



Promoting Bali Culinary as Destination Attraction for Domestic Tourist Market

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Abstract

The article highlights the key aspects of Bali culinary as a touristic destination in Bali in the post-covid-19 pandemic. The purpose of this article is to find out the basic concepts of gastronomic tourism as a tremendously growing opportunity for the domestic tourist to visit the island of Bali as so far there has been a shortage of international tourists' visit due to the pandemic. The theoretical differentiation of Bali culinary based on travel purposes has been implemented. The segmentation of this type of tourism is also considered in terms of the relationship to food concept as the main travel motivator for a particular destination. An attempt to consider gastronomic tourism as a perspective view of the development of Bali tourism has been made.

Keywords: *Bali Culinary; Gastronomic Tourism; Domestic Tourist Market; Post-Covid-19 Pandemic*

Introduction

According to Park & Widyanta (2022), food tourism is driven by trends that shape people's interest in food tourism. These trends are: income patterns, household demographics and changes, individualism, multi-cultural consumers, the role and method of cooks that enables to describe their process including utensils and ingredients used. In the world of tourism, food can be a branding for a destination. By becoming a brand, it can benefit a destination economically (Kim et al, 2019). For some people, food is seen as just an 'energy giver', but for others, food is a major motivation for deciding on a journey. Tasting traditional dishes that are typical of an area that may be grown organically, is the desire of gastronomic tourists (Kim & Iwashita, 2013). In the world of recreation and tourism, the most important factor is that an experience can provide a joy (Palupi & Abdillah, 2019). Therefore, food is the perfect product because it stimulates the senses and creates an experience of its own. Björk & Kauppinen-Räsänen (2019) have observed that in today's world, a cook is no longer perceived as a laborer in the kitchen, but instead becomes an inspiring star.

Indonesia is a country known as the largest archipelagic country in the world, which has a colorful culinary scene. The cultural diversity in every region throughout the country is an opportunity to develop culinary tourism in the country. Each region has different dishes and so do the ways and methods of preparing them, and it is true that establishing a national dish is difficult (Hajarrahmah & Daniels-Llanos, 2017). In an effort to promote Indonesian tourism through its culinary appeal, 30 dishes have

been designated as representative dishes (Osmana & Nazarib, 2020). Food tourism is defined by (Okumus, 2020) as 'an experiential trip to a gastronomic area, for recreational or entertainment purposes, which includes visits to primary and secondary food producers, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations.

In fact, various typical and unique local food among 485 ethnic groups in Indonesia has proved the richness of the culinary (Wijaya et al, 2016; Soeroso & Susilo 2014). Those varieties of local food with their authenticity are considered as a medium of promoting a destination of every region in the country and each area has distinctive features. Consequently, this treasure can solely convey such a unique tourist attraction for both domestic and international tourists, who are going to visit the destination (Lunchaprasith, 2017). In 2013, a multiplier effect created through the development of culinary sector for the national and regional income. Furthermore, it can also absorb a significant workforce as many job opportunities are provided (Untari, 2019). Knowing this advantageous contribution then the government has given policies to strengthen and empower the development of culinary tourism. In 2015, the ministry of tourism and creative economy has set five major gastronomic destinations in Indonesia. They are Bali, Yogyakarta, Bandung, Solo and Semarang (Widjaya et al, 2019). Bali becomes the global tourist destination since it has been well-known worldwide as a tourist destination proven by the indigenous peoples' daily practice of unique in culture as well as nature. Additionally, Bali gains popularity for its local cuisine spread throughout the island with the diverse places of interests (Wijaya et al, 2017). Hand in hand with the tourism development, it certainly gets huge support from the central government of Indonesian for the advantage of tourism itself to the country's economic growth.

