

# Sustainable Gastronomy & Shopping Destination Development in Bandung City – West Java Indonesia

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Culinary and shopping experiences are anticipated as attractions for tourists in visiting a destination in Indonesia. Culinary arts not only can increase the value of a destination but also increases the value of the food itself because generally, the local identity of a region is defined by the place and what special food it has. The purpose of this study is to discover the potentials and formulate suitable strategies for Bandung as a heritage and creative city to be developed as a sustainable gastronomical and shopping tourism destination. The study uses a qualitative approach. The data collection method is gathered through an FGD consisting of 23 participants from various stakeholders in the Bandung tourism sector. The findings stated that Bandung city is ready to implement the development of culinary activities directed at developing sustainable tourism destinations, seen from the aspect of potential diversification and value of culinary shopping products. However, there are specific issues that need to be improved to develop its potential, especially in the area of sustainability.

**Key words:** *Sustainable Tourism, Sustainable Gastronomy, Shopping Tourism.*

## Introduction

Nowadays, tourism cannot be separated from the culinary experience. In 2017, UNWTO stated that 30% of tourism revenue estimated would come from culinary tourism. This caused UNWTO to make culinary tourism one of the dynamic segments in the global tourism market (UNWTO, 2012; UNWTO, 2014).

Culinary arts can not only increase the value of a destination but also increases the value of the food itself, because generally the local identity of a region is defined by the place and

what its special food is (Barrera and Alvarado, 2008; Haven-Tang, 2005; Yiakoumaki, 2006; Yurtseven, 2007). Indonesia is so rich in authentic regional culinary diversity that it has the potential to bring economic value to a destination if it is well developed through sustainable principles. Local and authentic food has great potential to contribute to sustainability in tourism, e.g., expanding and increasing the base of local tourism resources, adding value to the authenticity of destinations, strengthening the local economy (both from tourism and agricultural perspectives), and by providing friendly infrastructure environment (Barrera and Alvarado, 2008; Bessi re, 1998; Boyne et al., 2001; Handszuh, 2000; Nummedal & Hall, 2006; Pratt, 2007).

The use of local products and authentic local specialties can directly or indirectly contribute to various elements of sustainability in a destination/region, including a) stimulate and support regional culinary activities and production; b) prevent the exploitation of authenticity; c) increase the attractiveness of a destination; d) facilitate community empowerment; e) establish pride mainly because of the specialties of the region; f) strengthen brand identity/destination branding with a focus on culinary experiences in the area.

The concern with locality is a major theme in sustainable gastronomy, and it is a way to reconnect between producers and consumers (Pratt, 2007; Yurtseven, 2011). Sustainable gastronomy promotes local products for environmental and socio-cultural reasons and encourages environmental sustainability, social justice, and fair trade to evolve socially and economically, while maintaining eco-nutrition commitments for environmental preservation and optimal health of community members that create local development in the area.

Bandung is one of the leading tourist destinations at the provincial level (West Java). It is supported by the diversity of tourism potential in Bandung, such as natural, cultural, heritage, culinary, fashion, recreational places, and entertainment. Currently, Bandung has been designated by the Ministry of Tourism as one of the leading culinary and shopping tourism destinations in Indonesia, along with several other cities. With consideration of the readiness of attractions, accessibility, and amenities (3A) that are available, Bandung can be developed into an established destination with an element of sustainable tourism.

Culinary tourism also has become one of the promising potentials for future growth in Bandung. Various culinary delights ranging from snacks to a variety of main course foods are often found on multiple corners of the city, comprised from the traditional to the modern menu that is served, ranging from street vendors to restaurants and cafes. The government (Ministry of Tourism) initiated this study to seek opportunities in developing strategies for a specific destination to become a sustainable gastronomy and shopping destination. There are few previous studies found in this area; the purpose of this study is to discover, evaluate, analyse and develop sustainable gastronomy and shopping tourism potentials in Bandung, and produce strategic outcomes for the destination.

## **Literature Review**

### ***Sustainable Tourism***

UNWTO defines sustainable tourism as tourism that takes full account of its current and future economic, social, culture, and environmental impact, addressing the needs of the stakeholders, which includes visitors, industry, the environment, and the host communities (UNWTO, 2017).

