

Culinary Tourism As A Support For The Tourism Industry Based On Local Wisdom In The City Of Serang

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Abstract

The culinary diversity based on local wisdom in Serang City makes Serang City's unique culinary delights have great potential to be developed as a support for the tourism industry. Culinary tourism is one of the main choices for other types of tourism, such as: cultural tourism, natural tourism and artificial tourism. The purpose of this research is to identify the local culinary variations typical of Serang City based on local wisdom and from the aspect of marketing mix (8P). This research is a qualitative descriptive study. The conclusion of this research is that it is found that culinary variations in Serang City have value to be developed, so it needs proper handling and management and carried out professionally.

Keywords:

Culinary, Local Wisdom, Serang City

1 Introduction

Indonesia is a country rich in arts, customs and culture. Apart from the richness of art, customs and culture, Indonesia has a variety of local culinary diversity as a tourist attraction, local culinary is also an unforgettable aspect as a characteristic of Indonesia with all its flavors, aromas, appearances and processing methods.

According to Badan Pusat Statistik (BPS) in 2018, Banten has become one of the tourist destinations in Indonesia, where the tourism sector has a significant role as a source of regional budget and local economic activities. Based on the 2005 GRDP data,

the majority of Banten's economic sector is produced from the manufacturing sector (49.75%), then also the trade, hotels and restaurants sector (17.13%), transportation and communication (8.58%), and agriculture. which only reached 8.53%.

Of the 8 cities / regencies in Banten Province, Serang City was chosen to be the focus of this research. The city of Serang, with an area of about 630,320 km², includes regional development from mid-200 to the present. One of the tourism sectors, especially the local culinary sector, is one of the instruments that improves the economy of the local population.

Culinary tourism is a tour to find new places related to cooking or food and beverage places as well as seeing the culinary process and growth in related locations. Culinary tourism is closely related to the food and beverage aspect. Banten has many local culinary delights that can be developed which are then used as part of tourist attractions, such as: Sate Bandeng, Rabeg Banten, Nasi Sumsum, Soto Khas Banten and Emping Menes.

Local culinary is an important element in a tour, in this case, Heritage or authenticity is part of local culinary. To maintain the authenticity or existence of local food, there are several things that can be implemented including maintaining the quality of food products as much as possible, product knowledge and continuous surveys. In connection with the food business, the main factor that must be considered is the quality of the product. Poor quality products will deter customers and move to buy products from competitors. Good cost management is needed so that the cost requirements to be incurred to maintain product quality can be reduced. The tourism industry based on local wisdom is a business sector that jointly produces products and services needed by tourists, which make cultural elements and local wisdom a tourist attraction, including culinary delights.

Every Human Resources (HR) or product knowledge must also exist in employees. This means that all employees are required to know the selling worthiness of the product, whether it is quality or not. If accompanied by sufficient product knowledge, events that can reduce product quality can be anticipated as soon as possible. Consistent surveys are also needed so that the quality of products sold and consumer demand trends can be maintained.

This research examines what variations of the local culinary specialties of the City of Serang, Banten which are based on local wisdom and can be a tourist attraction as part of culinary tourism and how the culinary potential of Serang City is seen from the SWOT analysis and aspects of marketing mix.

2 Literature Review

2.1 Tourism

Tourism can be defined as an activity that is multidimensional and multidisciplinary which can have a positive and negative influence on a tourist location that is of interest to visitors, and this tour can only be implemented if a country imposes policies related to aspects such as attractiveness, accessibility, and amenities and safety (Judisseno, 2017). Tourism can also be defined as a social, cultural and economic phenomenon that contributes to economic growth, social development and mutual understanding around the world (UNWTO, 2018).

In tourism activities there is something called sustainable tourism. The definition of sustainable tourism is tourism which involves all parties related to the tourism process to manage and develop existing resources, in this case, local communities play an important role in managing resources so that they can advance the region. Sustainable tourism is defined as tourism that respects local residents, as well as other visitors, and all cultural values that are inherited (Kemenpar, 2018).

2.2 Gastronomy and Culinary

Gastronomy is a science regarding the relationship between food and cultural arts where the science holistically becomes a unified process starting from searching for history, selecting raw materials, preparation before cooking, cooking processes, presentation with attention to nutritional content. Meanwhile, culinary activities are the serving of food that is cooked and processed by a chef. Meanwhile, gastronomy is an activity where you can see visually, what is presented and the elements in it.

