

Trends of Traditional Culinary Tourism Research in Tourism Sector Journals Around Indonesia

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Abstract

This research aims to collect information on various studies that discuss traditional culinary tourism in Indonesia. Using content analysis that focuses on the findings of various studies that have been published in scientific journals in Indonesia. The trend found was an increase in the number of publications with the topic of traditional culinary tourism as a major concern in the last five years. Most quantitative research is found. The island of Java is the most frequently used location compared to other islands in Indonesia. In addition, traditional culinary business actors were mostly chosen as research subjects, while the most widely applied data collection technique was survey. Descriptive statistics is a data analysis technique that dominates traditional culinary tourism research articles.

Keywords

research trends; traditional culinary tourism; and tourism journals



I. Introduction

Law of the Republic of Indonesia No. 10 of 2009 concerning tourism states that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments, one of which is culinary tourism. Culinary tourism is a travel experience to a gastronomic area for recreation or entertainment purposes, which includes visits to primary and secondary food producers, festivals, food fairs, events, farmers markets, cooking events and demonstrations, tasting quality food products, or related tourism activities. with food (World Tourism Organization, 2012). Food tourism, also known as culinary tourism, in recent years has grown rapidly and has become one of the most dynamic and creative tourism segments, and has encouraged tourism diversification and stimulated local, regional and national economic development.

The link between food and tourism has now developed, not only as a basic need of tourists, but also has been used to differentiate each tourist destination by creating a different and memorable atmosphere. It also plays a role in determining the identity of the destination. The Global Report on Food Tourism explains that there are many things that can trigger tourists to visit a culinary-based cultural tourism destination (The United Nations World Tourism Organization, 2017). The experience of traveling in tourist destinations cannot be separated from food consumption during tourists' stay. Food is an important part of the holiday, so a visit to a restaurant tends to be a peak experience for tourists (Blichfeldt, Chor, Ballegaard, 2010; Horng and Tsai (2010); Yeoman & McMahan-Beatte, 2016). Food can be one of the attractions of tourism and encourage an increase in the number of tourists and provide an identity for an area and encourage growth in other sectors (Bhudiharty, Ratnasari, & Waluyo, 2019).

Culinary tourism is not only to know and experience other cultures, but also to experience a sense of adventure, adaptability, and openness. Tourists will look for local specialties, typical foods are generally in the form of traditional foods whose existence only exists in tourist destinations (Molz, 2007). Traditional food or local food is one of the characteristics of a particular area or community that can distinguish one area from another (Tyas, 2017). The characteristic of traditional food is the use of endogenous ingredients used in cooking, namely the presence of unique and local raw materials. Because the ingredients and spices are unique, the flavors and aromas they produce are unique as well. The essence of local and traditional is culinary practice based on certain methods and skills in order to survive and be protected from the onslaught of advanced industry or technological developments (Xiaomin, 2017). Traditional food has a great opportunity to be offered as the number of tourists who care about local culture and heritage increases, traditional food can be one of the best ways to know about local culture and heritage (Sims, 2009).

Contrary to the urgency of preserving and developing traditional culinary tourism, several studies have reported that traditional culinary arts are still under-empowered. Traditional food seems to be underestimated, local people prefer cuisine from international food products that are marketed en masse, such as McDonalds and other global chain foods (Blakey, 2012). Furthermore, similar cases were also reported by a study conducted in Indonesia. Indonesia has a variety of ethnicities which is reflected in the multicultural influence of culinary, but the local people do not see it as something special. It is added that the promotion of traditional food on government tourism sites is still less attention (Harsana Minta and Triwidayati Maria, 2020).

Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

Indonesia is a very large archipelagic country and each region has a culinary wealth that is the hallmark or identity of the area (Lestari. A & Christina, 2018). Traditional Indonesian food is very diverse, along with the diversity of ethnic and multicultural regions. Traditional Indonesian food contains a variety of spices, has a variety of cooking techniques and local ingredients that are partly influenced from India, China, the Middle East, and Europe (Indonesian Embassy). The diversity of traditional foods is also influenced by the variety of local raw materials available in each region. Traditional culinary tourism functions to increase people's income and absorb labor, so it is necessary to preserve it by maintaining, utilizing, and developing it. The development itself cannot be separated from a number of studies that have contributed to providing a lot of discussion on the preservation of traditional foods. The information obtained from these studies is often used as a fundamental basis for government policies and has benefits for business actors in the traditional culinary field for business development.

