

# Development of Local Food in Tourism for Supporting Sustainable Indonesia Tourism Development

*By Agustina Multi Purnomo*

# Development of Local Food in Tourism for Supporting Sustainable Indonesia Tourism Development

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Keyword: Local food, supporting sustainable, tourism development

Abstract: This paper is structured to examine the potential of local food as one of Indonesia's cultural diversity in supporting sustainable tourism development. It is argued that the development of local food in tourism can be an alternative to sustainable tourism development in Indonesia through two sides, reinforcing local cultural identity and strengthening local economy. Papers are prepared by reviewing previous studies. Previous research findings suggest that local food development in tourism cannot directly support sustainability. Sustainability can occur when the focus of local food development is done on reinforcing local food as cultural identity of the destination and focusing on micro-scale food producers.

## 1 INTRODUCTION

Sustainability is an important issue as priorities for academic research aimed to improve (Buckley R, 2012). The current issue regarding sustainability is positive triple bottom lines, including positive net contributions to local communities and to conservation (Buckley R, 2012). Sustainability issues not only reduce the impact of tourism on the environment, but also the voluntary contributions to community wellbeing.

Food tourism development can build sustainability in the form of contribution to community wellbeing in two forms, forming long-term sustainability through image building of a destination and encouraging tourism impacts to empower local communities (Scarpato R and Daniele R, 2003), (Buckley R, 2012). The introduction of local food can reinforce the cultural identity of a tourist destination [5, 9, 22]. The strong identity of a place is a tourist attraction to differentiate from other places. There was a link between reinforcing cultural identity and strengthening the bargaining power of a place through local food (Björk P and Kauppinen-Räsänen H, 2016). The development of local food in tourism strengthens the local economy (Scarpato R and Daniele R, 2003), (Hall C M, 2006), (Nummedal M and Hall M, 2006).

Indonesia has a great variety of local foods. Each region in Indonesia has its own native regional food, which is known historically as a traditional local food of the region (Urry J, 2002). Indonesia also has food that has been widely known by international visitors as Indonesian food (Urry J, 2002), (Ling K F, 2002). Food tourism can be an alternative tourism development in places in Indonesia that does not have the usual resources offered in tourism development, known as sun, sea and sand (Kivela J and Crofts J C, 2006). Food and beverages can be a major tourist destination, an enhancement to the attractiveness of a tourist destination or just what visitors need when traveling ((Hall C M and Sharples L, 2003), p 10-12). Food has the potential to be developed in Indonesia either as the primary purpose of the visit or as an enhancer of the destination's attractiveness. This is because the expense of visitors to eat and drink during travel is the second largest expenditure average of all expenses during the tour (Hall C M and Sharples L, 2003).

Referring to the above explanation, it is argued that the development of local food in tourism can support the development of sustainable tourism in Indonesia through two sides, reinforcing local cultural identity and strengthening local economy. This argument will be explained through the literature review of previous studies, which both reinforce the argument and the criticism of the

argument. A review of the literature was conducted to answer the question of "How can local food development in tourism development reinforce the cultural identity of a tourism site and strengthen the local economic?" This study was conducted to develop a preliminary model of food development in tourism to support sustainable tourism development in Indonesia.

## 2 METHODOLOGY

This paper is prepared as a literature review. Therefore, some previous studies have been selected to provide an overview of how local food development in tourism is done. The selection of literature is based on the purpose of writing paper. Theoretically, referring to the definition of food tourism, food tourism is defined as visiting primary or secondary food producers, food festivals, restaurants and specific locations with the primary motivation to enjoy food as the main reason for visiting (Cohen E and Avieli N, 2004), p 10]. This means that food tourism is developed in places where food or beverage has been known to visitors; food or beverage has become the premier spot of tourist sites and visitors come to the venue specifically to enjoy food or beverage, visit food festivals and find out everything related to the food or beverage. They have mentioned food and beverage as the scope of food tourism and can simply cite as food tourism (Hall C M and Sharples L, 2003), p 10]. Indonesia does not have a place specifically designed as a food destination that meets this definition and there has not been a food festival specifically designed as a food tour (Tourism Ministry Republic of Indonesia 2018). Based on compatibility with the Indonesian context, the literatures chosen were literature written, based on research in places not categorized as food destinations.

The limitations of this paper are on the referenced literatures. Research on the development of local food in Indonesia was limited. Most of the literature used was based on research in places outside Indonesia. This may lead to a bias of different social and cultural contexts from which research is conducted, which differs from the Indonesian context. This paper can only present the local food development model in tourism as a preliminary study to be studied more deeply in accordance with the Indonesian context.

## 3 LOCAL FOOD DEVELOPMENT AND SUSTAINABILITY

### 3.1 Sustainable Tourism Development through Reinforcing Local Culture Identity

Long-term sustainability through image building of a destination can be achieved if local food is identified by visitors as a sign of the place they visit. The competition between tourist destinations to attract visitors requires something different from a tourist destination. Local food is popular for visitors, as it is considered 'iconic' to describe the "typical" nature and certain cultures of a specific place [5, 24]. Tourists need tourism gaze, something unique and specific to make them feel they are in a special place when traveling (Stoffelen A and Vanneste D, 2016 ).