Local culinary tourism is an important element in a tourism process and has added value to each destination and each region in particular Banten Province must promote local culinary tourism so that it can be used as an object of tourist spectacle. Tourist attractions related to local culinary tours that can be done include: cooking classes, cooking demonstrations and local culinary education tours. Guerrero et al. (2009) explains that "traditional food or local culinary delights are food products that are often consumed by a group of people or served at certain celebrations and times, passed down from generation to generation, made according to recipes from generation to generation, made without or with little engineering, and has certain characteristics that distinguish it from other regional cuisines. Local cuisine is a characteristic of a region whose existence shows the culture of the area itself. Recipes preserved between generations are often used as food for traditional celebrations.

2.3 Local Wisdom

Local Wisdom is a combination of knowledge and traditions that are specific to a location, and that are passed on from generation to generation.

2.4 Role (Vision and Mission) of the Tourism Office

As for the vision of the Serang City Tourism Office, namely: "realizing a competitive and sustainable culture and tourism in Banten" Together with efforts to improve the performance of local goals and also create the Vision of the Banten Province Culture and Tourism Office 2018-2022, therefore the Mission of the Cultural Service and Tourism of Banten Province is defined as follows: 1) Preserving value, diversity and cultural wealth 2) Developing competitive tourism destinations 3) Increasing human resources and professional cultural & tourism institutions 4) Developing cultural and tourism marketing. Increase the institutional capacity of the cultural and tourism services.

To realize the mission, the Serang City Tourism Office has a tourism promotion team or field. This field has a function to directly see the state and development of tourism in Serang City. This vision and mission are also related to the analysis of culinary tourism development strategies in Serang City.

2.5 Development Strategy

Strategy is a very important tool to achieve competitive advantage. Business strategy is often said to be a functional strategy carried out by the company, one of which is a marketing strategy. Marketing strategy is a way of thinking that is applied to achieve sales goals set by the company. In this case, there are five elements for a marketing strategy, namely market selection, product planning, pricing, distribution systems, and marketing communications (Kotler, 2012). In addition, it is also necessary to pay attention to segmentation, targeting and positioning.

In determining the main thing strategy there are also various factors systematically to formulate a company's strategy. This analysis is based on a logic that maximizes strengths (S - Strengths) and opportunities (O - Opportunities), but simultaneously minimizes weaknesses (W - Weaknesses) and threats (T - Threats) ".

2.6 Micro Small Business and Business Development

According to Mulyadi (2010) business development is an effort implemented by the local government, the community, and other stakeholders to empower a business through providing facilities, mentoring and strengthening assistance to grow and improve the ability and competitiveness of a business.

To carry out business development, the government and local governments have encouraged and assisted the community in developing MSMEs. Assistance provided by the government and local governments both in terms of: manufacture and management, marketing, human resources and design and technology. In this case, of course, it is also necessary to develop MSME HR as referred to in Article 19 of Law no. 20 of 2008 concerning MSMEs, HR development as described in article 16 paragraph (1) letter c is carried out through: a) Socializing and empowering entrepreneurship. b) Improve technical and managerial skills. c) Provide facilities and facilities for human resources to be able to practice, study, do apprenticeships, get counseling, and information related to the business they do.

3 Methodology

This study uses a qualitative research method with a descriptive approach (Descriptive Qualitative). In this case, an analysis of a variable or phenomenon is carried out which is described with a descriptive sentence where in this study the process and meaning are the focus. As well as using the theoretical basis and also previous research that has been carried out based on actual facts in the field. Research subjects are sources or respondents who have met the criteria and the participation of local culinary sellers in Banten as subjects, the Banten Tourism Office and the Banten Provincial Government as the main actors as well as providers of culinary tourism in Banten. While the object of research focuses on several restaurant owners who have Heritage values and the key informants of this study are the four stakeholders in the hexa helix stakeholders, including: Banten Tourism Office, culinary tourism businessmen, Media and the Community.

This study uses in-depth interviews (semi-structured interviews), direct observation, and documentation as research instruments. As for the technical data analysis in this study is interview transcripts and categorization, data analysis techniques in this study also use qualitative descriptive analysis, STP analysis (Segmenting, Targeting and Positioning), 8P analysis and SWOT analysis. The data collection method was carried out by means of in-depth interviews with relevant stakeholders and an online questionnaire to the community (sample).