Research on culinary tourism in Indonesia has been found, including focusing on research on traditional culinary tourism including describing and introducing traditional culinary types (Rianti et al., 2018), the application of information technology by business actors in the traditional culinary field (Setiawan and Asrihapsari, 2020).), commodifying traditional food menus (Rahmawati et al., 2020), analyzing consumer preferences for Indonesian specialties (Ernawati and Suwandojo, 2019), tourist behavior towards gastronomic destinations (Widjaja et al., 2020). However, among all these studies, none attempted to review the information that had been reported in all of these studies.

Using content analysis in several scientific journals in the field of tourism published in Indonesia, from 2017 to 2021, this study aims to collect information about various studies that discuss traditional culinary tourism in Indonesia. In detail, this research is intended to answer the following questions: (1) What is the trend in the number of researches on traditional culinary tourism in Indonesia from year to year? (2) What types of research are used to investigate traditional culinary tourism in Indonesia? (3) Which research locations are chosen to conduct research on traditional culinary tourism in Indonesia? (4) What data collection techniques are used by researchers for research on traditional culinary tourism? (5) What data analysis techniques are used by researchers to analyze traditional culinary tourism?. In some aspects, This research is different from previous research which focuses on traditional culinary tourism. First, this research focuses on all articles published from 2017 to 2021, all of which are accredited by the Science and Technology Index (SINTA). Second, this research is devoted to investigating a number of articles with traditional culinary tourism as the main focus. Third, various parameters are used as the basis for content analysis.

II. Research Method

This study uses content analysis that focuses on the findings of various studies that have been published in scientific journals in Indonesia. The research method used is a modification of Susetyarini and Fauzi (2020). The data was collected from the analysis of the content of articles in the field of tourism registered in the Science and Technology Index (SINTA) in January 2022. SINTA (<http://sinta2.ristekdikti.go.id/>) is a platform to measure the development of science and technology designed and developed by the Indonesian Ministry of Research, Technology and Higher Education. Henceforth, all articles that review traditional culinary tourism are collected. The articles analyzed in this study were published online before January 2022. Of the hundreds of articles collected, there were 88 articles dealing with traditional culinary arts. The instrument used for this research is a content analysis guideline that contains related aspects observed (Table 1). There are six aspects examined for content analysis in this study. These aspects include (1) the number of publications per year; (2) the type of research; (3) research location; (4) data collection techniques; (5) research subjects; and (6) methods of data analysis. Data analysis is done by means of each article is classified into a certain category based on certain aspects that meet the specified category. The decision is based on the information shared by the authors in the abstract, methods and discussion sections. Furthermore, the data that has been collected is presented in the form of line charts and bar charts and given a discussion. Data analysis is done by means of each article is classified into a certain category based on certain aspects that meet the specified category. The decision is based on the information shared by the authors in the abstract, methods and discussion sections. Furthermore, the data that has been collected is presented in the form of line charts and bar charts and given a discussion. Data analysis is done by means of each article is classified into a certain category based on certain aspects that meet the specified category. The decision is based on the information shared by the authors in the abstract, methods and discussion sections. Furthermore, the data that has been collected is presented in the form of line charts and bar charts and given a discussion.

III. Results and Discussion

3.1 Number of Publications

The number of published articles indicates how often the research was carried out in a given period. Referring to the graph shown in Figure 1, articles covering Culinary Tourism can be found since 2017. There is a special shift pattern that occurs in the number of publications from 2017 to 2021, namely in 2019 there was a decrease in the number of publications but only 1 publication difference compared to 2018. However, referring to Figure 1, the number of publications in general experienced an increasing trend from 2017 to 2021. The trend of increasing the number of publications on Culinary Tourism shows a significant increase in the number of researchers interested in researching the tourism sector, especially Culinary Tourism.

