

Chapter 3

Developing Culinary Tourism to Support Local Tourism Development and Preserving Food Heritage in Indonesia

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The published version of the article can be found here:

Hajarrahmah, D., & Daniels-Llanos, M. (2017). Developing culinary tourism to support local tourism development and preserving food heritage in Indonesia. In *Proceedings of the 6th International Conference of Arte-Polis: Imagining Experience: Creative Tourism and the Making of Place* (pp. 21-30). Springer Singapore. https://doi.org/10.1007/978-981-10-5481-5_3

3.1 Background

Indonesia is the largest archipelago country in the world with more than 17,000 islands. Each island has its own authentic and unique cuisine. Nia Niscaya, the Director of International Tourism Promotion from the Indonesia Ministry of Tourism, states that most Indonesians assume that the food is recognized internationally. Unfortunately, there is no real strategic development led by the government to market the potential of culinary or gastronomy tourism in Indonesia in previous years (Citrinot 2016).

World Travel and Tourism Council 2015 annual research in Indonesia tourism contribution to economic growth mentions that the direct contribution of travel and tourism to the gross domestic product (GDP) was IDR 325,467.0 billion (3.2% of total GDP) in 2014 and predicts a growth of IDR 581,091.0 billion in 2025. Tourism also creates 9,814,000 jobs (8.4% of total) in 2014 and expected to rise by 12,127,000 jobs in 2025 (8.9% of total). Indonesia ranks number 17 at world ranking out of 184 countries in terms of tourism direct contribution to GDP. It holds fourth place for total contribution to employment. The government intends to increase tourism's impact to the country's GDP into 15% in 2019; the Ministry of Tourism launched a promotion in 2015 of several new locations beyond Bali to draw more tourists to other less visited regions (Rachman, in Wall Street Journal 2015).

In March 2016, the Ministry of Tourism in Indonesia creates a unit dedicated to the promotion of culinary tourism. Demonstrating the interest of government officials to compete in the food tourism market, Nia Niscaya mentions that "the Ministry of Tourism understands that they should be more pro-active to highlight Indonesia culinary diversity; this initiative is a good sign for the rise of culinary tourism in Indonesia" (Citrinot 2016). In other words, they attract tourist to visit Indonesia to experience the culture through Indonesia's cuisines from the locals in order to increase economic growth and tourism contributions to Indonesia's GDP. However, in doing so, the unit should work together with many stakeholders in the country and abroad, to design the culinary experience and promote it within the domestic and foreign market. In analyzing the practice of culinary tourism in Indonesia, the authors will explain the finding in challenges that Indonesia faces to implement this creative tourism practice.

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3.1.1 Few Existing Culinary Tourism in Indonesia

Culinary tourism term is first created in 1998 as a reference to the concept of tourist experiencing other cultures via food (Wolf 2004). Through consuming, preparing, and presenting food, tourists can create their unique experience when they travel (Long 2003 p.21). It also refers to travelers that have the intentions to explore and enjoy local cuisines while gaining memorable cultural experiences. Culinary tourism is not only about simply consuming food as in usual travel, but it also gives interesting stories about the local cuisine and culture (Ignatov and Smith 2006).

If we refer to the definition above, there are few travel companies who dedicate themselves to bring tourist to explore the authentic cuisine of Indonesia. Examples of locally owned culinary tour companies are Maharasa Indonesia (<http://www.maharasaindonesia.com>), Kelana Rasa (<http://kelana-rasa.blogspot.com>), Jakarta Food Adventure (<http://www.jakartafoodtour.org>), and Jakarta Walking Tour (<http://jakartawalkingtour.com/jakarta-food-tour/>). After a look at these companies' website, some of them did not operate anymore, and not all of them include information about the local people or offer authentic local food experiences to the tourist.

There are travel companies owned by foreigners selling the culinary tours in Indonesia such as Book Culinary Vacations (<https://www.bookculinary-vacations.com/all/d/asia-and-oceania/indonesia>) and With Locals from the Netherlands, Eat Smart Guides (<https://www.eatsmartguides.com/-/indonesia.html>) which based in Wisconsin, USA, and Tridima Travel (<http://tridimatravel.com/travel-types/culinary-tours/>) which based in Manchester, UK. These companies do bring people to Indonesia but also bring leakage; the companies who do the planning from abroad make the bigger profit.

