

## Exploring Tourism Business Potential: The Role of Gastronomy in Destination Attraction

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### Abstract

*The tourism business not only provides goods and services to meet the needs of tourists but also plays an important role in the overall implementation of the tourism sector. As a comprehensive sector, tourism promises to increase income and foreign exchange pragmatically, while contributing significantly to people's welfare. The main objective is to understand the role of gastronomy in the decision-making of tourists and analyze its impact on local economic growth. With the growing trend of "culinary tourism," this research will provide insight into how tourism destinations can develop business strategies that focus on culinary experiences to increase tourist visits. The results of the study obtained 5 marketing mixes that can become gastronomic tourism attractions.*

**Keywords:** Business, Gastronomy, Destination

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## 1. Introduction

The tourism business not only provides goods and services to meet the needs of tourists but also plays an important role in the overall implementation of the tourism sector. As a comprehensive sector, tourism promises to increase income and foreign exchange pragmatically, while contributing significantly to people's welfare. By providing quality and diverse services, tourism businesses can increase the attractiveness of destinations, which in turn can stimulate local and national economic growth. According to Sapta and Landra (2018), a tourism business is a business that provides goods and or services to meet the needs of tourists and the implementation of tourism. The tourism sector is indeed promising enough to help increase foreign exchange reserves and pragmatically also able to increase people's income. Several tourist attractions that can be found in Indonesia, including;

**Nature Tourism.** Indonesia boasts the world's largest wealth of coral reefs, covering more than 18% of the total global coral reefs. In addition, there are more than 3000 species of fish, 590 species of stone corals, and various other interesting attractions in the country. Exemplary destinations such as Raja Ampat in West Papua, Karimunjawa, Komodo Island, and others

**Cultural Tourism.** This tour refers to travel activities that emphasize the experience and exploration of cultural aspects of a place. Cultural tourism is one category that is quite interesting. This is based on the diversity of cultures and traditions in Indonesia, so cultural tourism in each region offers a different experience.

**Artificial Tourism.** Artificial tourism describes destinations or attractions that are deliberately made by humans for recreation, entertainment, and tourist experience. It includes different types of objects such as amusement parks, shopping malls, and other artificial attractions designed to attract visitors.

Data from the Central Statistics Agency (BPS) which indicates that there are 2,563 commercial tourism businesses or companies in Indonesia in 2021 highlights the tremendous potential of the tourism sector in the country. This significant figure reflects interest in and support for the tourism industry, which includes not only natural destinations but also commercial attractions that offer tourists a variety of experiences. With the increasing number of businesses in this sector, it is evident that the tourism business is becoming a magnet for business people who see great economic growth potential and investment opportunities. This phenomenon not only creates jobs but also contributes to an increase in the income of local people. It is important to remember that the success of the tourism sector is not only measured by the number of businesses that exist, but also by the quality of management, sustainability, and positive impact on the local environment and culture. With good management, the tourism sector can continue to grow and provide sustainable benefits for the people of Indonesia.

The tourism business is booming, and the gastronomic aspect is increasingly becoming a determining factor in attracting tourists. The rapid growth in the tourism industry is in the spotlight, with gastronomic aspects emerging as crucial points that play an important role in captivating the attention of tourists. Gastronomy, or culinary experience, is no longer just considered a compliment, but has become a decisive element that contributes significantly to strengthening the attractiveness of a destination for travellers. Gastronomy has become an important aspect of tourism studies as it is a significant component of the travel experience and is a strategic tool to attract tourists (Seyitoğlu & Ivanov, 2020). Tourism gastronomy not only meets the taste needs of tourists, but also becomes a sensorial journey that involves taste, aroma, visual, and culinary history. Through tourism gastronomy, the destination not only offers delicious dishes but also introduces culinary heritage that takes visitors on a journey into the local culture. According to German (2007), gastronomic experiences provide opportunities for tourists to get to know various customs through tasting or participating in new foods and related activities. Tourism destinations that understand the power of culinary heritage as the main attraction invites visitors on a journey of taste and history. Distinctive and traditional dishes serve as a window into the rich cultural heritage, allowing tourists to experience not only the delicious flavours but also delve into the history, values and daily lives of the local people.