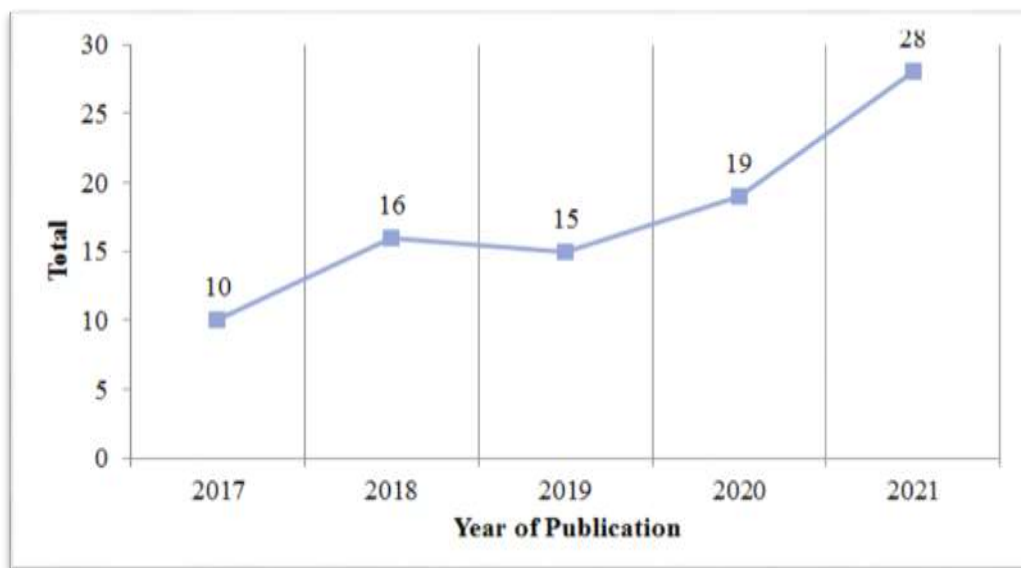


Figure 1. Trend of Increasing Number of Research in the Field of Tourism in the Culinary Tourism Sector in Indonesia in the Last 5 Years

Most research is born from the sensitivity of researchers to the general issues that often occur around them. Culinary being part of the creative economy is a potential sub-sector for other sectors. Culinary also has a strategic role in strengthening the identity of the Indonesian nation (Minister of Tourism, 2016). The contribution of the number of culinary sub-sector companies to the number of creative economy companies from 2010-2013 was an average of 56.09% (Lazuardi & Triady, 2015). On this basis, research on culinary tourism in Indonesia over the last 5 years is increasingly in demand.

3.2 Types of Research

The type and design of the research determine the focus of a research. Based on Figure 2, qualitative research is the most dominant design used by researchers to research culinary tourism. The number of qualitative research is more than other types of research in line with several previous studies which reported that: researchers prefer qualitative research designs to conduct research in tourism, especially culinary tourism, rather than quantitative (Fountain, 2021;Guerrero et al., 2009;Kristbergsson, and Oliveira, 2016). Such a condition is because the qualitative approach has the advantage of being able to define a phenomenon in detail and comprehensively. The next type of research is quantitative

research, generally this research is chosen by researchers in the field of culinary tourism for the purpose of measuring tourist perceptions when consuming culinary products.

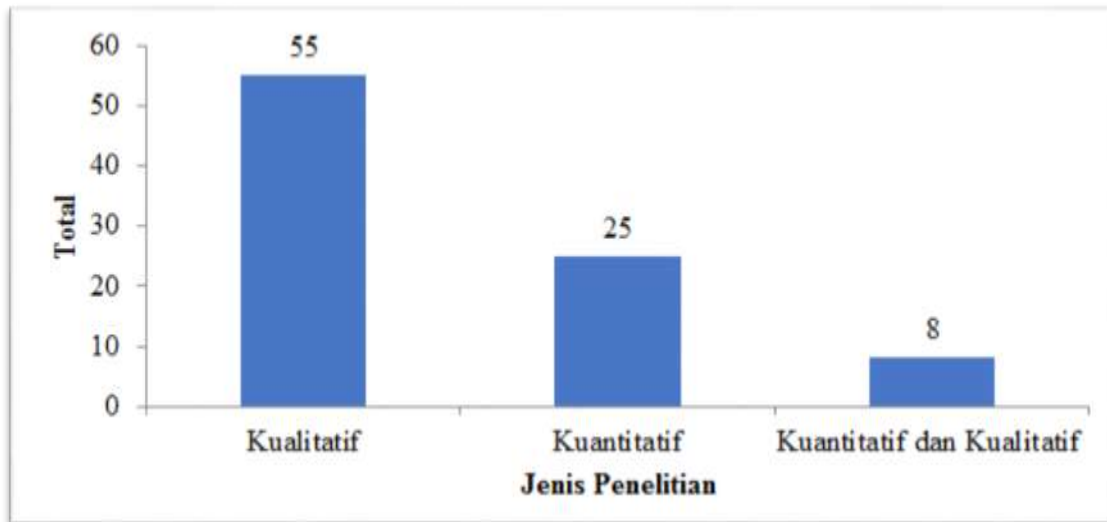


Figure 2. Distribution of Research in the Culinary Tourism Sector by Type of Research

