting the collaboration between stakeholders ie the Regional Government, and gastronomy business actors who have capabilities to actualize tourist and cultural attractions through gastronomy tourism which is packaged according to the preferences, expectations, and motivation of visiting tourists of Lombok Island.

Keywords: Business Management, European Competition Management, Markets, Pricing

INTRODUCTION

The tourism sector is a sector that has the potential to be developed as a source of regional income. To increase regional income, the development and utilization program of regional tourism resources and potential is expected to contribute to economic development (Maharani, 2014). In the writings of Saufi et al (2015), the development of tourism on the island of Lombok is currently running rapidly, the number of local and foreign tourists continues to increase from year to year. Lombok Island itself is one of the small islands in the West Nusa Tenggara area, various natural attractions on the island of Lombok are available from East Lombok to North Lombok. According to Saufi et al., described plans or strategies to increase tourism potential in Lombok,

The culinary creative industry is an industry that has the potential to be developed on the island of Lombok. considering culinary as a basic human need, it is not an exaggeration if culinary is categorized as an industry that still exists. Plus, at this time culinary has become a lifestyle and leisure (Creative Economy Agency, 2017). There are many studies on culinary tourism as a tourism and cultural attraction, but it is not yet known whether Lombok Island culinary is part of a cultural attraction. In Ardabili's research, et al (2011) it is said that food can be an attraction for foreign tourists visiting a country (Ardabili et al, 2011). In the development of tourism in Europe, culinary tourism has become one of the main sectors to promote tourism. But in the development stage, it is precisely food and drink that become the main goal of a person's journey. The development of culinary tourism is inseparable from the development program of other types of tourism such as nature and cultural tourism because basically food is one aspect of culture. This is because tourism

development cannot be separated from the problem of food and even food can be used as a special attraction for tourists and can be used as souvenirs. but in its development, it is precisely food and drink that becomes the main goal of a person's journey. The development of culinary tourism is inseparable from the development program of other types of tourism such as nature and cultural tourism because basically food is one aspect of culture. This is because tourism development cannot be separated from the problem of food and even food can be used as a special attraction for tourists and can be used as souvenirs.

Culinary tourism is one of the important sectors in tourism because it does not rule out the possibility of special foods from the island of Lombok such as Taliwang Chicken and Placing Kangkung, Puyung Race Rice, Rembiga Sate, and Bulayak Sate have potential in marketing Lombok Island tourism. By having food with a distinctive taste, following the culture that exists on the island of Lombok, tourists both domestic and foreign tourists will give more interest to learn the culture of the island of Lombok through the typical food of the area. Based on the background of the problems above and to get to know the potential of culinary tourism on the island of Lombok in terms of tourism and cultural attractions, the researchers raised this issue with the title "The Potential of Culinary Tourism on the Island of Lombok".

LITERATURE REVIEW

According to Harsana (2008), culinary tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy food or drinks. Culinary tourism is a tourist trip related to cooking. According to Suryadana (2009), culinary tourism is tourism that provides a variety of integrated culinary service and activity facilities to meet the needs of tourists who are built for recreation, relaxation, education, and health. The main attraction of culinary tourism is food products.

According to Marwanti (2000:112), traditional food is a daily folk food consumed by ethnic groups in a specific area that is processed according to food recipes or dishes that have been known and applied from generation to generation from their ancestors. The natural topographic characteristics of Indonesia, which are inhabited by various tribes with cultural diversity, are influenced by various beliefs and religions. In addition, the existence of cultural contacts that lasted for centuries with various nations, such as China, India, Portugal, the Netherlands, and Japan has resulted in a diversity of history, tradition, culture including the characteristics of food and cuisine of a region.

Scarpato (2002) sees gastronomic culinary experiences as a “cultural tourism medium” and as an important resource for destinations seeking to develop new quality tourism products and experiences. Culinary tourism has been identified as an important component of the rapidly growing cultural tourism market (Canadian Tourism Commission, 2002). This statement is supported by the opinion of Adina (2016) which states that the development of food tourism to a tourist destination will improve the visitor experience. Today issues such as how we eat, what we eat, and where we eat are subjects that generate extensive debate, reflection, and important action in our daily lives. Elements such as culinary curiosity, desire to diversify the daily menu,

Rozin and Vollmecke (1986) in Chang and Mak (2010) state that food preference refers to the selection of one food item among many other choices. In the context of this study, the term food preference is defined as an expression of a tourist's choice of two or more foods available at a tourist destination (Chang and Mak, 2010). While local food can be defined as food and beverages that are produced and produced in a particular local area or local food with a local identity (Nunmedal and Hal, 2006 in Chang and Mak, 2010). These local foods and beverages can be distinguished from non-local products based on product characteristics, social features, and ecological features (Sage, 2003 in Chang and Mak, 2010).