3.1.2 Decrease of Local Food Consumption

Food security has been an issue in Indonesia; the country can be successful in producing its own food, yet to achieve the food security is another hurdle to overcome. Today in remote and rural parts of the country, the majority of people are buying their food and not producing it even though they have resources to create their own local food (McCarthy and Zen 2013).

Supporting local food becomes a movement when it has the ability to create a network that includes the producers and the consumers of the geographic region, pushing for a self-reliant economy that brings economic, health, environmental, and sociocultural benefits (Feenstra 2002). After understanding this thought, the benefits of involving tourism in this equation seem evident. When food tourism visitors are pushed to consume local products, not only are they benefiting the tourism products but also the local food network.

The authors believe that to create locally owned culinary tourism experiences, there should be an increasing consumption of local food by the locals first. This is important since the food that they will promote and serve to the tourists has to be appreciated and understood by the community to create tourism products related to their region. In order to improve the local food consumption, there is a need of awareness sponsored by the government. By increasing the local food consumption, it will generate awareness on local food and promote the culinary tourism of the area then eventually preserve the local food heritage.

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3.1.3 Few Support from Culinary Tourism by the Government

The fact that the government began to pay attention to culinary tourism's potential through forming a special unit in gastronomy tourism also means that there is no strong support and strategy that the government creates previously on this issue. Jeou-Shyan Horng, Chen-Tsang, and Simon Tsai mention in their research that there are seven benchmark countries in the Asia Pacific to identify their culinary tourism promotional strategy. The countries are Australia, Hongkong, Korea, Macao, Singapore, Taiwan, and Thailand. These countries' government put serious effort in promoting culinary as the pull factor to attract tourist visiting the country (Horng and Tsai 2011).

The Indonesian government through the Ministry of Tourism and Economy Creative should learn from the best practice countries to find the key success factors in developing culinary tourism. Based on the survey, 52% of 11,620 respondents from 23 countries like Malaysia, Australia, China, Germany, the United States, Russia, and Brazil loved to taste Indonesian local cuisine during their stay. It also mentions that 64% of tourists surveyed were willing to spend money on food. This can be the evidence of potential growth of the culinary tourism operated by the local to improve the economic development.

3.1.4 Lack of Domestic Knowledge of Food Diversity and Food Pride

As already mentioned the decrease of local consumption challenges the lack of domestic knowledge in terms of food diversity and created the food pride culture that exists nowadays. McKinsey and company led a research on The Evolving Indonesian Consumer and differentiated the category into the urban and rural population. Based on this research, the urban population tends to switch their preference from the local brand into foreign brands (Razdani 2013). Some of the factors include the shortage of local food availability that the urban youth can get easily to consume. Most of the young urban adults do not know their local food as they rarely consume it. This will lead to the decrease of local food pride hence less space to create tourism products based on food. However, the rural population is more aware of the local food diversity, and the research mentions that they still consume it on a daily basis. This fact is showing that there is a potential in developing the culinary tourism practices from the asset that has already been there.

3.2 Culinary Tourism as a Practice to Support Local Development Economy

The relationship between tourism and food has the opportunity of supporting independent practices and become part of existing tourism activities. In the last 20 years, Asian food has had the most growth in sales in developed countries, especially in the United States (Ferdman). Indonesia's neighbors, Thailand, Malaysia, and Singapore, are utilizing their culinary assets to create a pull tourism movement. Within this paper, the authors will present opportunities that can be utilized by government agencies that are involved in the possible growth and development of tourism assets. Also, the practices can be observed as a tour operator looking to expand and/or farmer that wants to support their income with work related to their skills receiving a new form of economic support.