Mix methods are a combination of quantitative and qualitative research, this type of research is still rarely carried out by researchers in the field of culinary tourism in Indonesia in the past 5 yearslast year. Mix has advantages compared to quantitative or qualitative research, according to Teddlie & Tashakkori (2010) the advantages of mixed methods research are: being able to answer questions that other methodologies cannot answer, providing a better or more accurate conclusion-making process, (providing an opportunity to present Therefore, the lack of mixed methods research can be a good opportunity to be further developed for other researchers to use a quantitative and qualitative guided design in focusing research in the culinary tourism field.

3.3 Research Sites

The research location indicates the place where the research was conducted. The collection of research location data is categorized according to islands in Indonesia, this is done to summarize the number of research objects, the majority of which mention cities/districts. Figure 3 shows that the distribution of the most dominant research locations is in the western part of Indonesia, which is represented by the islands of Java and Sumatra. The research locations on the island of Java are scattered in Yogyakarta (14), Bandung (7), Malang (5), Semarang (4), Bogor (3) and Jakarta (3), as well as other cities. Meanwhile, on the island of Sumatra, the research was carried out in Belitung, Karo and Simalungun for 2 studies each, as well as other cities. While the amount of research conducted in central and eastern Indonesia is still relatively small, even though the two regions are also rich in a variety of traditional culinary delights. The central part of Indonesia is only represented by Bali (8) while Sulawesi (4), Papua and NTB represent the eastern part.

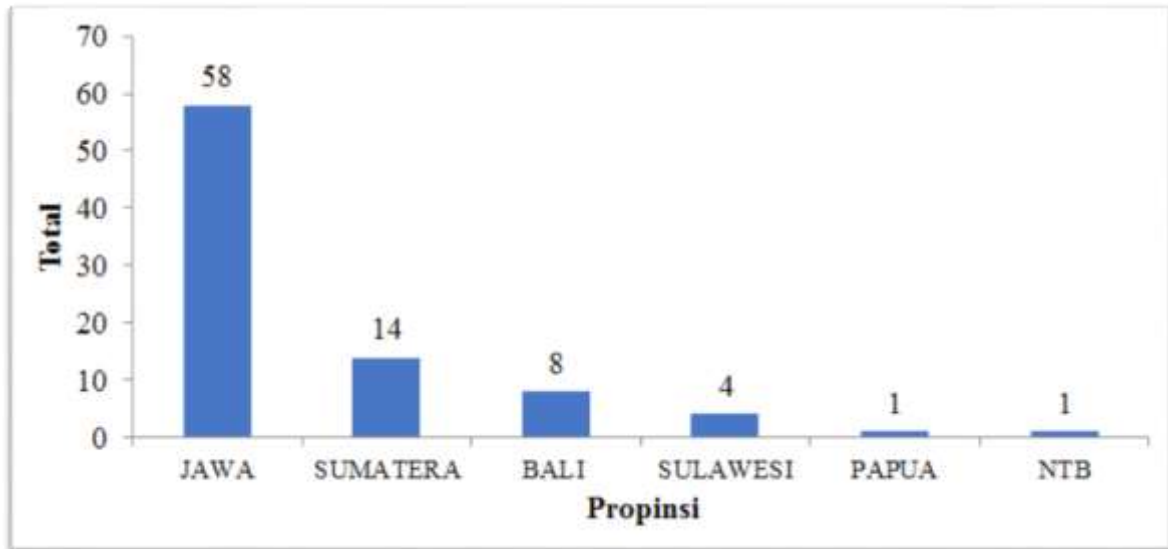


Figure 3. *Distribution of Research in the Field of Tourism in the Culinary Tourism Sector Based on Research Locations (Islands)*