Sustainable tourism is also often defined as tourism that meets the needs of present generations without compromising the ability of future generations to meet their own needs (McMinn, 1997). There are four standards of sustainable development criteria in Indonesia initiated by the tourism ministry and issued in the Tourism Ministry's Regulation No.14 Year 2016 concerning the guidelines (standard) of Sustainable Tourism Development for Tourism Destinations, namely, 1). Destination Management, 2). Economic Benefit, 3). Cultural Preservation, and 4). Environment Conservation

### ***Gastronomy Tourism***

Gastronomic tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel. Gastronomy is the study of the relationship between food and culture.

### ***Sustainable Gastronomy***

Sustainable gastronomy is a culinary activity that promotes local products for environmental and socio-cultural reasons. The local gastronomic system promotes environmental sustainability, social justice, and fair trade. It also creates markets for local specialties, gastronomic centres, agriculture and culinary systems, farm rice routes, eco-museums, and creates local development in the area (Yurtseven, 2007). Scarpato (2002) states UNWTO declares that gastronomy tourism must thus assume the collective commitment to sustainability from the four pillars that underpin this initiative: 1). Inclusive and sustainable economic growth; 2). Social inclusion, employment, and poverty reduction; 3). The efficient use of resources, environmental protection, and the fight against climate change; 4). The protection of cultural values, diversity and heritage and mutual understanding, peace, and security.

### ***The Preservation of Local Culinary and Shopping Potential***

The local, regional, and national cuisine have become an interest and reason for tourists when visiting a destination (Ab Karim & Chi, 2010; Bramwell & Lane, 2011). The definition of

local food and drink is not only about product materials that are grown locally – it must also include foods that require raw materials from outside the region that are processed locally, and thus a local or regional identity is given to them. Local food can be considered as an intangible heritage at the destination, and from tasting local food, tourists can achieve authentic experiences while travelling.

Food also has an essential role in distinguishing destinations in a meaningful way (duRand et al., 2003; Sims, 2009), making it an inherent characteristic that is inseparable from the destination. The regional culture and environment where people eat provide authentic experiences. Authenticity depends on the environment, time, local settings, the cooking process, and the local community who prepare the food (Lu & Fine, 1995; Okumus et al., 2007; Weiss, 2012).

### ***Shopping Tourism***

Shopping tourism differs from other forms of tourism because it becomes a pattern of additional activity in tourism activities with special shopping interests or for various other purposes (Wang, 2003; Wong, 2013). The tourists' desire to shop motivates them to visit specific destinations or countries (Choi et al., 2015). Then the definition of shopping tourism is formulated as part of tourism that makes shopping the primary purpose, where tourists travel to tourist destinations for non-profit reasons (Choi et al., 2016; Timothy & Butler, 1995). Other than that, shopping tourism also includes all additional activities, such as eating, watching shows, enjoying attractions, buying products at tourist destinations, and is no longer limited to travelling with shopping as the primary purpose (Timothy, 2005; Turner & Reisinger, 2001; Wong & Wan, 2013).

### **Methods**

This study uses a descriptive qualitative approach. The data collection is obtained through the FGD that has been carried out three times in Bandung city with the same 23 invited participants (respondents) from various stakeholders of Bandung tourism destinations to gather specific insights, opinions, beliefs, concepts, and ideas from the field expertise of each participant (respondent). Discussion topics are divided into 12 categories (instruments) that have been developed by the ministry of tourism of the Republic of Indonesia as data collection instruments for assessing Indonesia's tourism ecosystem, consisting of: 1) World Tourism Trends; 2) World Tourism Targets; 3) Product Value; 4) Tourism Products; 5) Travel Destinations; 6) Tourism Marketing; 7) Policies and Partnerships; 8) Supporting Industries; 9) Supporting Infrastructure; 10) Supporting resources; 11) Tourism Investment; 12) Tourism Revenues. Data has been obtained through FGD, divided into six discussion groups, each with a different instrument topic for discussions with the details as explained in table 1.

## Results and Discussion

The current condition of tourism in Bandung is that it has become the leading sector in 2018-2019 since it has become a development of the Tourism and Creative Economy sector that drives the business sector in Indonesia, providing a solution to overcome one of the national economic problems. In Bandung, 70% of the Locally Generated Revenue (PAD) is generated from the tourism sector. However, the trade regulations are considered less than optimal as there is no synergy found between regions. The tourism trends raised in Bandung are food, fashion, and especially film, because it can lift other subsectors. A determination has been made to face this changing trend by preparing human resources in the field of the creative economy, in addition to the Local Government/City Government conducting a series of researches for improvement.