As one of the most popular world tourist destinations, the typical Bali's local food can provide a significant contribution of the national cuisines' development which the goal is be able to arise interests of customers' who enjoy them at some occasions when they spend their vacation in the island as a domestic visitors. Evidence shows that Indonesia is searched since a long time ago for its spicy and so it is in Bali that has a nuance of foods abandon with herbs and spices in variety. This, of course, will make such a distinctive feature of food taste's authenticity for tourists to enjoy. Scholars have also conduct studies concerning the local gastronomy among them are Lai et al (2019). Ellis et al (2018), Choe and Kim (2018), and many others have put forward the crucial role of culinary and tourism. Through gastronomic tourists' experience of the typical local specialities can form a destination brand image (Stone et al, 2019; Kivela & Crotts, 2019). The positive impressions that give long lasted experience having consumed the food in Bali as the tourist destination can be regarded as quality assurance for guests' satisfaction. For this reason in mind, the writers have a standing point to explore further various kinds of of Bali's local cuisine enjoyed by the domestic tourists can promote the island to be more attractive.

Research Methodology

This research is a descriptive and exploratory study. Exploratory research is used when knowledge about a phenomenon is not fully known, where previous research has had serious limitations, when the topic is very complex, or there is not enough theory to guide the development of a theoretical framework (Chakraverty, 2021). Studies that use this type of method are studies that try to find a set of values but many controversial variables. A minimum sample of 30 people is sufficient (Xie et al, 2017). Calculation of the sample for the unknown population with a 95% confidence level, and a 10% confidence interval, yields a sample of 96. Therefore, the sample will only target a number of 100 people, taking into account the number of unanswered questionnaires in the simple form,

Result and Discussions

1. The Existence of Culinary Tourism Objects in Bali

As a tourist destination, Bali is an icon of Indonesian tourism. Various cultural potentials are found on this island of the gods. Among them are in the form of cultural heritage, namely temples, museums, arts and cultural activities center (Art Center), and cultural monuments. Efforts to strengthen Balinese Hindu traditions and arts and culture in Bali continue to be carried out, among others by optimizing the function of the temple as a tourist attraction that gets a lot of tourist visits, holding an annual cultural arts festival known as the Bali art festival. The Bali Provincial Government is also making efforts to strengthen the traditions and arts and culture of the Balinese Hindu community. This is done, among others, by optimizing the function of museums and cultural monuments in all districts in Bali, such as the Bali museum in Denpasar City, the Kitiya building museum in the city of Singaraja and the existence of cultural information at the Braja Sandi monument, as well as the existence of a cultural park (Art Center) which is located on Jalan Nusa Indah. The founding father of Bali who names Mantra as the former governor had establish the Art Center, which an idea of revitalizing and preserving the traditional Balinese culture from the modern influence. Nowadays, the Art Centre becomes a regular venue for the annual Bali art festival. In addition, cultural tourism places of interest in Bali are able to attract the attention of tourists to visit the island. As in other places, the existence of culinary tourism objects in Bali also attracts tourists to come to Bali. In fact, for more than a third of tourists in the Asia Pacific, food and drink are a determining factor in choosing their travel destinations. Therefore, to support tourist attraction, good food and beverage services are needed, such as restaurants and eateries. Culinary tourism is becoming a new lifestyle in society. Eating habits are not only a primary need but also a tertiary need. There are various Balinese specialties that can be developed as Balinese culinary tourism that can meet these tertiary needs. Balinese food that is served as a culinary tourism object is sourced from local Balinese. Some of the typical Balinese food products available in Bali that can be offered to domestic tourists are shown in Table 1.

