



The Challenge of Pro-poor Culinary Tourism Development: An Analysis of the Indonesian Government's Promotion Website

Agustina Multi Purnomo^{1*} 

¹ Communication Science Studies Program, Social, Politic and Computer Science Faculty, Universitas Djuanda, West Java, 16720, Indonesia

*Corresponding author email: agustina.m@unida.ac.id

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Abstract

Purpose of the study: This study aims to explain the challenge of pro-poor culinary tourism development in Indonesia based on tourism promotion on the government's official website

Design/methodology: The qualitative content analysis was used to analyze 224 articles on the government's official tourism promotion website. The researcher processed it by counting the presence of the information. The data analysis is based on code 1 for the information appearance and 0 for the absence of the information. The number of information presentations indicated the government's focus.

Findings: The government should have put pro-poor culinary tourism development as their focus. The provision of optimal benefits for the poor was not reflected in the promotion of culinary tourism on the government's official website. The challenge for the pro-poor culinary tourism development of the Indonesian government is to translate the goals of tourism development into adequate tourism promotion.

Research limitations/Implications: The research limitation was that the researcher did not confirm the data through interviews with the website managers. Further research is recommended to conduct interviews with website managers to explain the reasons for choosing information posted on the website.

Novelty/Originality of the study: There was limited research on the government's official culinary tourism promotion website. This study contributed to comprehending what the government should do to promote culinary in the poor alleviation context.

INTRODUCTION

One of the development goals in Indonesia is to address inequality (Bapenas, 2020). Poverty is still a problem in Indonesia. The Gini ratio in Indonesia is 0.384. Indonesia still has many economic disparities (CBS Indonesia, 2021). The government plans tourism development to address the gap (Bapenas, 2017; Ministry of Tourism and Creative Economy, 2020). Tourism development has become the main agenda of the 2020-2024 National Medium-Term Development Plan IV in the field of strengthening economic resilience for quality economic growth, where tourism development should focus on the poverty alleviation agenda in Indonesia (Bapenas, 2020). The pro-poor tourism development has been previously studied since 1997 as a reaction to tourism development which only benefits large investors (Goodwin, 2009). The pro-poor tourism agenda has mainly focused on poverty alleviation. The challenge was the involvement and provision of optimal benefits to tourism stakeholders who were included in the category of the poor (Chok et al., 2007; Harrison, 2008).

One of the integral parts of tourism activities in Indonesia is culinary tourism. As part of cultural tourism, culinary has been a product portfolio of 60% of all Indonesian tourism products (Ministry of the Tourism Republic of Indonesia, 2018). Culinary tourism development has high potential because Indonesia has much range of culinary tourism resources (Palupi & Abdillah, 2019; Wijaya, 2019). Culinary tourism development can be carried out in areas that do not have particular tourism potential, as in the view of classical tourism development regarding the critical position of nature tourism (Holden, 2004). Culinary tourism development can go hand in hand with other tourism products, such as culture and sustainable tourism (Alonso et al., 2018; Hall & Sharples, 2004). Moreover, culinary tourism development can provide optimal benefits for poor people, small-capital

business actors, street food vendors, and help local communities (Henderson, 2019; Pilato et al., 2021; Purnomo, 2016a; Purnomo, 2020; Scheyvens & Laeis, 2022).

Promotion is an essential part of the development of tourism. The promotion on the government's official website reflects the government's focus in promoting tourism activities, including culinary tourism (Horng & Tsai, 2012; Yousaf & Xiucheng, 2018). Previous studies has only focus on the government's tourism promotion (Amiruddin, 2020; Rosmeli et al., 2019). There needed to be more research on the government's official promotion website, especially in the context of culinary tourism promotion. Therefore, this study aims to elaborate on tourism promotion on the government's official website and the challenge of pro-poor culinary tourism development in Indonesia. This study contributed to comprehending what the government should do to promote culinary tourism in the poor alleviation context.

LITERATURE REVIEW

Food Tourism

The study of food tourism was first introduced in the context of wine tourism (Hall & Mitchell, 2001). Food tourism can also be explained in several terms: gourmet, gastronomic, culinary, and cuisine. Hall and Sharples (2004) explain the differences between these terms into five categories of food tourism. First is gourmet tourism; this category is characterized by the close attention of visitors to food, in gourmet tourism, visitors come specifically to enjoy food or drinks. Second is gastronomic tourism, this category is characterized by close visitor attention to food or drinks, and tourism trips are carried out to enjoy certain foods/drinks. The difference between gourmet and gastronomic tourism is that tourists enjoy food as their primary goal in gourmet tourism.