In comparison to the other regions, Bandung's tourism characteristics are more directed towards culinary tourism and shopping. Tourists from Malaysia have made Bandung a destination to purchase good quality attractive clothing at an affordable price. In order that the tourist destinations in Bandung are easily accessed through digital technology, the local government tourist office has provided a tourism information centre.

Regarding the target of world tourism, the results of the discussion on this topic state that Bandung has conducted a study of targeted tourists examining the profile of domestic tourists, the profile of foreign tourists, and about tourist behaviour. The results of studies on tourist targets and tourist profiles show that the tourist target set in 2017 at 6.9 million, was exceeded by having 7 million tourists that year. In addition to that, it is also known that tourism planning preparation has been established with sustainable tourism considerations. Bandung also has a choice of particular interest, and that is spirituality tour. Bandung has special interest tour packages on culinary and shopping, which also includes millennial market segments, including Bandung Great Sale, Braga Culinary Night and Keukeun Festival. Now, tourism in Bandung has not only been specifically directed towards tourism activities with environmental and cultural issues, but also to natural lifestyle, spiritual and ecotourism or sustainable tourism.

Bandung has some excellent culinary potentials. Two of those are Batagor (tofu & meatball with typical peanut sauce), and Gepuk (traditional beef prepared in a unique cooking process, has a strong philosophy/story), which are highly likely to be set up as culinary icons. The efforts to make culinary and shopping products famous are branding, advertising, selling, and marketing strategies. Bandung also has a local culinary centre that runs naturally in the area located in Cikapundung, Gardujati, Cibadak, and a famous shopping centre that is well known for factory outlets (such as Rumah Mode, China Town). There are also attractions initiated by the Regional Government located in Jalan Riau and Burangrang. The Regional

Government plans to develop a culinary and shopping centre with a special theme in Cibaduyut, Cihampelas, and Cigadung.

Bandung's culinary and shopping tour products are numerous and varied. Some of them have become viral on social media. Areas that have been set as priority destinations for culinary and shopping are namely Braga, Pascal, China Town and Burangrang. There are tourist attractions that can be designed as a package with culinary and shopping tourism products, such as Braga Culinary Night and Keuken Festival.

The local government has prepared a digital-based culinary and shopping information centre. The difficulties that still exist usually deal with the efforts to integrate the stakeholders related to the problem of coordination, and the problem of thuggery. There are six themes produced by integrating the existing destinations, namely: culinary, shopping, culinary and shopping, heritage, nature and culture, and human-made tourism. Bandung has a centre of activity for production that is at its destination, with planned facilities (access, accommodation, amenities, and attractions).

**Table 1. FGD Instrument and Information Gathered**

Categories	Question Type	Group Stakeholders	Information Gathered
World Tourism Trends	11 open questions, 8 (yes/no) checklist questions	Group A 1) Bandung Tourism Office 2) ASITA (Association of the Indonesian Tours & Travel Agencies)	<ul style="list-style-type: none"> <li>- The tourism trends in the city of Bandung are food, movies, and fashion (3F), especially movies because they can raise other subsectors. "Back to nature" has also become a trend in Bandung tourism development.</li> <li>- Bandung has too many culinary delights because of its high creativity; that's why it is rather hard to choose which are the iconic ones.</li> <li>- The most targeted foreign market of tourists is from Malaysia, Singapore, and Europe.</li> </ul>
World Tourism Targets	13 open questions, 12 (yes/no) checklist questions		
Product Value	15 open questions, 12 (yes/no) checklist questions	Group B: 1) Bandung Tourism and Culture Office 2) Bandung Health Office 3) National Handicraft Council 4) Bandung Tourism Promotion Board 5) Association	<ul style="list-style-type: none"> <li>- Design products already exist, but it is not good enough; some still neglect the environment-friendly aspect such as the use of plastic, styrofoam, straws, etc.</li> <li>- The local government's website that deals with shopping and culinary is needed;</li> <li>- Difficulties are found in managing one node;</li> <li>- There is already a grand design plan of 3As in the destination</li> </ul>
Tourism Product	8 open questions, 9 (yes/no) checklist questions		
Travel Destinations	7 open questions, 9 (yes/no) checklist questions		

