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DEVELOPMENT OF GASTRONOMIC TOURISM AS A TOURIST ATTRACTION DURING THE COVID-19 PANDEMIC IN THE EX- SURAKARTA RESIDENCY

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ABSTRACT:

The development of a variety of culinary delights into gastronomic tourism can be a choice of tourist attractions. The uniqueness of gastronomic tourist attraction is built through acculturation, differentiation and modification. In its application, the Gastronomic Tourism Attraction is informed in the form of tour packages and disseminated through the website. The role of the website is very important, the manager of a travel agent must be able to choose a strong internet service provider, so that information can quickly reach tourists virtually, without being face-to-face so that it can break the chain of spreading Covid-19. The study was designed as a qualitative study with in-depth descriptive analysis. The research was conducted at Ex. Surakarta Residency, Central Java. Data analysis used qualitative and interpretative descriptive analysis.

The results show that the gastronomic tourist attraction is an alternative tourist destination, which can be offered to tourists, without ignoring New Normal and Health Protocols.

INTRODUCTION

The uniqueness of the tourist attraction that can be offered to tourists is not only limited to natural attractions, museums or agro tourism. The specialties of an area can be an attraction for tourists. Besides the traditional foods that are eaten daily, there are types of food whose presentation and processing are adjusted to certain events or holidays. For example, in Central Java, the most

popular dish served is Lontong Opor. The Weddings, birth of a child, thanksgiving for getting happiness, having dishes, how to serve food and different types of food. Each region has a different name and way of serving and types of food. For example, the 7 months program for children in the womb, almost all regions in Indonesia carry out this event with different types of food and events. In Central Java this event is often referred to as "Tingkepan". In this event, there are several stages that pregnant women must go through. The type of food served is only available at "Tingkepan". This event is awaited by many people, especially neighbors, friends and close relatives because the special food offerings are only available at the "Tingkepan" event. This is a culture that can be packaged as a gastronomic tourist attraction (Purwaning Tyas, 2017).

Tourists make tourist visits to a tourist destination not only for recreation but more focus on visits to food producers, tasting traditional foods, participating in food and beverage festivals, visiting restaurants at a tourist spot, observing how to process, cook and serve a dish. understanding culinary tourism, tourists visit a tourist destination with the aim of just trying to taste the specialties of an area be it in a city or in a village(Sormaz et al., 2016).The creativity and innovation that are currently being developed and seem to be a model for gastronomic tourism development is the presence of the Papringan market in Temanggung, Central Java. This market is very unique because the goods sold come from the village, including traditional food from the Temanggung area, as well as sellers in traditional dress that depict the atmosphere of rural life. The transaction method is also unique, buyers exchange rupiah currency for coins that have been designed like ancient coins, to transact like ancient currency. The location is under a shady bamboo tree. This market is opened only on certain days according to the beliefs of the people in the area. Based on observations, this market is visited not only by local residents but also tourists from outside the city. Even tourists from other areas, are willing to wait to be able to visit the Papringan market. Tourists who want to experience a rural atmosphere also want to enjoy traditional food and how to cook and serve it(Fauzyah & Franzia, 2018).

This activity can involve all villagers, because it sells what is done in their daily life. Besides that, the residents benefit greatly because they can increase their income, which in turn will improve the welfare of their families. The success achieved by Papringan Market Innovation has been followed by many other regions and even many gastronomic tourist attractions, featuring traditional dishes packed with a rural or kinship atmosphere, it is hoped that visitors can reminisce with traditional food and a comfortable atmosphere. The development of gastronomic tourism with almost the same packaging, both the service model and the type of food offered, can result in gastronomic tourists becoming bored which will eventually be abandoned. Therefore, the ever-changing gastronomic tourism packaging does not bore tourists and will be an alternative choice as gastronomic tourism (Besra, 2012).

The existence of Covid-19 has made all efforts related to tourist visits reduced or even nonexistent. All tourist attractions are affected and cannot attract as many gastronomic tourists, because all tourists must comply with health protocols as well as restrictions on visits to tourist destinations by the

government (Kemenkes RI, 2020) Some regions have implemented government regulations by limiting visits to tourist destinations as well as strict application of health protocols, in order to break the chain of Covid-19 spread, until when will Covid-19 end, no one knows. However, tourism business should not stopping, especially gastronomic tourism. Even though the Indonesian government has not implemented a lockdown, the large-scale social restrictions (PSBB) have had a very significant impact, especially the income of people engaged in tourism service bureaus, hotels and tourist visits. A solution must be found immediately, so that tourists can visit tourist attractions that are of interest in a safe and healthy manner.