EMPIRICAL STUDIES

Guzman, et al (2014) stated that culinary tourism is one of the key elements in the development and promotion of tourism in Caceres, Spain. With the development of tourism today, there are changes in demand and supply. The development of travel companies, cheap flights, and changes in the attitude of tourists who previously preferred to take a vacation in a short time but can visit many places and even countries. Being a tourist who is more interested in enjoying new experiences when on vacation, feeling and following the lifestyle where the tourist is on vacation, one of which is of course by eating the traditional food of the area as a daily meal.

Guzman et al (2014) explained that Caceres, Spain, besides having a variety of cultures that have high values, also has culinary tourism which is intensively introduced to tourists. The traditional food of Caceres, Spain has a Designation of Origin slogan which prioritizes the purity and authenticity of its products, including Jamón Dehesa de Extremadura (Spanish ham), Cereza del Jerte (cherries), Aceite Gata-Hurdes (olive oil), Miel de Villuercas -Ibores (Spanish honey, Caceres), Torta del Casar (biscuits with melted cheese), Queso Ibores (Caceres cheese, Spain) and Pimentón de la Vera (Caceres paprika powder, Spain). This traditional dish is produced near the rural areas of Caceres, Spain with ingredients sourced from the region's natural resources.

The research of Guzman, et al (2014) aims to find out the purpose of tourists in deciding tourist destinations, especially in terms of cultural tourism seen through culinary tourism in the area. To achieve the research objectives, several surveys were conducted in several restaurant locations where tourists have lunch and dinner. The restaurant selected for conducting the survey is a representative restaurant serving traditional food in Caceres, Spain.

The results of the research of Guzman, et al (2014), cultural motives and culinary tourism in Caceres Spain are the two main motivations for tourists to visit. Tourists who visit Caceres, Spain prioritize culture which automatically makes them feel the local culture more, tourists always prioritize local traditional food for lunch or dinner and even daily food while they are in Caceres, Spain. The research of Guzman, et al (2014) focuses on how a culture is closely related to culinary tourism and the results show that the number of tourists who undertake cultural tourism is increasing due to an interest in traditional food from Caceres, Spain. From this, researchers have the same opinion as Guzman et al (2014),

There are previous studies related to Culinary Gastronomy, namely, Rumadana's research (2012), entitled "Gastronomy in Ulihan Tradition as a Tourist Attraction in Belimbing Village, Pupuan District, Tabanan Regency". In the development of tourism involving local communities today, many are directed to the development of tourism in rural areas which is called rural tourism. One element of rural tourism is village tourism. However, several tourist villages that have been declared such as Panglipuran tourist village in Bangli Regency, Baha tourism village in Mengwi District, Badung Regency look like crabs in the dry season who live reluctantly and don't want to die. This happens because this tourist village has no other attraction,

The Belimbing tourist village has a tradition called Ulihan. In this tradition, various types of food made from rice, pork, and other local agricultural products are offered which if packaged in such a way can become a tourist attraction. For this reason, it is necessary to research the form of gastronomy in the Ulihan tradition that can be developed as a tourist attraction, the efforts that can be made to develop gastronomy in the Ulihan tradition as a tourist attraction, and the meaning obtained from gastronomy in the Ulihan tradition as a tourist attraction. tourist attraction in the Belimbing tourist village.

There are previous studies related to tourism marketing, research by Singsomboon (2014) entitled Marketing Strategies for Thai Gastronomic Tourism Promotion discusses three main points. First, to study the behavior of tourists in culinary tourism in Thailand. Second, to study the needs of tourists in culinary tourism in Thailand. Third, to provide advice regarding the marketing strategy of Thai culinary tourism.