Categories	Question Type	Group Stakeholders	Information Gathered
	checklist questions	6) Community Culinary Blogger	
Tourism Marketing	8 open questions, 6 (yes/no) checklist questions	Group C: 1) Tourism and Culture Office 2) Tourism Promotion Board 3) Association 4) Tourism industry players Communities	<ul style="list-style-type: none"> <li>- Events in Bandung should be dispersed;</li> <li>- The Infographic of Culinary Map is already established including Bandung Great Sale and Urban Kampong;</li> <li>- The price increase has been identified</li> <li>- Small Business Credit Scheme has facilitated culinary spots and shopping</li> <li>- The strong feature of Bandung ethnicity should be promoted into the loyal and classical market (the Middle East, The Netherlands, Belgium);</li> <li>- The marketing efforts should be synergised; The Bandung Creative Hub should enhance community collaboration.</li> </ul>
Policies and Partnerships	5 open questions, 9 (yes/no) checklist questions	Group D: 1) Tourism and Culture Office 2) The office of trade and industry Academician (Universitas Pendidikan Indonesia)	It is considered necessary to address hygiene and product processing, local raw material, the history of culinary tourism, local culture utilisation, 6 gastronomy criteria, and traditional cooking curriculum.
Supporting Industries	7 open questions, 9 (yes/no) checklist questions	Group E: 1) Tourism and Culture Office 2) Public Work Services 3) Academician (STP Bandung)	<ul style="list-style-type: none"> <li>- It is considered necessary to have certification on food as culinary covers domestic and foreign tourists;</li> <li>- It is considered necessary to have an umbrella of incentive schemes aimed at both the local government and tourism industry;</li> <li>- The lack of infrastructure is not balanced with the existence of programs and policies;</li> <li>- Development of tourism infrastructure is equal to other sectors and is based on environmental impact analysis;</li> <li>- It is still in the discussion stage related to the transportation Master Plan.</li> </ul>
Supporting Infrastructure	5 open questions, 7 (yes/no) checklist questions		
Supporting resources	8 open questions, 14 (yes/no) checklist questions		
Tourism Investment	7 open questions, 5 (yes/no) checklist questions	Group F: 1) Cooperatives Micro, Small and Medium Enterprise Office	<ul style="list-style-type: none"> <li>- The electronic transaction system facilitates the scale of MSMEs to corporations;</li> <li>- Lending and stimulus of business actors through bank capital has been carried out;</li> </ul>

Categories	Question Type	Group Stakeholders	Information Gathered
Tourism Revenues	4 open questions, 4(yes/no) checklist questions	(MSMEs) 2) Bank Mandiri	- Incentives are mostly done through deductions or member points; - 20% growth in tourism revenue; - Contribution of 40% tourism to Gross Regional Domestic Product

Source: Data Processing 2019

## Conclusion

Bandung is at the stage of being ready to implement the development of culinary activities directed at developing sustainable tourism destinations, seen from the aspect of potential segmented market visits, promotion/branding, diversification and value of culinary shopping products, culinary priority destinations, to the creative community (Bandung Creative Hub). However, there are specific issues that need to be improved to develop its potential, especially in the area of sustainable gastronomy; 1). Culinary and shopping tourism activities in the city of Bandung have not led to environmental and culturally based tourism. Local wisdom is not yet felt in the forms of product development, therefore, a further study and listing of local heritage products are needed to expose its potentials for product differentiation compared to other destinations. Local traditional culinary tour packages, traditional cooking classes, heritage walks can be developed to introduce Bandung's heritage cuisine and shopping venues. 2). Culinary or hawker centres already exist in the City of Bandung, but there is still a need to pay attention to aspects of hygiene and sanitation, security, and safety. 3). The sustainable economic impact also needs to be included in the strategic tourism planning of Bandung city to maximise the interest of businesses and their future generations. 4). Specific regional regulations regarding sustainable culinary tourism and shopping need to be one of the policy references drawn up in the future, for example; the regulation regarding decreasing/minimising the consumptions of plastics and styrofoam for food packaging and replacing them with an environmentally friendly substitute.

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