Moreover, UNWTO defines gastronomy tourism as visitors' food experience while on tours (UNWTO & Basque Culinary Center, 2019). Visitors can be categorized as food visitors, although there may be other goals besides enjoying food. The third is culinary tourism, characterized by close visitor attention to food or drinks as part of a tourist trip. The primary purpose of visitors is not only to enjoy food, but the food is part of a tourist trip. The primary purpose of the visitors may be natural, man-made, or city attractions. Fourth is cuisine, and this tour is characterized by a casual visitor's attention to food. Visitors come because there are unique experiences for food or drink in the destination, where food is one of the tourist attractions offered by a tourist destination. Fifth, visitors eat or drink because they are thirsty or hungry while travelling. Food is not a consideration for visitors in visiting a tourist place. Visitors enjoy food because they are hungry and thirsty. Hall and Sharples (2004) see this category as a continuum of attention level and the number of visitors, category 1-5 shows a lower level of attention but a higher number of visitors.

Referring to the five categories of food tourism, the term food tourism is a general term that does not describe a specific group of categories. The five categories of food tourism also explain the vital position of food tourism from the amount of food shopping can only explain by the fifth category. Visitors, as humans, will undoubtedly feel hungry or thirsty during a tour, but they still need to explain the place as a food tourism destination. Many studies explain the critical position of food tourism from the amount of food shopping (Hendijani, 2016; Wijaya et al., 2016). Research on food tourism destinations is at least in the rural or urban tourism category to elaborate on the crucial position of food in tourism. Visitors come to some food and beverage attractions because there is something different. This study used the culinary tourism term used in Indonesia's promotion and planning documents (Ministry of Tourism, 2015; Ministry of Tourism, 2016; Ministry of Tourism, 2018; Ministry of Tourism and Creative Economy, 2020; Ministry of Tourism and Tourism and Creative Economy, 2021). However, the use of the term does not indicate the category of food tourism (Hall & Sharples, 2004).

Promotion in Food Tourism

Food tourism development has two theoretical perspectives. First, the tourist-oriented side defines food tourism development based on the visitor's preference as an outside factor. Second, the destination-oriented perspective defines food tourism development based on tourism destination internal factors. Destination orientation conceptualization of food tourism viewpoint has a direct link with the place of food, a form of tourism, product, place, management, and marketing. Destination orientation overlaps with tourists' motivations and experiences. A food tourist gets the cultural experience of a specific place through their food experience. Food as the medium reflects the cultural identity of a specific place. Food tourism as the destination has a relationship with food as a cultural product, tourist, management, and marketing to the outer and the inside community in specific place image building as a food tourism destination (Ellis et al., 2018). Culinary tourism development has to pay attention to food as a tourism attraction, the actors provided the food and the mechanism to manage and market a culinary tourism destination (Ellis et al., 2018; Kušen, 2010, 2017).

The promotion was essential to marketing (Kartajaya et al., 2016). Promotion is part of marketing and management to develop food tourism destinations (Ellis et al., 2018). Previous studies found that promotion was part of the government's food tourism marketing strategy (Aleffi & Cavicchi, 2020; Horng & Tsai, 2012; Yousaf & Xiucheng, 2018). The previous studies on government website content analysis found that the government promotes food as a tourism attraction (Okumus et al., 2007; Yousaf & Xiucheng, 2018). Website promotion was a strategy to develop marketing effectiveness (Putra et al., 2018). The government website content analysis provides information about website characteristics and users (Zhou & DeSantis, 2005). The promotion strategy on the government's official website will determine the government's focus on tourism (Yousaf & Xiucheng, 2018).

Pro-poor Tourism Agenda

Pro-poor tourism development strategy for poverty alleviation focused on urban or rural poor communities (Chok et al., 2007). The focus in the pro-poor tourism development context is the involvement and provision of optimal benefits to tourism stakeholders who are included in the category of the poor (Chok et al., 2007; Harrison, 2008). Ideally, the poor are the main actors in tourism development to get the most benefits (Musavengane et al., 2019). However, the reality is that the poor are often marginalized in tourism development (Oviedo-García et al., 2019).