Indonesia is known as an archipelagic country, because it consists of thousands of peopleislands spread from Sabang to Merauke. The number of islands in Indonesia that have been reported to the United Nations through the assemblyUnited Nations Group of Experts on Geographical Names)is 16,671 Islands in 2019. Each island has its own unique variety of culture and traditional customs, including culinary diversity. Based on research findings that in Central Indonesia, research with culinary themes is still very rare, even though there is the island of Borneo which is the largest island in Indonesia and has a wealth of traditional culinary arts, according toChristian *et al.* (2015) aThere are many kinds of Indonesian culinary specialties from the archipelago and each has its own story and taste. There are so many typical Kalimantan cuisines, and the city of Samarinda is one of the places that provides almost the entire variety of Kalimantan's culinary specialties. Starting from Lemang, Banjar Chicken, Soto Banjar, Yellow Rice and Lontong, Pisang Gapit, Cempedak Studio, to Wadai or Cake Talam. Likewise, in eastern Indonesia there is the island of Maluku which is famous as a center for spices, as well as the wealth of fish in its oceans and the fertility of its soil. The strategic position of the Maluku islands makes this region so rich and has many potential sources of food.

3.4 Data Collection Technique

In conducting research, researchers need data collection techniques to obtain data according to the type of research. Data collection techniques According to Riduwan (2010: 51) are techniques or ways that can be used by researchers to collect data. Research with the theme of culinary tourism can be measured through various instruments developed by previous researchers. Based on the graph shown in Figure 4, data collection techniques that are often used in culinary tourism articles include: surveys, interviews, and observations. The survey technique is the most widely used because the majority of the research is quantitative, while the interview and observation data collection techniques are used by qualitative research.

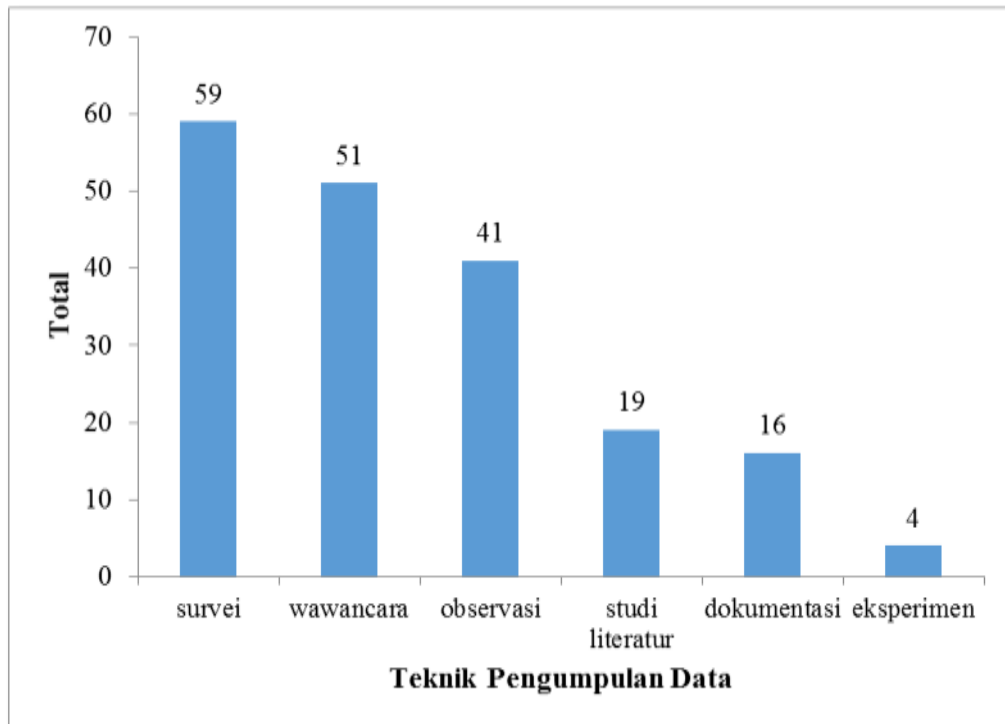


Figure 4. *Distribution of Research in the Field of Tourism in the Culinary Tourism Sector Based on Data Collection Techniques*

The most appropriate data collection technique in quantitative research is using survey techniques, namely distributing questionnaires/questionnaires as research instruments aimed at selected respondents according to established criteria. In qualitative research, in addition to using interview and observation techniques to collect data, it can also be done using literature and documentation studies as shown in Figure 4. However, data collection using focus group discussions (FGD) has never been used in research on culinary tourism. The FGD was conducted by inviting the selected parties to be informants simultaneously, then from the meeting a discussion was held with the aim of getting a common conclusion about the things discussed.