Table 1. Typical Balinese Culinary

No	Menu	Creator	Location
1	The food service of Bali Culinary	Mrs. Wati	Denpasar
2	<i>Nasi Bali Wardani</i>	Mrs. wardani	Denpasar
3	Suckling Pig Ibu Oka	Mrs. Oka	Ubud, Gianyar
4	<i>Ayam Betutu Men Tempeh</i>	Mrs. Tempeh	Gilimanuk, Jembrana
5	<i>Ayam Betutu Ibu Oki</i>	Mrs. Ok	Jimbaran, Badung
6	<i>Nasi Ayam Kedewatan Ibu Mangku</i>	Mrs. Mangku	Ubud, Gianyar
7	Mujahir Nyat-Nyat Pak Bagong	Mr. Bagong	Bangli
8	Tekor	Pande Made Darta and his wife	Kesiman Kertalangu, Denpasar
9	Fish Head Soup Mak Beng	Mak Beng	Sanur, Denpasar
10	<i>Nasi Ayam Men Weti</i>	Mrs. Weti	Sanur Beach, Sanur
11	<i>Bebek Bengil</i>	Mr. Great Rai	Ubud, Gianyar
12	<i>Bebek Tepi sawah</i>	Mr. Sumerta	Ubud, Gianyar
13	<i>Bebek Joni</i>	Mr. Joni	Ubud, Gianyar
14	Nasi Lawar Men Murji	Mrs. Murji	Denpasar
15	Siobak Kelok Singaraja	Mr. Kelok	Singaraja

Source: Data processed from various sources (2022)

Some of the food products above have become part of culinary tourism objects in Bali, especially for the domestic tourist market. The culinary offerings available in the Province of Bali attract many domestic tourists as well as local residents. Some of these Balinese special menus have opened outlets for business expansion not only in regencies in Bali but also in the capital city of Jakarta, for example Bebek

Tepi Sawah is also in Mall Alam Sutera Jakarta. In addition, some of the culinary products above have become the traditional menu of star hotels served to tourists. Some traditional Balinese food served to tourists who stay at star hotels in Bali are *ayam betutu*, *sate lilit*, *babi guling*, *jukut urab*, *plecing buah kacang*, *tum babi* or *ayam*, *sate kakul*, and *gerang asem*.



Figure 1. *Sate lilit* from grated young coconut and chicken or fish

2. Balinese Culinary as a Brand Image of Tourism

The efforts pioneered by Balinese culinary entrepreneurs have so far been successful in utilizing tourism advancements to elevate the image and existence of Balinese cuisine, or support the development of Balinese tourism through the introduction of Balinese cuisine to tourists. Even though it is a small-medium scale, the culinary business with its mainstay of Balinese food is able to provide quite a lot of job opportunities and new business opportunities such as suppliers of raw materials.

The success of culinary entrepreneurs who introduce Balinese culinary products must also be appreciated because they have made Balinese cuisine go-national and go-global. They help remove the fear of global culinary homogenization brought in by capitalism and the tourism industry. Culinary as a special attraction for tourists. Culinary products that are typical in an area become a tourist attraction. In addition, the culinary potential of a certain area or region with its characteristics is an attraction, but there are problems for culinary that are located far from the city center which can cause high social costs or additional costs for consumers. Location plays a very important role in a business.

A location that is easily accessible by consumers and close to the center of the crowd is the right location for a business. Before a person or group of people decide to buy food at a restaurant, buyers will consider the location of the place to eat. In line with the development of tourism in today's 4.0 era, culinary is part of the creative industry. Local Balinese menus become a tourist "attraction" and are served to tourists. The marketing system is not only passive through stalls or restaurant counters, but is also supported by a digital (online) marketing system, including via go-food. Go-food is a food delivery service feature like delivery orders at a restaurant. Only by using a smartphone and opening the Go-food feature in the Gojek application, consumers can order food from restaurants that have collaborated with Gojek. Food will be ordered and delivered directly by Gojek.

The Go-food feature developed by Gojek clearly benefits all parties. For consumers, it can be easier in terms of ordering food. For Gojek, they can increase their income with the number of orders that come in via Go-food. As for business entrepreneurs, there is the potential for an increase in turnover from this food delivery service. Some tourists are trying to come and directly access the culinary products they want. However, some people who live in Denpasar city and several regency cities in Bali now prefer to buy culinary products (food, drinks) through digital media. Digital media as a consumer choice in accessing culinary products in these cities, such as the recognition of Yuni (24 years) – who sells culinary products in the form of fresh rice packages in Denpasar City.

"I observe, some domestic and foreign tourists visiting the city of Denpasar really want to taste the various traditional Balinese foods available here - including lawar and suckling pig, but local people are now ordering food and drinks through online services (Go food or Gojek)".