The problem is how the solution is so that gastronomic tourism can develop, and in the end it can improve people's welfare. Is there any gastronomic the best travel. How do to achieve superior gastronomic tourism so that it can compete in the international world. The Covid-19 pandemic, does not mean tourist activities stop, a solution must be found, it must be found a solution, so that tourists are excited to return to visit gastronomic tourist attractions. Is there a guarantee that tourists are safe and healthy during their visit to tourist destinations. The purpose of this paper is to find the right solution so that gastronomic tourism can develop, and can attract as many gastronomic tourists as possible to visit gastronomic tourist destinations while still paying attention to health protocols. Besides that, it is also to find out superior gastronomic tourism, in order to compete in the international arena, as well as the application of health protocols.

LITERATURE REVIEW AND HYPOTHESIS

In the discussion of gastronomic tourist attraction, a theoretical approach is used, referring to the generic strategy of M.E. Porter (Generic Strategy). According to M.E. Porters of a business will gain a competitive advantage when implementing one of the following generic strategies.

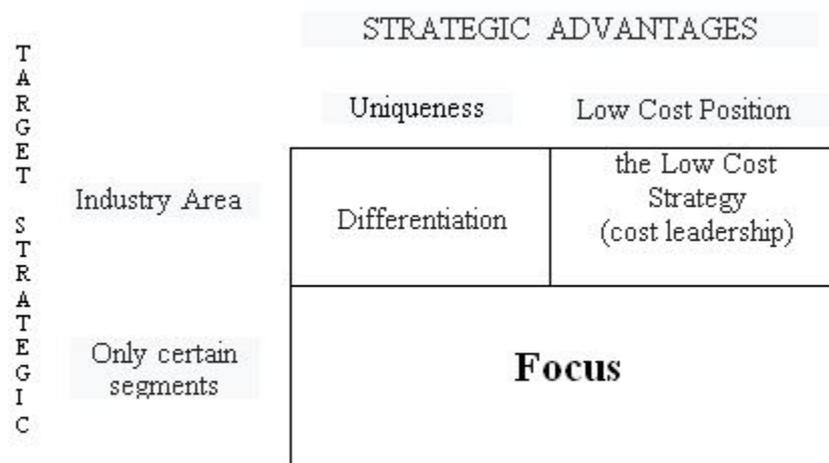


Figure 1 Chart of Tree Generic Strategies

The strategy that can be taken is the Low Cost Strategy (cost leadership), this strategy is used for businesses that produce standard products. Differentiation strategy is the application of a business strategy whose consumers pay attention to differences in the same product. It used to build the advantages of a business with a certain segment. The strategy that suits gastronomic tourism is a differentiation strategy because the taste of the recipes is a reference for gastronomic tourists visiting gastronomic tourist destinations. The weaknesses of the differentiation strategy are prone to imitation. Therefore, in this strategy, renewal or innovation in order to be different from its competitors plays an important role and must be continuously carried out in order to always excel. Focus strategy is used to select specific targets can use a differentiation strategy or a comprehensive cost advantage (Michael E.Porter, 1987).

RESEARCH METHODOLOGY

The basis of this paper is research on gastronomy at Ex. Surakarta Residency, which has the most types of culinary in Indonesia. The research method used is qualitative research. This type of research can describe the phenomena that occur in the object of research (Hamilton & Finley, 2020).The data needed are primary data and secondary data. Primary data were obtained from direct sources, using purposive methods to select informants. The person chosen is a person who knows about gastronomic travel issues. For example, traditional restaurant entrepreneurs, people engaged in gastronomic tourism Secondary data is obtained from discussions, studies, literature, related documents and notes, documentation in the form of photos, video recordings, which can be used as supporting research data (Gunawan, 2016).

Primary data collection method uses direct observation of the object under study. Sampling was purposeful sampling and the sample was selected depending on the purpose of the study and did not pay attention to generalist abilities (Sugiyono, 2014). The research was conducted at Ex. Surakarta Residency. Especially in the city of Surakarta / Solo. In data analysis used descriptive qualitative and interpretative analysis.