3.5 Research Subject

Moleong (2012) describes research subjects as informants, which means people in the research setting are used to provide information about the situation and conditions of the research setting. Arikunto (2016) defines research subjects as objects, things or people where data for research variables are attached, and which are in question.

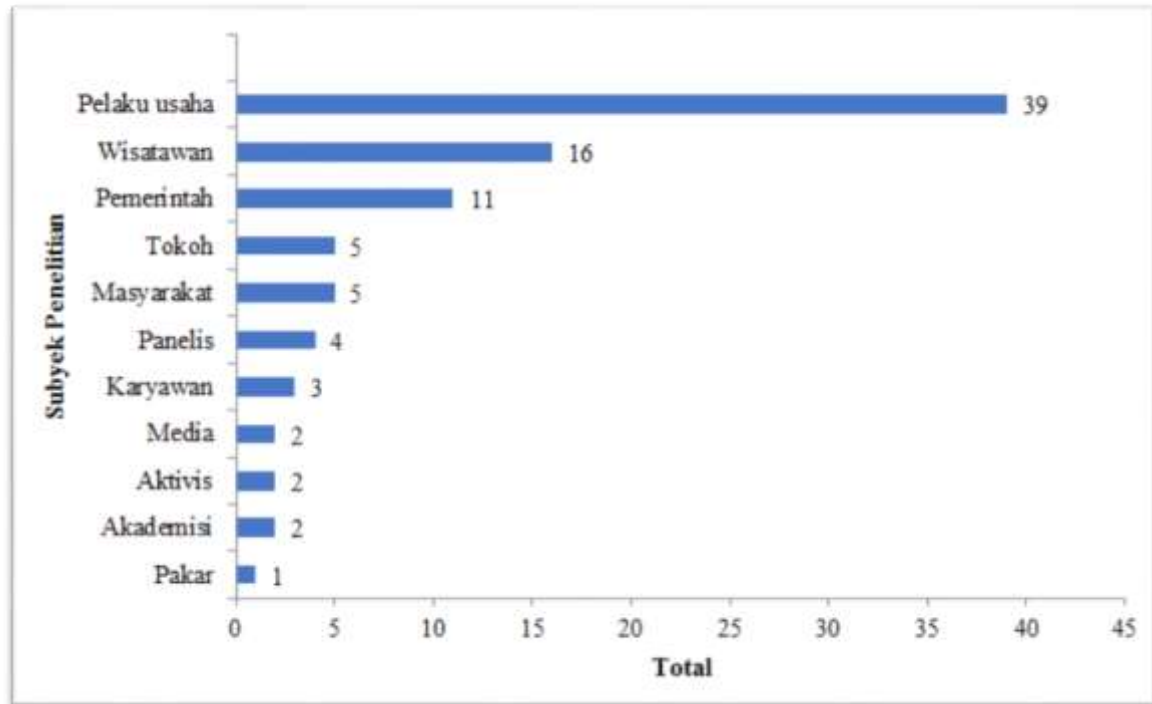


Figure 5. Distribution of Research in the Field of Tourism in the Culinary Tourism Sector Based on Research Subjects

Referring to the graph shown in Figure 5, there are 39 studies using business actors as research subjects. In this study, business actors are defined as individuals or business entities that have businesses in the traditional culinary industry. This indicates that the majority of traditional culinary research in Indonesia has the aim of digging up information about the efforts made by business actors for the development of their culinary businesses, including: selection of raw materials, production processes or food processing procedures, as well as promotion and marketing. research that dominates traditional culinary tourism research involves tourists and the government.

While the number of studies involving the community and figures as informants is still relatively small, as well as the media as business partners to introduce and promote culinary products, only 2 studies have been conducted. Academics and experts as parties who are considered to have competence in this field also show their presence is still minimal. The above conditions can be an opportunity for further research in choosing research topics should involve the community and surrounding figures, the media, and academics so that research novelty is achieved.

3.6 Data Analysis Technique

The accuracy of the selection of data analysis techniques will determine the level of validity of a study. Figure 6 shows the distribution of research in the tourism sector, especially traditional culinary tourism in Indonesia in terms of the technical analysis of the data used.