The research in Helsinki, Finland, has found that visitors have interpreted locality values through local food (Buckley R, 2012). Local food has attracted the attention of visitors including those who had no special attraction to the food while on a visit. Visitors have felt the experience of local culture through the consumption of local food. Local food can serve as a marker of local culture, even though the place is not a food tourism destination. They have regarded the contribution of local food in identifying local cultures as natural.

Tourism as an outside force, which was encouraging the strengthening of Taiwan's local identity through tourist demand for Taiwan's local food (Chuang H T, 2009). Through the purchase of food by visitors, local food was previously only a home-based meal for Taiwanese residents which could be served at a high end restaurant, a place previously only accessible by Chinese and Japanese food. The process of entering local food into the tourist market has been marked by Chuang as a process of reinforcing the cultural identity of Taiwan.

The important position of local food as a cultural identity of a tourism destination that can be an attraction of a place compared to another places (Chuang H T, 2009), (Björk P and Kauppinen-Räsänen H, 2014). Local food has authenticity as an element of tourism gaze and is sought by visitors from their travels (Stoffelen A and Vanneste D, 2016 ). Taiwan's local food development for tourism strengthens local food positions within the community (Chuang H T, 2009) and meets the feelings of local cultural experience for visitors (Chuang H T, 2009), (Björk P and Kauppinen-

Räisänen H, 2014). Both of these studies suggest that the introduction of local food in tourism has an impact into the population as a reinforcing of local identity for the host and impacts to the outside as attracting visitors to come. The introduction of local food in the long term supports the sustainability of tourism because the reinforcing of cultural identity through local food is the attraction of visitors to keep coming.

### 3.2 Sustainable Tourism Development through Strengthening Local Economy

The increase in consumption in local food will have a multiplier effect on the local economy (Scarpato R and Daniele R, 2003 ). Local food can support long-term sustainability through image building of a destination. Developing an image of a destination has built a market opportunity and it has driven purchases to local producers. This has supported the sustainable development of tourism in the form of empowering local food producers as local communities.

Local food can strengthen the local economy if the visitor is a "good traveler", referring to visitors who are concerned about the economic and environmental sustainability of the place he or she is visiting. Through both of these, visitor arrivals and local food purchases by visitors can have an impact on local food producers (Scarpato R and Daniele R, 2003 ). This proposal has been typical in the development of local food-based tourism. "Good traveler" proposed by (Scarpato R and Daniele R, 2003 ) was proposed by (Hall C M, 2006) as "slow food" and "slow tourism". Both are food tourism development strategies that have an impact on local economic development. The opinion has been strengthened by research in Seferihisar, Turkey (Wijaya S, Morrison A, Ng T H, and King B, 2016) and in Mold, Wales (Jung T H, Ineson E M and Miller A, 2014 ). The purchase of local food in local producers gave more opportunity to local producers to benefit from tourism development. Sustainability occurs in the form of local economic sustainability due to tourism development.

### 3.3 Proposed Conceptual Linkage Approach

Based on a review of previous studies, proposed conceptual linkage approach is in Figure 1.

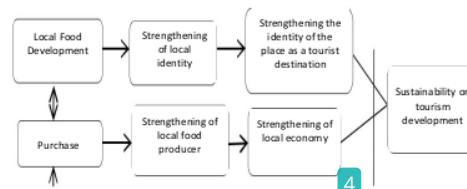


Figure 1: Conceptual linkage approach of local food in tourism development 1.

Source: Reprocessed from (Björk P and Kauppinen-Räisänen H, 2016), (Chuang H T, 2009), (Scarpato R and Daniele R, 2003 ), (Hall C M, 2006)

## 4 THE RELATIVITY OF LOCAL FOOD AND VISITOR ROLES IN STRENGTHENING LOCAL CULTURAL IDENTITIES AND THE LOCAL ECONOMY

The definition of local food was not simple and definite (Avieli N, 2013). Visitor influences on local food provision as a long interaction between visitors with food and food producers. Visitors have limited knowledge about local foods. Visitors have been searching for food that they consider locally based on information presented by the media about food tours. Visitors' requests have been granted by the producer. Visitors' request has responded by the producer by adaptation, simplification and vulgarization. Food producers were not passive parties who always provide local food in accordance with the standards of making and serving food that is known traditionally and historically. Food producers will reduce or substitute spices and groceries as long as the visitor still considers them to be their local food choice, in order to gain a greater profit. Food producers have provided food from areas around Hoi An as long as it was acceptable to visitors.

The important thing is that visitors cannot be expected to distinguish local food by itself without being influenced by other factors (Avieli N, 2013). In relation to (Scarpato R and Daniele R, 2003 ) and (Hall C M, 2006) research studies, Avieli has shown that visitors cannot simply be a "good traveler" or "slow tourist" and support local food development as a boost to local cultural and local economic traits. From the host side, food producers as a focus of the impact of local economy development, which can "weaken" the value of local food as the cultural identity (Avieli N, 2013).