The result of Singsoomboon's (2014) research is that respondents strongly agree that it is important to learn how to cook Thai food. Half of the respondents agreed that foods made from basic ingredients of fruits and vegetables really need to be included in the list of typical Thai foods, and they also learned how to make the Kao Niew Ma Muang dessert, which is fresh mango served with sticky rice or commonly called with sticky rice. There are three main Thai menus that respondents really want to learn, namely, Pad Thai, Panang Curry, and Massaman Curry.

In Singsoomboon's research (2014) it was also found that the need for tourists to learn Thai cuisine is very high, this can be seen from the marketing mix, namely physical evidence, productivity and quality of service, process, place, price, and promotion attributes. In his research hypothesis, of the 16 hypotheses tested, only 15 were accepted, and the one that was rejected was the number of visits to Thailand which did not affect tourist needs. There are 8 marketing strategies concluded by Singsoomboon, namely, personnel development strategy, physical evidence development strategy, product development strategy, productivity and quality of service development strategy, process development strategy, place development strategy, price development strategy, and promotion development strategy.

METHODS

This study uses descriptive qualitative research, with more descriptions of the results of interviews and documentation studies. The data that has been obtained will be analyzed qualitatively and described in descriptive form and using a case study strategy/approach. The qualitative approach was chosen in this study because the qualitative approach is more sensitive and more adaptable to the many sharpening of shared influences on the pattern of values encountered and changing situations during the research (Moleong, 2011).

This research was conducted on the island of Lombok, West Nusa Tenggara Province. This research was conducted at several restaurants that sell Lombok specialties, namely *Nasi Puyung*, *Sate Bulayak*, *Sate Rembiga*, and *Ayam Taliwang*. Sources of data used in this study are primary data sources, namely direct data obtained from the respondents of this study, namely foreign and national tourists, through interviews and a list of questions. The method used in this research is observation, in-depth interviews, and literature study.

RESULTS

Based on the results of interviews with the subject, it can be concluded that both foreign and national tourists choose Lombok's culinary specialties to try the spicy taste of Lombok's culinary specialties. Lombok Island already has its own characteristics in the minds of potential tourists who will visit that Lombok Island is synonymous with spicy food. Lombok specialties such as *sNasi Puyung*, *Sate Bulayak*, *Sate Rembiga*, and *Ayam Taliwang* and *Pelecing* already have a fairly strong brand image among potential tourists.

Other than that, national tourists and foreign tourists have a positive response to the typical food of the island of Lombok, especially for tourists who are coming for the first time, after coming and returning to their area or country of origin, tourists still want to continue to try the typical food of the island of Lombok. This indicates that the typical food of the island of Lombok can be an attraction for tourists to be able to visit the Lombok. Lombok is indeed more famous for its beautiful natural destinations. However, culinary tourism on Lombok can become a new *prima donna* for tourism, tourists come to Lombok Island is also because of its culinary delights.

In addition, both national and international tourists feel that the typical cuisine of Lombok Island has its uniqueness and potential as a tourism specialty of Lombok Island. According to national tourists, the foods that have become the typical cuisine of the island of Lombok are quite well known, where according to them there are several foods such as *Chicken Taliwang* which has become a trademark of the island of Lombok. Likewise, according to international tourists, Lombok

Island cuisine actually has potential, as long as it can be managed by the government and business actors properly.

National Tourist

Basically, national tourists who come to Lombok Island come intending to have a vacation. Based on the respondent's statement, these national tourists want to see tourist attractions, as well as taste the original local culinary delights of the island of Lombok. As for their desire to taste the culinary specialties of the island of Lombok itself, it is due to the unavailability of the culinary in their original location.

The researcher concludes that among national tourists, Lombok Island already has a brand image as a tourist area that is worth visiting for a vacation, in addition, the culinary specialties of Lombok Island also become a positive image to be able to attract national tourists.

After trying the typical culinary on the island of Lombok, some of these national tourists felt that the typical food of the island of Lombok actually tasted good. However, the dish tastes spicy and causes discomfort when eaten, thus influencing the tourists' desire to try Lombok's special cuisine again. The feeling of discomfort arises in tourists who come from the island of Java, which has a culinary culture that is not too spicy when compared to culinary on the island of Lombok.

International Traveler

Basically, these international tourists come to Lombok Island with more diverse destinations. Mostly, those who visit Lombok Island come intending to study, learning the language and culture. Different from national tourists, none of the respondents from international tourists came to Lombok Island specifically for tourism.