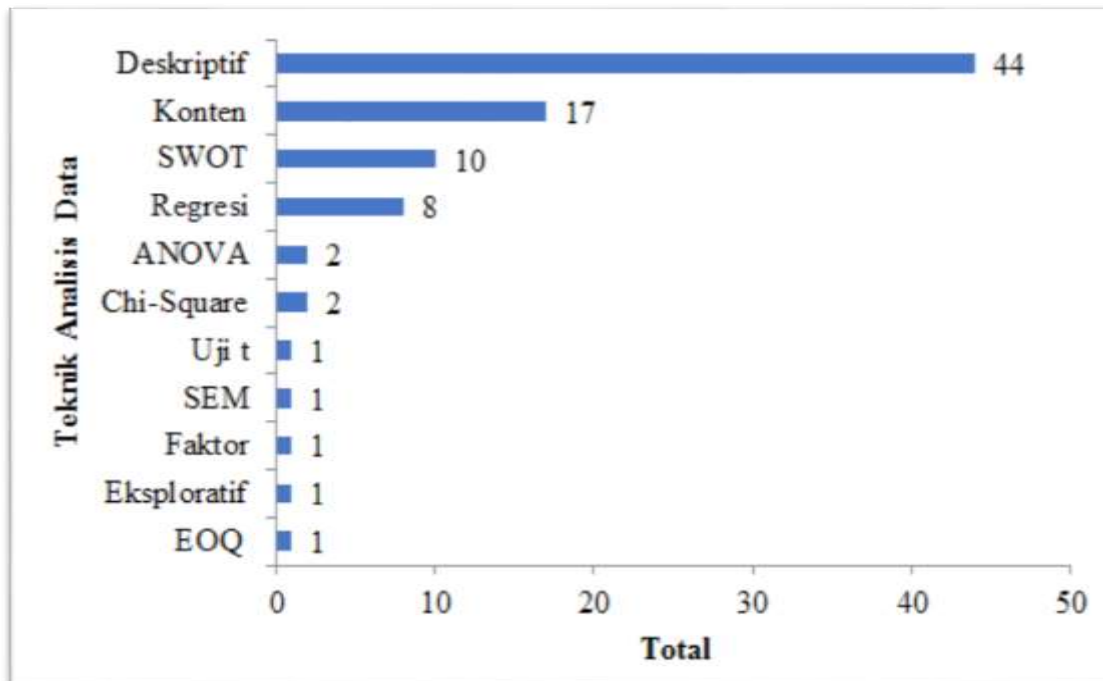


Figure 6. *Distribution of Research in the Field of Tourism in the Culinary Tourism Sector Based on Data Analysis Techniques*

Descriptive statistics is the technique most often used by researchers to describe the description of traditional culinary tourism in Indonesia. The substance of descriptive statistics is to provide a summary of the data in a form that is easy to understand. The main purpose of descriptive research is to provide an overview of a situation based on the collected data, which is presented in the form of tables, graphs, schematics and others (Cooper & Schindler, 2014). There are articles that use analytical techniques such as regression, ANOVA, chi-square, t-test, SEM, and factor analysis included in inferential statistics. Inferential statistics has the task of processing data, analyzing data, so that it can make decisions or conclusions (Cooper & Schindler, 2014), so that it tends to lead to analysis and testing of theories or hypotheses. While the content analysis technique is used in articles for qualitative research that uses data sourced from the literature.

IV. Conclusion

In this study, articles that review traditional culinary tourism and were published in tourism journals throughout Indonesia from 2017 to 2021 have been reviewed. The trend found was an increase in the number of publications with the topic of traditional culinary tourism as a major concern in the last five years. Most quantitative research is found. The island of Java is the most frequently used location compared to other islands in Indonesia. In addition, traditional culinary business actors were mostly chosen as research subjects, while the most widely applied data collection technique was survey. Finally, descriptive statistics is a data analysis technique that dominates traditional culinary tourism research articles. Referring to the findings of this study, Several recommendations have been set for further research. First, it is necessary to increase the frequency of conducting qualitative research to investigate the development of culinary tourism, especially traditional food. Second, the type of research mix method needs to be applied by researchers in the field of culinary tourism in Indonesia. Third, Indonesia, especially the central and eastern parts,

which can be used as a reference for other research in choosing research locations in the field of traditional culinary tourism.

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