Some scholar has mentioned several approaches to building pro-poor tourism development are sustainability development (Alonso et al., 2018; Chok et al., 2007), inclusive tourism development (Biddulph & Scheyvens, 2018; Moreno de la Santa, 2020; Musavengane et al., 2019; Scheyvens & Biddulph, 2018), and local tourism development oriented (Musavengane, 2018; Wen et al., 2021; Scheyvens & Laeis, 2019). The inclusive tourism approach adds other marginalized groups, such as groups with disabilities (Gillovic & McIntosh, 2020), women (Rogerson, 2020), small-capital tourism actors (Kadi et al., 2019), and racial minorities (Rogerson & Rogerson, 2020). The previous study also found street food vendors for marginalized culinary tourism actors (Purnomo, 2021). Local tourism development is oriented toward adding tourism business actors from local communities, such as farmers and fishermen (Alonso et al., 2018; Fountain et al., 2021; Scheyvens & Laeis, 2019). Referring to previous research, poor and marginalized groups are groups with disabilities, women, small-capital tourism actors, local producers (farmers and fishers), and racial minorities.

All three focus on tourism development focuses on equity, providing benefits to the marginalized, empowerment, and sustainable tourism development in the long term. These three approaches offer a development system that includes policy improvement, a development process that pays attention to various actors, and community involvement and empowerment. This study will focus on promotions carried out by the government in supporting the involvement of poor or marginalized groups in the development of food tourism. Referring to the literature review in the promotion section, the existence of poor and marginalized groups denoted the government's focus on these groups.

METHODOLOGY

This study used qualitative content analysis. The data source was from the government's official tourism promotion website managed by the Ministry of Tourism and Creative Economy (<https://www.indonesia.travel/gb/en/attractions/culinaries>). The culinary tourism information on the website was found in two links in the website navigation panel, namely "Culinary" and "Culinaries and Wellness". In total there are 224 articles were found during the data collection period (8 November 2021) The 51 articles have been found in the culinary link, and 173 articles in the culinaries and wellness link.

The analysis started with arranging the conceptual references to determine the grouping and coding information (Yousaf & Xiucheng, 2018). The data is grouped into two categories, the first category is a culinary tourism attraction including the presence of the name of food, the origin of food, and local food. The second category is the culinary business actors especially poor or marginalized actors. The culinary business actors were restaurants (Bristow & Jenkins, 2018; de Albuquerque et al., 2019), another are food manufacturers (Stoffelen & Vanneste, 2016). The food manufactures and restaurant were the significant capital actors. In contrast, the poor or marginalized actors were street food vendors, local producers (farmers and fishers), disabled, women, and small-capital tourism actors (Purnomo, 2021).

The presence of information is analyzed by the presence of text and images (Jenkins, 1999). The data grouping referred to the direct word representing food name, food place, name of local food, disability, women, street vendors, farmers, and fishers. The local food information referred to the local food data (Ministry of Culture and Tourism, 2005; Von Holzen & Arsana, 2012, 2015). The text and images were fixed differently in the promotional video (Kong et al., 2019; Purnomo, 2016b). The presence of information denoted the focus of promotion (Yousaf & Xiucheng, 2018). The researcher processed it by counting the information's presence,

which differed from the complete content analysis. The researcher did not code, classify, or describe the codes and groups (Kleinheksel et al., 2020). The researchers read all the text and put code 1 for the information appearance and 0 for the absence, where the number of information presentations in the website will indicated the government's focus.

FINDINGS

The content analysis results from 224 articles classified the presence of information on culinary tourism attraction in officially managed tourism website of the Ministry of Tourism and Creative Economy (Table 1.) included three categories. The first category is information about the names of food and beverages was found in 136 articles (60.7%) with most of the articles are found in culinaries and wellness link (69.2%) and in the culinary link (30.8%). The Information about the origin of food is found in 54% of articles, the number of articles on the culinary link is still higher which counted for 66.9%, compared to the articles on the culinaries and wellness (33.1%). The third Information about local food appears in 101 articles (45.1%), where most are discussed in culinaries and wellness (68.3%) and 31.7% are came from culinary link.

Table 1: The Presence of Information on Culinary Tourism Attraction (N=224 articles)

Culinary Tourism Attraction Category	The Presence of Information (articles)			
	Culinary	Culinaries and Wellness	Total	%
Food and beverages name	42	94	136	60.7
Origin of food	40	81	121	54.0
Local food	32	69	101	45.1

Source: Processed from the contents of the article on <https://www.indonesia.travel> website. Final confirmation on 8 November 2021

Table 2: The Presence of Information on Poor or Marginalized Tourism Actors (N=224 articles)

Poor or Marginalized Actors Category	The Presence of Information			
	Culinary	Culinaries and Wellness	Total	%
Culinary business actors	20	64	84	37.5
Poor or marginalized actors	4	19	23	10.3