The benefits of planning in Indonesian measures to make it a gastronomy destination can go from the city to the rural areas. Seventy percent of Indonesia's populations living under the poverty line live in agrarian areas (McCarthy and Zen 2013). In this paper, the authors will develop the idea that tourism activities in places that produce food can benefit the economy of the rural areas in Indonesia. If measures are taken to support local products, the benefits of culinary tourism can impact directly and indirectly on businesses and producers of food products. Marketing the efforts of the usage of local goods can lead to Indonesia becoming a place where visitors are interested in visiting due to what they can learn from their experiences (Mckercher 2002).

Culinary Tourism as an Independent Tourism Practice Identifying Indonesian cuisine and its culinary regions is imperative during the creation of independent tourism activities. The growth in farm visits can benefit directly the agricultural workers, which are the ones who suffer the most with the lack of food security; mostly those who cultivate commoditized products. Coffee, cocoa, rice, and tea are some of the commercial crops that can develop sites for visitors to stay for one-day trips or night stays. This will start an economic movement that can affect positively the farmers and their families in this area. This growth effect will allow families to live a secure setting where they do not have to relocate for survival, instead stay connected to their practices while making a living wage.

The urban setting and those areas that receive the highest influx of visitors can utilize culinary tourism as a mechanism to diversify the touristic offerings and benefit less visited areas of the country. Proposing to the visitors does not only give a lesson on the area's cuisine but a memorable experience that connects them to cultural practices. The utilization of local products is necessary to create a chain of benefits from the city to the rural areas. It needs to be understood by the government and the agencies involved in supporting the development of a culinary tourism brand that enhancing the visitors' experience through a planned and well-managed culinary tourism activity means that the country is benefiting economically through two sectors: the tourism sector which is the biggest industry in the world and the food sector. It is important that the operations use local resources, minimizing the leakage.

3.3 Practices to Be Considered when Developing Food Tourism in Indonesia

3.3.1 Designing Culinary Tourism in Indonesia

To design the culinary tourism strategy in Indonesia, Robert M. Grant's resource-based theory of competitive advantage is utilized as a reference. Resource-based theory (RBT) states that the company should acknowledge, establish, deploy, and protect the internal resources and develop effective strategies in doing so. Here are the steps to a strategic analysis framework that Grant proposes: Identify the Firm Resources and Capabilities As the Ministry of Tourism launches the unit to design culinary tourism strategies in Indonesia, there is an opportunity to identify firm resources and capabilities that Indonesia has as a culinary destination. In fact, in 2013, the former Minister of Tourism and Economy Creative, Mari Elka Pangestu, released a list of Indonesian iconic dishes. The ministry was aware that the culinary sector represented almost a third of the total of the creative industry sector in 2011 (Hernitaningtyas 2013). The Ministry of Tourism

through the creation of the unit to promote culinary tourism plans to compact this list from 30 to the top 10 iconic dishes that people around the world will easily remember. It will be interesting to do further research after the unit defines the culinary tourism strategy for Indonesia.

Appraise Income-Generating Potential After identifying the resources that Indonesia could have from the culinary assets, facilities that will support culinary tourism experiences should be developed. Events such as food festivals will create a special attraction in a set period of time while creating a critical mass of culinary activities (Mckercher 2002). These appeal to locals who would like to know what represents remote parts of Indonesia and to the foreigner who will see firsthand what Indonesian cuisines have to offer. Another opportunity is to identify organizations and tour operators who are interested in developing culinary assets. Select a Strategy After identifying the resources and appraising the rent-generating potential, the next step will be selecting the right strategy to develop culinary tourism. Selecting the strategy can be done also by evaluating governmental principles for promoting culinary tourism, identifying the key success factors, and applying the approach based on the needs of each key success factor in the place.

Augment and Upgrade the Firm's Resource Base In order to augment and upgrade the firm resource base that Indonesia already has in culinary tourism, the government needs to construct an educational environment for culinary culture and tourism. Food culture should be introduced across classrooms that discuss hospitality and tourism studies. The correlation between culture and cuisine is important to be shared with the future and present workers of the industry; it also needs to be introduced to the general public. This will result in creating more creative-based thinking to put culinary tourism into practices in imagining experiences and the making of place.