Gastronomy that leads to typical restaurants and local cuisine in this destination is a must-visit destination for foodies. They not only offer authentic and regional specialities but also embrace the uniqueness and authenticity of the destination. Tourists can feel the local atmosphere while enjoying dishes prepared with recipes passed down through generations, creating a culinary experience that appreciates the rich culinary heritage. Likewise, food festivals and culinary events become a stage for a variety of dishes that reflect the culinary richness of a region. According to Freed and Mangun (1999), exhibitions are an effective marketing tool for campaign purposes, be it certain products, socialization of company programs, and information about the advantages of a product to the public, as well as an effort to increase market penetration. Tourists are not only presented with a taste that pampers the tongue but also allowed to interact directly with local chefs and culinary business people. These are times when gastronomy becomes a communal feast, knitting bonds between tourists and the local community. Culinary education in this tourism destination does not only stop at the food served on the table but also engages tourists in an entertaining learning experience. Cooking courses and culinary tours open doors to insights into traditional cooking techniques, local ingredients, and the culinary uniqueness of a region.

Local markets and culinary shops become places where visitors can take home small snippets of their taste adventures. Local products, such as dry food or traditional condiments, not only become souvenirs but also become precious mementoes of their culinary journey. The promotion of sustainability through tourism gastronomy reflects the destination's environmental and cultural responsibilities. By prioritizing the use of local ingredients, organic approaches, and eco-friendly practices, destinations ensure that culinary experiences not only provide economic benefits but are also sustainable for the local environment. Collaboration with Local Communities brings a much deeper positive impact. The tourism gastronomy of this destination is a reflection of the mutually beneficial relationship between visitors and the local community, creating sustainable harmony.

This study aims to investigate how tourism businesses can optimize the influence of gastronomy in increasing the attractiveness of destinations. The main objective is to understand the role of gastronomy in the decision-making of tourists and analyze its impact on local economic growth. With the growing trend of "culinary tourism," this research will provide insight into how tourism destinations can develop business strategies that focus on culinary experiences to increase tourist visits.

### **1.1. Tourism Business**

According to Wyasa (2003), tourism business is an aspect of tourism activities that is oriented towards providing tourism services. This business includes all activities of providing services needed by tourists. This activity includes travel and transportation services, lodging (accommodation), food services (restaurant), recreation (recreation), and other related services, such as information services, telecommunications, provision of places and facilities for certain activities, money changers, and entertainment services (entertainment). Today, the tourism sector does make a significant contribution to the national economy. Investment in various fields such as travel service providers, hospitality, souvenir trade, land, sea, and air transportation, and even the banking sector is also affected by the development of this tourism industry. Another positive impact of the growth of the tourism industry is the creation of jobs for the local workforce.

## **1.2. Gastronomy**

According to Hall, C.M., Sharples, L., et al in Lila Muliani (2019), Gastronomic Tourism is a tour carried out by tourists with very high motivation for certain foods or drinks in certain regions. The desire to visit is usually associated with high food prices, five-star restaurant categories, wineries, or festivals. Ayu Nurwitasari in Nugroho (2020) added that gastronomy or culinary is an art of good eating. A more brief explanation mentions gastronomy as everything related to the enjoyment of eating and drinking.

## **1.3. Tourist Attractions**

Tourist attraction plays an important role in determining the popularity and success of a tourism destination. Product attractiveness is everything that traders/sellers can offer to be noticed, requested, sought, bought, or consumed by the market as a fulfilment of the needs or desires of the market concerned (Tjiptono, 2014). characteristics on the emergence of product categories that will result in the evaluation of potential customers in the category. As characteristics become more appealing to all customers, the appeal of the product category increases for them, increasing the likelihood that customers will adopt updates and make purchases.

## **2. Research method**

The object of research using a restaurant in Yogyakarta is the Loemintoe stall. Selection of resource persons using purposive sampling. This research adopts a qualitative approach in its method. According to Somantri (2005), Somantri (2005) states that qualitative methods aim to ideographically explain various social phenomena, to build and develop social theories, especially in the field of sociology, based on various phenomena or cases studied. Meanwhile, according to Sekaran (2004), qualitative research is a research procedure that produces descriptive data from people, while quantitative research is research based on data collected and then processed. In this case, data analysis techniques use identification This research uses a marketing management approach, especially marketing mix activities. The object of research that becomes a variable is the service marketing mix consisting of product, price, place, promotion, and people. Data collection techniques use interviews, observations, and various data obtained from sources and other sources. Interviews were conducted with tourism business stakeholders engaged in culinary.