Avieli's research leads to the question, "What role of can visitors contribute in conditions where they are not in the category of "good traveler" or "slow tourist"? How can visitors recognize the real local foods? How can local food play a role in reinforcing the identity of a destination and further strengthen the local economy?"

#### **4.1 The Linkage between Local Food and Visitors**

International visitors were identifying Indonesian local foods from general characteristics of foods (Hendijani R B, 2016), (Von Holzen H and Arsana L). In tourist destinations not specifically developed as „food tourism“ areas such as in Indonesia, visitors will not only encounter food, defined local food as traditional food (Cohen E and Avieli N, 2004), (Scarpato R and Daniele R, 2003 ), but rather a wide selection of foods and food producers.

The media plays a role in conveying information about local food to visitors. Visitors could not easily identify local food (Lin Y C, Pearson T E and Cai L A, 2011 ), they were seeking information via media (Avieli N, 2013), (Scarpato R and Daniele R, 2003 ). Food introduced as a tourist attraction through the media will raise awareness on local food, as well as the impact on other foods (Ranteallo I C and Andilolo I R, 2017). The characteristics of local Indonesian food that visitors perceive (Hendijani R B, 2016); 26] make up a core identity that requires information to clarify the type of food and place to purchase food (Lin Y C, Pearson T E and Cai L A, 2011 ), to be able to deliver visitors to local food producers. The process of making local food a food tourist identity requires a clear and solid strategy to outline the kinds of local food and where they can be purchased (Berg P O and Sevón G, 2014 ) In conclusion, local food can be selected by visitors when they get adequate information about local foods, local food producers and the exact location to purchase local food.

Although local food has been recognized by visitors, local food to have an impediment factor for visitors (Cohen E and Avieli N, 2004). There was an influence of the hygiene, safety and cultural barriers of visitors to try new foods (how to eat, how to serve). Visitors can get to the right local food and food producers, but cannot eat it because of the impediment factors that exist in local food and food vendors or producers.

The deciding factor whether visitors will buy local food or not was the characteristics of visitors (Cohen E and Avieli N, 2004), (Björk P and

Kauppinen-Räsänen H, 2016). They have proposed that experimental category visitors will be more interested in local food. They will specifically look for unfamiliar food and enjoy local food in an environment as close as possible to the local food. This indicates, the characteristic of visitors has determined the purchase of local food by visitors. Visitors with certain characteristics can tolerate impediment factors and seek information about local food and local food producers of a destination to find and purchase local food during the visit period.

#### **4.2 Unconnected Linkage between Local Food Development and Strengthening Local Economic: Who is "local"?**

Visitors may be distracted from small producers who produce whiskey in the village of Speyside, Scotland's best-known whiskey producer, and buy factory-made whiskey (Sims R, 2009 ). Even though it is at a food tourism location, competition occurs among beverage producers with different business scales. Visitors have come and enjoyed whiskey, but do not always purchase whiskey at small-scale producers in Speyside Village.

Well-known local beverage did not directly result in visitors coming exclusively to enjoy it (Scarpato R and Daniele R, 2003 ). Competition has occurred at the local level and the impact of local food development in tourism on the local economy can be a larger business capital producer bias. A more assertive local producer definition is local producers in the development of food in tourism should be the small capital food producers (Hall C M and Sharples L, 2003), (Mitchell R and Hall C M, 2003 ), (national Journal of Contemporary Research). Through a focus on small capital food or beverage producers, the efforts to optimize the benefits of tourism development to local people can be realized. This is more relevant to the purpose of strengthening the local economy in the Indonesian context.

#### **4.3 Linking Local Food Development with Sustainability**

The linkage between local food development in tourism with sustainability through the reinforcing of local cultural identity and local economic strengthening cannot be directly occurring as shown in Figure 1. Proposed conceptual linkage approach is in Figure 2.

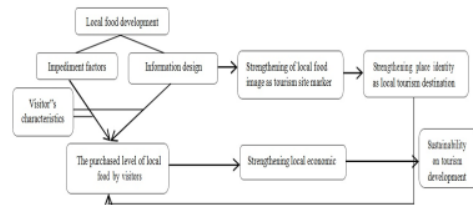


Figure 2: Conceptual linkage approach of local food in tourism development 2.

## 5 CONCLUSION

The conceptual linkage approach of local food in tourism development proposed in this paper describes the development of local food in tourism, which can encourage sustainability on tourism development by strengthening local cultural identity and local economy. Both of these can be built through efforts to reduce impediment factors from local food and solid information presentation in order to reinforce the image of local food as a main cultural marker of a tourist destination.

The sustainability on tourism development through strengthening of the local economy can be achieved if food development in tourism focuses on the development of small capital food producers. Indonesia sets the scale of business enterprises in Law No. 28 Year 2008, which distinguishes business scale based on asset and income ownership. The scale of business enterprises are divided into the scale of micro, small and medium enterprises. These three business groups are the focus of government support and protection in national economic development. Micro-scale local food producers are still far behind compared to small-scale producers (Purnomo A M, 2016). In suggestion, a it relates to Indonesia, the focus can be more directed to micro scale food producers.

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