RESULT & DISCUSSION

Ex. Surakarta Residency, has a type of gastronomic tourism that comes from various sources, for example from the history of a place, related to beliefs or religions, community culture, natural conditions and government policies. The city of Surakarta, which used to be the capital of the Kasunan Surakarta Hadiningrat kingdom, has a special culinary delicacy, Nasi Liwet. This type of culinary is written in an ancient book entitled Serat Centhini in 1819, the process of cooking Nasi Liwet has also been described in the book. This food comes from ordinary people, from Menuran Village, Baki District, Sukoharjo Regency(González Santa Cruz et al., 2019).

The community started trying to sell the Nasi Liwet around 1934 in the Solo area, it turns out that the people of Solo and its surroundings have a taste for simple and nutritious Nasi Liwet dishes, all the ingredients are in the area and it's easy to make. Finally, almost every day the group of Nasi Liwet sellers sells in the Solo area. The next development is the concentration of Nasi Liwet

sellers in the Solo area, which makes Nasi Liwet famous as a culinary delicacy from Solo.

For the people of Solo, Nasi Liwet is also a repellent for reinforcements, when an earthquake, flood, volcanic eruption occurs, Nasi Liwet food is provided during salvation. Currently Nasi Liwet is one of the prestigious culinary delights that are always sought after at important banquet events both in the region and in the center of government (Berbel-Pineda et al., 2020). Culinary Nasi Liwet is one of the attractions for gastronomic tourists, especially foreign tourists. The foreign tourists not only taste but also ask to be taught how to make Nasi Liwet. Then there are gastronomic tour packages in the city of Solo. The organizers of this package are local communities (Luoh et al., 2020).

This is in accordance with the local government policy that each region is allowed to describe its uniqueness in the tourism sector. This policy is of course very beneficial for the community because there is additional income. Based on the description above, gastronomic tourism is very attractive to tourists, both domestic and foreign, and even determines the tourist destinations chosen by tourists (Pérez Gálvez et al., 2017). Gastronomic tourism development cannot be done through one approach but many approaches. For example, the marketing approach requires guides and travel agents who have the ability and experience in the field of gastronomic tourism. The role of excellent service plays an important role. In addition, networks with travel agents must be developed so that information about gastronomic tourism can be accepted by prospective gastronomic tourists.

Referring to the model expressed by Sormaz et al. (2016), the development of gastronomic tourism involves many approach, in this model the authors add four approaches, Internet Service Provider, Acculturation, Food Recipes and Health Protocols. Tourists who visit tourist attractions must be protected. During the Covid-19 Pandemic, it was very dangerous for the health of tourists who did not comply with health protocols. During the Covid-19 pandemic, all tourist attractions in Indonesia did not receive tourist visits. The impact of tourist visits has dropped dramatically between 850 million to 1.1 billion, revenue from the tourism sector has fallen between US \$ 910 to 1,200 billion, the loss of employment in the tourism sector is between 100-1200 million, if this continues it could destroy the Indonesian economy (Rusiawan, 2020)

The policy carried out by the government does not lockdown, does not prohibit its citizens from visiting a place, as well as does not close the country's borders with other countries. Government policy implements large-scale social restrictions. In this policy, the public can carry out activities by following health protocols, social distancing, using masks and washing hands. With this policy, tourist visits have begun to reopen, the rules applied in addition to Social Distancing, wear hand washing masks, all tourists who enter the tourist attraction area must have their temperature measured, not to exceed 36.50 to 37.5 0 Celsius. This rule is for all those engaged in tourism, both tourists and tourist services (Silalahi, 2020).