As a social phenomenon that continues to grow, Balinese people who live in "smart city" areas in Denpasar and other regency cities in Bali have now become users of digital technology. A smart city includes six indicators, namely: (1) entrepreneurship and innovations to represent creative economy, glocalization as the interconnection local and global, (2) green and sustainable development, (3) digital literacy, (4) CHSE certification, and (5) good governance. This data supports the entry and development of the digital economy in the form of information and communication (ICT), e-commerce activities, as well as digital distribution of goods and services, which greatly facilitates the community. One of the e-commerce developments in Bali is the emergence of Gojek which has a big impact on the community, including domestic tourists who stay at several hotels in Bali, can take advantage of these go food services. As an illustration of the development of e-commerce activities, for example in Denpasar City and Badung Regency where several hotels are found where domestic tourists stay, for example, the income of Gojek partners can be projected to reach around 1.9 trillion to the regional economy of the city in 2018 as well as the majority of MSMEs for the first time go-online after joining Go-Food (LDFEB UI, 2019). With the existence of Go-Food in Denpasar and Badung City, GoFood in this digital era plays a significant role in promoting Balinese culinary specialties. The development of online access to traditional food is a consequence of the development of Bali as a world tourist destination with a very potential domestic tourist market share with a population of Indonesia reaching 250 million spread across 32 provinces marked by the increasingly intensive use of digital technology.

3. The Variety of Typical Balinese Culinary in Supporting Sustainable Tourism

Various local specialties, such as snacks of *jaje*, and some foods traditionally prepared like *lawar*, *babi guling*, *ayam betutu*, *pepes* and *sate* are regarded as the gastronomy of Bali for the domestic tourists. These dishes, beside they are served as a daily menu of hotels in Bali, are also marketed through food stalls and restaurants offline and online. The existence of the culinary products is able to enhance Bali as tourist destination which develop the concept of cultural tourism. According to the informants, apart from being a Balinese snack or *jaje* in Balinese,

"Traditional Balinese food has long been loved by tourists, including Balinese *jaje* and several traditional Balinese dishes such as *lawar*, chicken *betutu* and suckling pig – both available in offline restaurants or restaurants, as well as those that can be ordered online. This culinary product has given its own characteristics to Balinese cultural tourism" (June, 47 year old, observer of Balinese culture).

Sustainable cultural tourism development is so futuristic that can be inherit to the young generations. Efforts to develop and manage natural resources must be directed to meet economic, social and aesthetic aspects, while at the same time maintaining the integrity and preservation of ecology, biodiversity, culture and living systems. The principles of sustainable cultural tourism development, namely development that guarantees: (1) the continuity of economic life; (2) ecological sustainability, and (3) continuity of socio-cultural life.

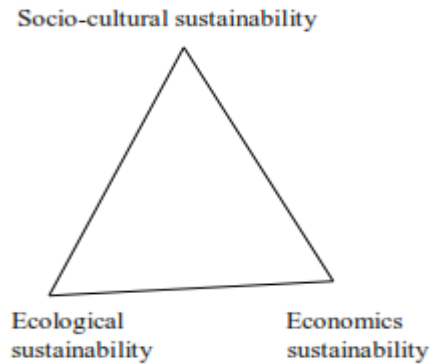


Figure 3. The Three Main Components of Sustainable Tourism

Culinary tourism as a business opportunity that provides economic benefits, generates Micro, Small and Medium Enterprises (MSMEs). The creative economy culinary is composed of various types of food, both local and national, but the content of traditional local food has not been detected in more detail. In addition to playing an important role in tourism and creative economy gross domestic product, culinary is also the basis for building a pro-people economy. Culinary tourism products – in the form of eating traditional Balinese drinks as part of the tourist attraction, especially domestic tourists visiting Bali. Culinary tourism is a journey that utilizes cuisine and the atmosphere of the environment as a tourist destination. A survey on tourist behavior revealed that for more than a third of tourists in Asia Pacific, food and drink is a determining factor in choosing their destination. Therefore, to support a tourist attraction, it is necessary to provide good food and beverage services, such as restaurants, restaurants and shops.