4 Findings

4.1 10 Variations of Culinary Tourism Based on Local Wisdom of Serang City

No.	Name of Restaurant	Short Description	Number of Tourists
1.	<p>Sari Banten</p> 	<p>The restaurant which is located on Jl. Kyai H Sokhari, Serang Kota, Serang. Selling a variety of Sundanese food (Seafood).</p>	10.360
2.	Sari Kuring Indah	<p>Restaurant located on Jalan Tb. Suwandi, Circle. Batok Bali, Ciracas, Serang, Kec. Serang, City of Serang.</p>	21.990

		Selling a variety of Sundanese food (Seafood).	
3.	<p>Sate Bandeng Ibu Aliyah</p> 	The shop that sells the typical Banten Bandeng Satay is located on Jl. Lopang Gede III, Lopang, Kec. Serang, City of Serang, Banten 42111	16.608
4.	<p>RM Ampera</p> 	The restaurant is located on Jl. Jend. Sudirman No.58, Sumurpecung, Kec. Serang, City of Serang. Selling various Sundanese angkringan.	12.484
5.	<p>Sop Ikan, RM Taktakan</p> 	The restaurant is located on Jl. Raya Cilegon KM 4.5, Serang. Selling Serang typical fish soup as the main food.	15.258
6.	<p>Bakoel Igo</p> 	The restaurant is located on Jl. South Lingkar, Lontarbaru, Kec. Serang, Serang City, Banten. Selling various Sundanese specialties.	11.198
7.	<p>Saoenk Kito</p> 	The restaurant (saung) which is located on Jl. Samaun Bakri No. 92, Lopang, Kec. Serang, Serang City, Banten. Selling	14.214

		various Sundanese specialties.	
8.	<p>RM Ciganea Kemang</p> 	The restaurant is located on Jl. Jend. Sudirman, Sumurpecung, Kec. Serang, Serang City, Banten. Selling various Sundanese specialties.	12.527
9.	<p>Pecak Bandeng Sawah Luhur</p> 	Restaurant (saung) located on Jalan Pontang KM.10, Sawah Luhur, Kasemen, Sawah Luhur, Kec. Kasemen, City of Serang, Banten. Selling milkfish as the main food.	24.665
10.	<p>RM HJ. Halijah</p> 	Restaurant (lesehan) which is located on Jl. Bhayangkara No.17, Sumurpecung, Kec. Serang, Serang City, Banten.	14.523

Source: Author's Data Processing (2020)

4.2 Typical Culinary Variation of Serang City (By Type of Food)

No	Name and Figure	Description	Ingredients	Cooking Method
1.	Sate Bandeng	Traditional Bantene food. Sate Bandeng is made from milkfish which the thorns are	Milkfish, spices	(Dry Heat Cooking) Stuffing, Bakar

		removed, the meat is seasoned and then put back into the skin.		
2.	Rabeg Banten 	Traditional Bantenese food adapted from the Arabian Peninsula, made from mutton, has a savory taste and does not use coconut milk.	Mutton, spices	(Moist Heat Cooking) Simmering
3.	Nasi Sumsum 	Banten typical rice wrapped in banana leaves (filled with beef marrow) then grilled.	White rice, beef marrow, spices	(Dry Heat Cooking) Bakar
4.	Soto Khas Banten 	A typical Banten chicken soup that uses fried cut potatoes as a complementary ingredient.	Shredded chicken, rice noodles, boiled eggs, tomatoes, fried potato pieces, soup broth	(Moist Heat Cooking) Simmering

Source: Author's Data Processing (2020)

Based on the STP theory and the results of interviews and observations, there are eight types of strategies that are right for Serang City culinary tourism, including: 1) Product strategy (product, process, physical evidence), this strategy is centered on product results (from a culinary tour), the product is a local product quality and have a high selling value. 2) Promotion Strategy and Marketing Strategy (promotion) is concerned with promotion both online and offline. 3) Sales and Pricing Strategies This strategy is related to competitive market prices and promotion to consumers. 4) Distribution Strategy This strategy is related to the distribution of culinary tourism in Serang City. The eight strategies are described in the following table:

4.3 Table of 8P Strategy

Indicator	Explanation
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Product (Menu Adaption)	Product development or product creation of a food should start or end based on consumer desires. Currently the product that has been developed is only in the form of milkfish satay, for traditional purposes so as not to lose its identity (heritage) or as the food of the host, it is necessary to adapt the menu in terms of combining traditional and modern foods (can use fusion food method and modern packaging). There needs to be a modern flavor variant, such as: milkfish satay with chili sauce, bites-sized milkfish satay or milkfish chips variations.
Process (Hygiene and Sanitation)	SOPs and high hygiene and sanitation in the manufacture of a product can produce quality products and have a higher product value, for that we need knowledge related to hygiene and sanitation to human resources.
Partnership (Promotion)	Promotions and cooperation that can be carried out by businesses regarding traditional food in Serang City include travel agents, online promotions and through Serang City tourism websites and collaboration with influencers.
Physical Evidence (Creative Food Process)	Chefs must have the ability to improve food quality in order to compete with modern food. A menu must be modified to make it more attractive to visitors. The local menu is a characteristic of an area, therefore if the food is interesting, visitors will come again and again.
People (People Quality Improvement)	In the tourism business aspect, the quality of human resources must be considered carefully. Because qualified people are able to provide quality services as well. The quality of human resources is very important in increasing skills and professionalism, it is necessary to develop the ability to mix and make traditional food, for example by holding training.
Promotion (Mass Media and Online Platform)	In this case, it is necessary to have the involvement of the mass media and chefs to write such articles about various types of traditional food in Serang City. All types of traditional food in Serang City each have their own backgrounds and values. In addition, it needs assistance from the media (such as vloggers and bloggers) to collaborate with the management so that the types of traditional foods available can be promoted.
Price (Identification Local Product Potential Each Area)	To maintain the types of traditional food in Serang City, food crop activities are currently being carried out, namely identifying various types of local food in each region or district that need to be developed so that each region has distinctive food that can represent its own district in other words "one village one product".
Place (Traditional Market and Culinary Event)	A market is a place that has social, economic, cultural and political elements, a place where buyers and sellers (or other types of exchangers) meet to make exchanges. In this case, there is no traditional market that specifically offers local products, and various types of traditional food in Serang City, to tourists visiting tourist destination areas. Currently the government, especially in the tourism sector, is trying to open traditional markets in order to offer various types of traditional food and local products to tourists visiting Serang City.

Source: Author's Data Processing (2020)

4.4 SWOT Analysis of Serang City Culinary Tourism

Internal/External	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Has a distinctive tourist attraction. (beach / coastal tourism) 2. Having a unique culture. 	<ol style="list-style-type: none"> 1. Lack of promotion and marketing of culinary tours and tourist villages in Serang City. 2. Human resource awareness to serve tourists are classified as low. 3. Inadequate facilities and infrastructure to support culinary tourism.
Opportunity (O)	Strategy S-O	Strategy W-O
<ol style="list-style-type: none"> 1. An open tourist market. 2. An abundance numbers of foreign and domestic tourists that comes which opens. 3. An abundance of numbers foreign and domestic tourists who came. 4. There is access to the location (toll road) 	<ol style="list-style-type: none"> 1. Use lure tourism and culture as icon 	<ol style="list-style-type: none"> 1. Increase field promotion culinary. 2. Provide counselling or training to related human resources. 3. Improve facilities and infrastructure according to the needs.
Threat (T)	Strategy S-T	Strategy W-T
<ol style="list-style-type: none"> 1. The absence of a governance policy room. 2. The influence of foreign cultures against people's culture. 	<ol style="list-style-type: none"> 1. Mapping culinary tourism in Serang City. 2. Making Serang City culture a sustainable attraction. 	<ol style="list-style-type: none"> 1. Inviting the public to participate as well as in culinary tourism mapping.

The SWOT analysis approach to tourism development in Serang City is carried out to obtain a development strategy. The development strategy will be carried out by taking inventory of various factors, including strengths, weaknesses, opportunities and threats from observations and in-depth interviews and literature studies. Strengths and weaknesses can be said to have an indirect impact on internal factors in tourism development in Serang City. Meanwhile, opportunities and threats are external factors or direct factors in the development of tourism in Serang City.

5 Conclusion and Recommendations

From the culinary variations of Serang City that are based on local wisdom, it will make a positive contribution, including: a. Improve the economy of the surrounding community b. Increased local revenue which will be beneficial for regional development (APBD) c. National income (State income) increases. d. The rise of culinary delights from tourist areas that still maintain local culture. e. The development of the snack food industry is a souvenir of tourists who can raise the image of tourism in Indonesia.

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