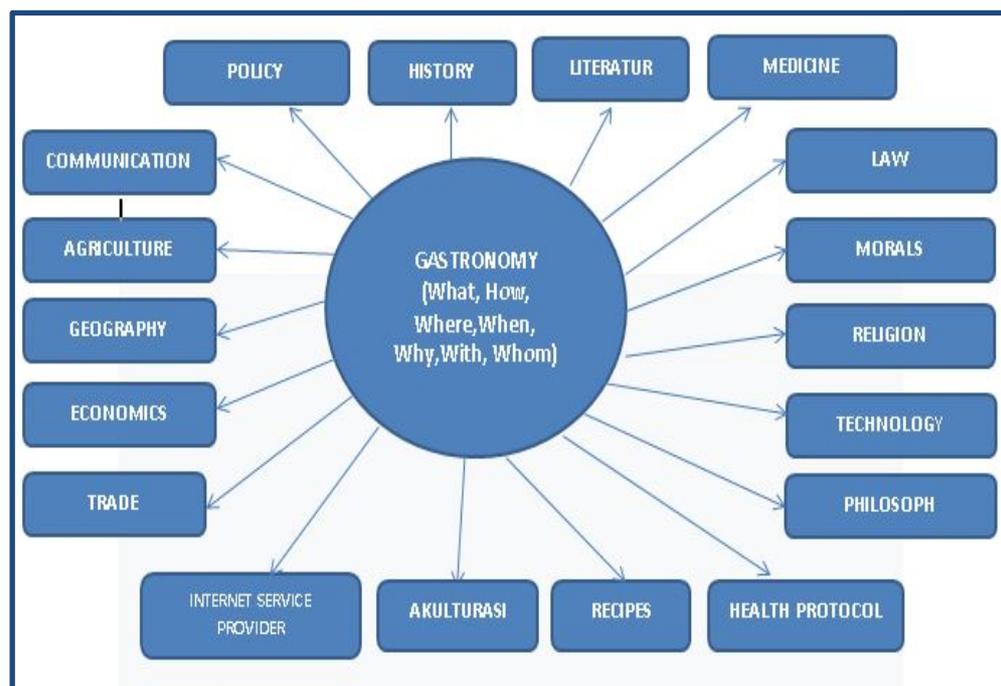


Figure 2 A multidisciplinary model for the science of gastronomy (Sormaz et al., 2016)

On the other hand, tourists and tour attraction organizers need information about tourist destinations and types of tourism to be offered to potential tourists. The way to convey information that has a wide and fast reach is to use the media website. The support from Internet Service Providers is enormous. The stronger the reach, the message through the website will be delivered immediately. Travel agents can start compiling and offering gastronomic tour packages through their website. Gastronomic tour packages must include a new order to adapt to the Corona 19 virus (new normal) because until now there has not been found a vaccine that prevents the spread of this virus. Innovative measures must be pursued so that travel agents remain productive, by complying with the new normal rules and health protocols, one of which is to avoid mass crowds, even though they bring many tourists to a gastronomic tourist destination (Brandão et al., 2019).

The Central Java government makes gastronomic tourism development regulations, especially traditional culinary which is unique in each region to be developed and packaged as a tourist attraction. The Central Java government's agenda to develop gastronomic tourism is to hold various food / culinary festivals at certain times, for example on Mother's Day, a food festival with the provision of using local raw materials to become prestigious food. It turns out that this is a lot awaited by the public and gastronomic tourists (Yang et al., 2020). The development of gastronomic tourism is addressed by people both in urban and rural areas through innovations in cooking, serving, and selected locations according to the desires of gastronomic tourism. In urban areas, the location of gastronomic tourism that is developing is to use an old building from the Dutch era which was renovated in such a way as to make gastronomic tourists comfortable and enjoy dishes with traditional culinary nuances, as well as acculturated culinary with European food, especially

Dutch food (Batu & Batu, 2018). Acculturation occurs because of the contact of two cultures, foreign culture and own culture, gradually foreign culture can be accepted by its own culture without eliminating personal culture.

One example of food that has been acculturated with Dutch culture is the Selat Solo culinary, this food consists of vegetables and beef which are called Bestik vegetables. Selat Solo cuisine is not native to Indonesia, the word *selat* comes from *Salad*, and *Bestik* comes from *biefstuk* "or" *steak* "is European food. It was first introduced to the nobility in Solo, who found it difficult to accept European types of cuisine, eventually it was modified into Selat Solo. Until now, this food is favored by many people, Selat Solo cuisine is one of the food icons originating from Solo (Firmansyah, 2016). The culinary development in rural areas is very encouraging, rural people develop culinary tours according to their plantation products as well as dishes from fishery products, according to traditional recipes that can be used as opportunities to increase their income. The choice of gastronomic tourist attractions is close to nature, which attracts tourists not only for gastronomic tours but also for nature tours (Lee et al., 2015).