Culinary tourism has become a new lifestyle of people unconsciously, where eating habits are not only a primary need, but there are various Balinese specialties that can be developed as Balinese culinary tourism as well as a tertiary need. Typical Balinese food served as a culinary tourism object is sourced from local Bali. The existence of culinary tourism is in line with the development of Bali tourism. Balinese cuisine has become part of the catering services in a number of star hotels. Star hotels in the areas of Sanur, Kuta and Nusa Dua have served various Balinese menus for domestic tourists and of course also for foreign tourists. Of course the Balinese menu served has undergone a process of changing shape, function and meaning. In general, Balinese menus can be used as appetizers, main dishes and desserts (see Table 2).

Table 2. Presentation of typical Balinese menus in five-star hotels

Food serving	Characteristics / portion / description	Type
Appetizers	Made with small serving sizes ranging from 100-150 grams per serving, contains substances that can arouse appetite (sour)	<ul style="list-style-type: none"> ▪ Pencok Corn, Rujak Gobed Carrot Cucumber, Pickles, Lalapan, Fried Cashews, Lumpia Sweet Sour Sauce etc. ▪ Soup is a type of food with lots of broth, served hot/warm, for example Soup Undis, Ares, Gedang Red Beans Soup, etc
Main Course	Served with a larger portion size, containing a complete and balanced composition of food ingredients such as carbohydrates, protein, vitamins, salt, minerals, fat etc.	<i>Betutu Chicken/Duck, Satay Lilit, Be Guling, Jukut Urab, Fruit Nut Plecing, Tum Pork/Chicken, Order Protection, Order Be Pasih, Sate Kakul, Gerang Asem etc.</i>
Dessert	Served as a dessert, has a dominant sweet and fresh taste.	<i>Balinese sweet snacks/cakes, Porridge Injin, Klepon, Cendol, Dadar, Laklak etc.</i>

Source: Processed data (2022)

Besides being served as a mainstay menu in star hotels, traditional Balinese food is also sold, used as a culinary tourism object, either through stalls or traditional stalls or through restaurant counters or modern restaurants. Culinary or food is part of national identity, rich regional cultural heritage, tourist attraction (cultural tourism) and is very vital in the sustainability of Balinese cultural tourism. Culinary not only plays an important role in tourism, culinary is also the highest contributor to the Gross Domestic Product of the Creative Economy in 2016 of 41.69 percent. This is in line with the 10th mission and cultural program in the elected Governor of Bali's Vision and Mission 2018-2023 "Nangun Sat Kerthi Loka Bali" namely advancing Balinese culture through efforts to utilize and preserve traditional values, religion, traditions, arts, and Balinese culture. Local Balinese cuisine or traditional Balinese food is part of Balinese customs and culture with recipes, processing and workmanship that have been passed down from generation to generation by local Balinese people. Consequently, culinary wealth is a big capital that must be utilized in regional development from a tourism perspective.

Conclusion

In addition to cultural tourism objects such as temples, museums, Balinese cultural arts, tourist attractions enjoyed by tourists visiting Bali are culinary tours. The domestic tourists who enjoy some variety of local culinary either in their hotel menus or restaurants outside while spending their leisure times in Bali, the local specialties also for sale through conventional and digital marketing.

Consequently, all gastronomic local varieties which both can be consumed and marketed offline have made such a brand image of Bali as a world tourist destination and is contributed by the city of Denpasar and the regency city where several hotels are located for tourists' accommodation as smart cities supported by digital services. In addition, the development of culinary tourism objects in Bali, especially for domestic tourists, can be beneficial for the socio-economic welfare of the community and support the sustainability of Balinese cultural tourism.

It can be further suggested that as part of Micro, Small and Medium Enterprises (MSMEs), culinary businesses that have developed into culinary tourism objects in Bali need to continue to develop and innovate so that they can continue to improve the economy of the Balinese people, who are almost 60% involved in the tourism sector.

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