## **3. Results and Discussion**

Waroeng loemintoe, located in Manisrenggo, Klaten Regency, Central Java, was established in 2022. Armed with joglo as the attraction of this restaurant, visitors can feel the traditional atmosphere that is distinctive and unique, and feel the authentic nuances of Indonesia. The majestic and artistic joglo creates a charming atmosphere, while the interior that combines elements of traditional Indonesian culture and art provides a special experience. With this traditional touch, this restaurant becomes an interesting place to enjoy typical cuisine and explore the richness of Indonesian culture. The first thing to consider when starting a tourism business is the marketing aspect, as it will involve some very fundamental elements. The situation analysis based on the attributes of the marketing mix is as follows;

### **3.1. Product**

Waroeng Loemintoe offers a variety of food and beverage products such as mangut lele, mangut nila, brongkos, garang asem, ginger spices, wedang Uwuh and others. The

uniqueness of Waroeng Loemintoe is eating with a beautiful menu and hometown atmosphere. Quality is managed with guaranteed ingredients and relying on the dose of each product must be appropriate. Food safety is very guaranteed because it is by hygiene standards and there is a re-check of the food before served.

### **3.2. Price**

Price and quality always go hand in hand, so it is important to understand that in any industry, there is a close relationship between the price set for a product or service and the level of quality offered. Both of these factors have a significant influence on customer perception of a product or service, where a price that is too low may cast doubt on its quality, while a price that is too high can make the product or service unaffordable for most potential customers. Therefore, businesses need to find the right balance between price and quality, as well as ensure that the prices set match the value provided to customers, to build sustainable customer trust and loyalty.

### **3.3. Place**

An effective and affordable location is a key factor in prioritizing convenience for potential customers because the right location can facilitate accessibility and reduce travel complexity, thus providing a more comfortable experience for them. With a strategic location, customers can easily reach their destinations without facing transportation constraints or excessive travel time. This not only improves the customer experience but also increases the attractiveness of the business

### **3.4. Promotion**

Waroeng Loemintoe has been astute in utilizing social media as one of the main components of its business promotion strategy. With an active presence on various social media platforms, they can expand the reach of their promotional messages, interact directly with potential customers, as well as build and maintain strong relationships with their loyal customers. Through quality posts, images, videos, and other interesting content, Waroeng Loemintoe can attract the attention of potential customers, communicate brand values, and inform about offers, new menus, or special events they hold. Thus, the use of social media has become an important instrument in strengthening brand awareness and supporting business growth effectively in the evolving digital era. The results showed that gastronomy plays a key role in travellers' decision-making. The modern traveller is looking not only for a visually beautiful place but also a unique culinary experience. A culinary business with a typical menu of "old" cuisine is a determining factor in attracting buyers.

### **3.5. Browse**

Regular evaluations are carried out to monitor employee progress, as well as conduct regular briefing sessions to ensure employee readiness in carrying out their duties. Supervision carried out on employees in serving consumers plays an important role in maintaining the quality of services provided. As a core value instilled, the company strongly emphasizes the importance of kinship among employees. This concept embodies the spirit of complementarity and mutual need between team members. Moreover, management is directly involved in daily operations, and also checks and evaluates results before food or services are served to consumers, to ensure quality and comfort are always prioritized in every service provided.



Tourism businesses focused on gastronomy need to adapt to this trend by presenting authentic and memorable culinary experiences. Collaboration between the local food and beverage industry and tourism players can create mutually beneficial partnerships. Tourism destinations need to understand their target market and develop a business strategy that incorporates local cuisine as the main attraction. This will help the destination differentiate itself from the rest, create an engaging experience for travellers, and drive the continued growth of its gastronomic tourism business.

#### 4. Conclusion

Waroeng Loemintoe is a culinary business that offers a variety of food and beverage products with an emphasis on quality, hygiene, and food safety. The 5Ps (Product, Price, Place, Promotion, and People) play an important role in tourism destinations to understand their target market and incorporate local cuisine as the main attraction, which can help differentiate these destinations, create exciting experiences for travellers, and drive sustainable growth of gastronomic tourism business.

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