Based on observations, local or traditional Indonesian food can be accepted by foreigners, this can be proven that as long as Indonesia has been controlled by foreign powers for 350 years, this type of local or traditional food does not change both in taste and presentation, even food from foreign countries is acculturated with traditional Indonesian food. The tourists who used to colonize Indonesia Sporadically, go on gastronomic visits, in areas where they used to live, to enjoy local menus that are often eaten. Gastronomy tourism is a way to protect and introduce a variety of Indonesian culinary to the international community. Although currently a lot of foreign food has entered Indonesia, such as Turkish Kebab, drinks from Thailand, Japanese food, Korean food all with the modern food label that millennials like. However, there are many ways in which Indonesian food is liked by its own people (Kilders et al., 2020). This unique way turned out to attract people's attention to do gastronomic tourism. The key to tourist attraction is the uniqueness felt by tourists. The differentiation of gastronomic tourism depends on the innovations made by gastronomic tourism business actors, which make the same dishes with different tastes. For example, Soto cuisine, almost all cities in Central Java have Soto cuisine but the taste is different from one another. Consumers in this case are gastronomic tourists who can distinguish the same dishes with different tastes. The delicacy of food that he remembers will push back into gastronomic tourist attractions or provide recommendations for potential tourists to visit gastronomic attractions.

Current developments, innovative gastronomic tourist destination locations are designed such as food stalls where all menus are local or traditional with a village atmosphere. The name of *Kedai* shows a name that is often mentioned in the family such as *Kedai Si Mbah*, which means *Kedai Grandma*. It turns out to give a warm feeling to consumers and many tourists who visit the shop. This has become a trend of gastronomic development in Central Java, the development of traditional food by way of traditional presentation, in the short term it is profitable, but in the long term its continuity is not guaranteed. Because other gastronomic tourism businesses imitate the way that is done by

the same business, so that there are restaurants that use traditional methods with almost the same recipes and types of food. In order to gain excellence, the role of innovation is very important. M.E.Porter's theory says one generic strategy, Differentiation, can be used to build gastronomic tourism excellence. In building the excellence of a business that is engaged in gastronomic tourism, the strategy by building a distinction between the same products, namely making the product that is owned is more unique than competitors' products, the gastronomy tourism business will achieve excellence. The uniqueness of this product must be maintained by always creating new uniqueness through differentiation, diversification or acculturation of food menus in gastronomic tourism (Kaya, 2015)

The covid-19 pandemic faced the implementation of the new normal. It is a challenge for gastronomic tourism managers to keep trying to develop. Travel agents must arrange and modify services to gastronomic tourists in order to comply with the health protocol rules, namely maintaining distance between tourists, using a mask and providing hand sanitizers, as well as a place to wash hands wherever gastronomic tourists are located. Do a Rapid test, Swab test or PCR (Polymerase Chain Reaction) before starting a tour (UNWTO, 2020). Good communication with gastronomic tourism managers must be built, so that the health of tourists is guaranteed, and must be maintained that there are no crowds. Crowds of people facilitate the spread of Covid-19. The role of the Internet Service Provider is very important for the smooth and comfort of gastronomic tourists. Internet Service Provider (ISP) is an institution that provides services to consumers so they can access the internet wherever they are (PORTER, 1999). The existence of this ISP provides opportunities for travel agents to innovate in the form of providing tour packages at any time. Tourists do not have to wait for the holiday season to arrive. Tourists can travel somewhere while still working and can communicate with their colleagues because of the strong Internet Service Provider (ISP).

This opportunity can also be used by people in rural areas who have beautiful natural scenery and traditional culinary delights, by providing a kind of inn or a place to stay that is suitable for work from home (WFH). This innovation can involve the local community, in transportation services, restaurants, tour guides and Internet Service Providers (ISPs). This innovation will be able to encourage gastronomic tourist visits at any time without having to wait for the holiday season.

CONCLUSION

Ex. Surakarta Residency, has a variety of culinary delights that can be developed as a gastronomic tourist attraction. Gastronomic tourism development involves many approaches. The approach developed in this paper refers to the approach described by Sormaz et al (2016), by adding four approaches, the Internet Service Provider approach, acculturation, cooking recipes and health protocols. The uniqueness of gastronomic tourism is built through acculturation of cuisine, differentiation of recipes and modification of gastronomic tourism management. The benchmark for differentiation of recipes is different recipes for the same type of cuisine. Acculturation of food occurs because there is contact between two different cultures, becoming one

in the local culture and can be accepted without destroying one's own culture. Diversification of gastronomic tourism management is carried out So that it can increase gastronomic tourist visits.

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