Destination Management Organizations (DMOs) have a crucial role including culinary tourism and economic development as a part of their strategy when they work on some areas. Indonesia has, at the moment, 15 DMOs across the country located in Jakarta; Pangandaran, West Java; Lake Toba, North Sumatra; Bunaken island, North Sulawesi; Tana Toraja, South Sulawesi; Mentawai, West Sumatra; Bukittinggi, West Sumatra; Borobudur, Central Java; Rinjani, West Nusa Tenggara; Raja Ampat, West Papua; Wakatobi Island, Southeast Sulawesi; Tanjung Puting, South Kalimantan; Derawan Island, East Kalimantan; Lake Batur, Bali; Komodo and Flores, East Nusa Tenggara; and Bromo Tengger Semeru, East Java. These DMOs can help foster the economic development of the local by promoting culinary tourism experiences managed by members of the local communities.

3.3.2 Marketing Culinary Tourism in Indonesia for Domestic and Foreign Tourist

There are ways to market culinary tourism in Indonesia, and the strategy should be divided into two different markets: domestic and foreign tourist. Here are some of the recommendations for both markets.

3.3.2.1 Domestic Market

1. Creating Local Food Culture Awareness

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In terms of attracting the domestic market, creating local food culture awareness is the first step that the government should apply. By working collaboratively with DMOs, tour operator, and local people, the local food culture will be created and make a domestic tourist want to taste the local food of Indonesia.

2. Develop Specific Promotion Framework in Each Destination

Being such a diverse country, the specific promotion framework should be addressed and designed by each island or destination instead of a general framework. This will also help the tourist to understand better which culinary experience is preferable for them.

3. Create Festival and Bundle It with the Other Tourism Attraction

To attract customers to have a memorable culinary experience, festivals can be created to highlight different aspects of the Indonesian cuisine. Bundling the festival with other attractions of the area where it is developed can be of benefit to support the local economy.

3.3.2.2 Foreign Market

1. Partner with Indonesian Independent Organizations Abroad

There are independent organizations abroad that promote Indonesian cuisines to its community in many ways. One of the examples is Indonesia Satu based in the Netherlands (<http://www.indonesiasatu.nl/projects>), which organizes culinary-based projects in this country to promote Indonesian cuisine to international markets through festivals, cooking demos, pesta rakyat or citizen party, diplomatic receptions, food trade shows, fine dining series, cooking competitions, and other exciting events. Their team is a group of Indonesian culinary expert and enthusiasts who live in the Netherlands. They have a chef and management team in the organization such as Chef Agus Hermawan (Ambassador for Indonesia's 30 Traditional Culinary Icons appointed by the Ministry of Tourism and Economy), Chef Eduard Roesdi (Indonesian expert at fine dining and molecular gastronomy), Chef Gentur Respati (Ambassador of the Indonesian Chef Association in the Netherlands), Renu Lubis (Cofounder of Stichting Indonediair – intermediate between Netherlands and Indonesia), and Ida Rosanti (culinary expertise specializing in Indonesian pastry and snacks). They also have various supporters which are expert in the area of culinary tourism such as Riany Linardi (committee in forming 30 Indonesian Traditional Culinary Icons by Ministry of Tourism and Creative Economy) and Benno R. Renaud (owner of Asia Gastronomica website).

Indonesia Satu is an example of how Indonesian organizations abroad can be an asset to spread knowledge of Indonesian culinary heritage and attract people to visit the country based on its culinary assets. The Ministry of Tourism and Creative Economy should collaborate with more organizations around the world like Indonesia Satu to promote culinary tourism in Indonesia.

2. Partner with Indonesian Restaurant Worldwide

The Ministry of Tourism and Creative Tourism should recognize Indonesian restaurants worldwide; they play a big role in promoting Indonesian cuisine across the globe. We can learn from Thailand where they have a certificate from the Thailand Government for certain restaurants that represent well Thai cuisine around the globe. These restaurants bring the ambient

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of traditional décor from the home country. This experience awakens in the clients the interest in visiting the country to see if the dishes they love are made the same way in the original place.