Source: Processed from the contents of the article on <https://www.indonesia.travel> website. Final confirmation on 8 November 2021

From table 2, the presence of information in poor or marginalized tourism actors consist of two categories, the first is information on culinary business actors appears in 37.5% of total articles. Where the most articles are form culinaries and wellness link (76.2%) and 23.8% on the culinary. The image of culinary business actors is mostly about restaurants, cafes, and hotels. Detailed information on the food factory was not found in all articles that has been analysed. However, the presents of food factory were reflected in souvenir food producers and food and beverage shop figures. The restaurants, cafes, hotels, souvenir food producers, and shops images denoted significant capital actors.

Information on street food vendors, small-capital tourism actors, farmers, and fishers was found in 10.3% of articles. However, there are no specific information was found regarding people in disability and women roles in culinary are founded. The street food vendor's information has appeared in the form of text and image. While for the fisher and farmer's information are not appear in the form of community-based tourism, the beaches and villages tourism attraction. Interestingly, from the study it was founded that the farmers and fishers were not placed as local producers but food sellers.

DISCUSSION

The Indonesian government tourism promotion website (<https://www.indonesia.travel>) has focused on culinary tourism attractions. Information about the name of the food or drink is present in more than 60% of the articles.

Food was the main tourist attraction in culinary tourism (Ellis et al., 2018; Okumus et al., 2007; Yousaf & Xiucheng, 2018)). However, the emergence of information about local food was still less than 50%. Local food has received particular attention in the study of food tourism, local food will strengthens the local identity and tourist authenticity experience (Sims, 2009; Wijaya et al., 2017). Indonesia has a variety of local foods that have the potential as culinary tourist attractions (Palupi & Abdillah, 2019; Wijaya, 2019). The numbers of information about local food indicated that the government still needs to be aware of the critical position of local food in developing culinary tourism.

The amount of the food origin information is different from the information about the name of the food. Tourism as a destination is related to a particular place (Ellis et al., 2018; Kušen, 2010, 2017). Tourists will associate dining experiences with tourist attractions (Björk & Kauppinen-Räsänen, 2019; Hsu & Scott, 2020). Local food is related to the place of origin of the food and its maker (Scheyvens & Laeis, 2019). Information about the place of origin of food is essential in the development of culinary tourism. Adequate information about the place of origin of food will strengthens the formation of an image as a culinary tourism destination (Ellis et al., 2018). General information about culinary business actors is found in less than 40% of total articles. The amount of information about poor or marginalized actors is the least compared to other information is only available in 10.3% of total articles. This number denoted that the government should pay more attention to the significant the poor or marginalized actors rather than those the capital actors (restaurants, cafes, hotels, and food factories).

The promotion focused on tourism development (Yousaf & Xiucheng, 2018). Promotion of the website as part of marketing effectiveness shows the characteristics of the website and its users (Putra et al., 2018; Zhou & DeSantis, 2005). The lack of information about poor or marginalized actors indicated the government's lack of attention to these actors. The government's promotion must align with supporting pro-poor culinary tourism development. The poor or marginalized actors should be the main actors in tourism development (Musavengane et al., 2019). The absence of information on disability and women indicated that there had been no attention to these two marginal groups. The lack of information about local producers demonstrated that the government not yet prioritising local tourism development as their main orientation (Musavengane, 2018; Scheyvens & Laeis, 2019; Wen et al., 2021).

CONCLUSION

The Indonesian government has promoted culinary tourism on its official tourism promotion website. Culinary has been promoted in the links "Culinary" and "Culinaries & Wellness." The calculation of the number of occurrences of information denoted that the government has promoted food as a culinary tourism attraction. This promotion differed from the promotion regarding the origin and local food. Pro-poor culinary tourism development has not yet become the focus of the Indonesian government. The involvement and provision of optimal benefits to tourism stakeholders who are included in the category of the poor still needed to be reflected in the promotion of culinary tourism on the government's official website. The information on poor or marginalized actors was far below other information. The challenge for the pro-poor culinary tourism development of the Indonesian government was to translate the goals of tourism development into adequate tourism promotion. The government has tried to place this gap reduction as a tourism development goal, with poor or marginalized actors should be put on their promotion priority as well. This research suggests increasing the amount of information about poor or marginalized actors to more than 50% in the articles on the websites. The research limitation was that the researcher did not confirm the data through interviews with the website managers. Further research is recommended to conduct interviews with website managers to explain the reasons for choosing information and articles publish on their website.

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