However, based on the results of the interviews, the international tourists showed an interest in trying the typical food of the island of Lombok because of the desire to try new things.

Based on the statements of the respondents from the international tourists, like the national tourists, some of the international tourists felt uncomfortable with the spiciness of the typical cuisine of Lombok Island. In addition, some international tourists do not feel comfortable with peleceng kale, which they think is too fibrous.

However, some international tourists say that the typical cuisine of the island of Lombok tastes much better than the cuisine of other countries. In addition, according to them, the typical cuisine of the island of Lombok is difficult to replicate in their home country.

The international tourists admitted that they already had an idea related to the characteristics of the typical cuisine of the island of Lombok, as well as what are the typical dishes of the island of Lombok.

DISCUSSION

Basically, tourists, both national and international, feel that the typical cuisine of the island of Lombok has enormous potential in supporting tourism on the island of Lombok.

According to Povey (2015), food can be a key factor in tourism marketing, food can also be seen as a product of goods and services that can be used as a marketing tool that can shape the motivation of tourists to visit. According to Okumus et al (2007) in Povey (2015), the activity of eating food in tourist areas is tourism that gives the most satisfaction to tourists. Tourists can feel comfortable in tourist destinations when they can taste healthy and delicious food. Lombok Island culinary tourism needs to be packaged more attractively and can attract tourist visits to Lombok Island.

- 1) Build cooperation with several countries to be able to promote typical food
- 2) Using typical food as a new branding for new tourist destinations
- 3) Develop and connect culinary tourism with culture because typical culinary is close to culture

These three things are ways that can be taken for the government and business actors to further develop the typical food of the island of Lombok so that it can be one of the main factors causing tourist visits, both national and foreign, to be able to visit Lombok Island. Based on the results of the motivation and preferences of tourists, the exposure effect factor has a considerable influence on tourists, when the information about the typical food of Lombok Island has been known by the tourists, then when the tourists visit Lombok Island, they will have a strong urge to try the food. typical of the island of Lombok. On the other hand, the typical food of Lombok Island which tastes very spicy can be a separate obstacle for tourists and can cause discomfort for tourists for that, for the government or business actors can innovate to slightly reduce the level of spiciness of the typical food of Lombok Island so that the food can be remembered in the minds of tourists. According to Porter (1998), a country needs to divide its regions into several clusters to gain a competitive advantage. Lombok Island culinary tourism comes from several locations on the island of Lombok, this can be an advantage for Lombok Island to promote culinary tourism or gastronomic tourism on the island of Lombok.

CONCLUSION

1 Based on the results of data analysis and discussion in this study, the following conclusions can be drawn:

- 1) The motivation of national tourists to come to Lombok Island is to have a vacation by enjoying nature tourism and enjoying the culinary specialties of Lombok Island while foreign tourists visiting Lombok Island in this study are to learn Indonesian and learn culture from Indonesia.
- 2) The culinary preferences of national tourists are Lombok Island specialties which are not too spicy as well as foreign tourists who also prefer Lombok Island specialties that are not too spicy. personal problems with food, cultural aspects, exposure effect, and food aspects while for foreign tourists the aspects that arise are the experience aspect, the personal problem aspect with food, the food aspect, the socio-demographic aspect, and the exposure effect.
- 3) Culinary tourism or gastronomic tourism typical of Lombok Island has enormous potential to be developed which can be a major factor or key factor as an attractor for tourist visits, both national and foreign tourists, such as inviting tourists to learn to cook Lombok Island specialties as a tourism attraction and strengthening branding. the uniqueness of the culinary specialties of the island of Lombok as a cultural attraction.

RECOMMENDATION

Some recommendation that can be given based on this research are as follows:

- 1) Some of the weaknesses in this study are the informants who can be met by researchers and interviewed do not have a wide age range so that from a socio-demographic perspective, further research still needs to be done to find more specific results because based on the results of previous studies, age greatly affects food preferences. traveler.
- 2) Research informants found in this study were limited to national tourists who came from Java Island so that this research cannot be generalized as well as foreign tourists who only come from France, Australia, and the United States so that further research is needed to see further the response of tourists to the typical food of the island of Lombok.
- 3) Further research needs to be done to find out the personal traits or personalities of tourists such as hobbies, allergies, or health reasons from tourists to further enrich the necessary information related to the typical food of Lombok Island.

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7