3. Increase Participation in Culinary or Tourism Festival or Trade Show Worldwide

There are a lot of tourism festivals or trade shows worldwide, and the Ministry of Tourism should have an active participation in them. Based on Statistics Indonesia, the top ten countries that visited Indonesia are Singapore, Malaysia, Australia, China, Japan, South Korea, Taiwan, the United Kingdom, the Philippines, and the United States. To focus on these countries more than the others can also be a marketing strategy to attract visitors because of the culinary tourism products. Its neighbors, Malaysia, Thailand, and Singapore, have made their efforts to promote their cuisine as an intangible cultural asset. Singapore is considered Asia's food capital. The tourism board has made partnerships with other government organizations to organize the effort of attracting more visitors through food. The efforts in promoting the Indonesian culinary assets are to make Indonesian food part of the Wonderful Indonesia brand. This intangible cultural asset has the potential of connecting the travelers with some information of the Indonesian culture.

4. Partner with Indonesian Embassies

In order to also foster the tourist motivation to come to Indonesia for its cuisine, the government can work with Indonesian Embassies to promote the culinary treasures of Indonesia in any of the embassies' events worldwide from festivals, cultural show, Indonesia night, and diplomatic affairs.

3.4 Culinary Tourism as a Pull Destination for Indonesia's Tourism

Culinary tourism is a growing phenomenon. Skift, a New York-based travel research company, stated in the report that it is a big business as the estimation of tourist spend on food grew every year and even one of the highest categories of travel spend (Ali, in SKIFT MAGAZINE 2015). In the report, "An Analysis of the Travel Motivation of Tourists from the People's Republic of China," it said, "Preferences in food are especially important to Asian people. The food factor is likely to hold Chinese tourists in their own country or at least have them remain in Asia rather than draw them to Europe" (Skift and the Ontario Culinary Tourism Alliance 2015).

Creating a pull destination is creating factors in a destination that influence the tourist to visit because of the related features, attractions, or attributes of the destination itself (Prayag 2010). In order to create Indonesian culinary tourism as a pull factor that motivates tourist to visit Indonesia, it needs collaborative strategy and action between the Ministry of Tourism and Creative Economy, tour operators, Indonesia diaspora and embassy abroad, Indonesian Destination Management Organization (DMO), and the local population.

3.5 Conclusion and Discussion

Indonesia has the potential to become a global force in culinary tourism. The cultural diversity can become a platform to attract all sorts of travelers to be part of the culinary experiences this country has to offer. The mass tourist can be involved in the experience without being totally aware of this but can still support the local heritage if the vendors make a commitment to utilizing local products and educating the consumer. The purposeful cultural tourist can plan a

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thorough experience based on food around the different regions of Indonesia only if he has access to this information and/or tourism products. The implication of this is that the government becomes aware of the importance of incorporating food tourism into the country's tourism brand. This could be achieved through participation in international conventions, certifying Indonesian restaurants around the world, making a promotional material (brochures, exclusive food destination website, social media interactions), and identifying which public-private partnerships the government needs to make to support efforts toward this development.

The analysis presented of the challenges and opportunities that culinary tourism has in developing this asset needs to be supported through a growth in investigative papers and data support. For a deep understanding of how to better plan this development, a data-filled research shall be done where a stakeholder analysis is completed including the opinion of the communities that could use the economic growth from culinary tourism and have assets to develop. To be considered as well is a survey to oversee Indonesians' perspective on food, internally and around the globe.

With these results, the government can do a culinary tourism development plan that is connected to the heritage that the Indonesian relates with. It also could be aligned with the Development Goals the government has assigned to be reached in 2025. During the research of this paper, we collected data from diverse resources and did not come across information about East Indonesian Tourism. Further research in this matter could connect the growth of East Indonesian visits through culinary tourism plans.

Acknowledgment

Contribution of information and operational support are acknowledged from Prof. Samuel Mendlinger and Prof. Robert Billington, Professor of Graduate Degree in Economic Development and Tourism Management at Boston University, Lembaga Pengelola Dana Pendidikan, Republik Indonesia (LPDP – RI) as the Government Scholarship Foundation of Dini Hajarrahmah and Natalia Arriví and The Board of Directors of the Puerto Rico Hotel Association as the Scholarship Foundation of Melani Daniels Llanos.

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