

# Gastronomy Tourism: Local Food and Sustainable Tourism Experience - Case Study Cirebon

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**Keywords:** Gastronomy tourism, Culinary tourism, sustainable experience

**Abstract:** Gastronomy tourism offers opportunity to generating benefit in order to promote local economy, socio-culture and environmental conservation. This study was designed to investigate Gastronomy tourism activity in Cirebon City and their role in creating sustainable tourism experience.

This topic has been chosen because of potential phenomenon in gastronomy tourism development in Indonesia especially in west of java region. The study was conducted using qualitative methods with triangulation data collection method. With the involvement of local community, Gastronomy tourist, food industry as well as local government. SWOT data analysis technique and flow model analysis technique was used in order to generate results.

The findings of this study shown that gastronomy tourism identity in Cirebon City is influenced by the existence of acculturation of Chinese, Arabic and Indian culture which combined with the food ingredients availability, ability in producing food, prevailing norms, religion, beliefs, and the characters of flavors formed by culture and social control. The role of gastronomy tourism activities in Cirebon city provides a high level of sustainable experience through the tourist. The products able to represent symbol of Cirebon as a tourism destination. This study expected to contribute to the development of tourism and can be used as reference in designing tourism development strategies in the city of Cirebon.

## 1 INTRODUCTION

To develop tourism in Indonesia It must refer to global trends so that tourism in Indonesia will be able to compete with existing competitors. Food Tourism is one of the tourism activities included in global tourism trends. Food Tourism gives tourist an opportunity to explore a tourist destination. The term gastronomy also appears to complement the experience of tourists in enjoying food in a tourist destination. Taleb Rifai who is the secretary-general of UNWTO stated that; Gastronomy is a fashionable trend, a form of hobby that is common or popular with many people, and gastronomy is one of the main reasons for people to travel for tourism (UNWTO, 2017).

## 2 GASTRONOMY AS A TOURIST ATTRACTION

The word 'gastro' comes from the word 'gastros' which means stomach and 'gnomos' which means science and law in Greek. And culinary is defined as a country or a place where the origin of food is served or prepared (Kivela & Crotts, 2006 in Guzel & Apaydin, 2016). Another theory says that gastronomy and cuisine have an understanding of a form of appreciation for the process of cooking and serving food (Albala, 2011). Furthermore, Horn & Tsai (2008) explain gastronomy more to the common understanding of consuming food and drink, particularly when delicious food is enjoyed as a form of beautiful art that is part of a superior lifestyle.

The definition is also reinforced by Gillespie's statement, "*Gastronomy is about the recognition of a variety of factors relevant to the foods and beverages ate and consumed by a group, in locality,*

region or even nation" (Gillespie, 2002; 5 in Guzel, 2017). That understanding adds the place where the food is served. and when talking about factors that are relevant to food and drink can be interpreted as, the characteristics of the ingredients, food preparation, the cooking method process, the history and cultural elements of the food, also involves the way it is served, and the way the food is eaten.

In relation to tourism activities, many researchers agree that the criteria for the success of a destination in carrying out tourism activities will depend on the ability of a destination to form or create and manage demand and supply (Gunn, 1993; Tribe 2005 and Kivela & Crofts, 2008). Supply in tourism consists of 4 (four) sectors, namely; transportation, attractions, services, and information and promotions (Tribe, 2005). Sector attractions are one component of tourism economic activities that can bring the tourism system to life. Attraction becomes a magnet to attract tourists to visit a destination which offers tourists a trip, activities and experiences that keep them away from the daily activities at their place of residence. usually shaped beach, natural panorama, amusement parks and others.

In the previous day, the hospitality sector such as food and beverage services and accommodation only support the economic activities of tourism in a destination. This sector is not even categorized as a main attraction that can attract visitors to choose a destination. However, this argument is disputed by many scientists that the unique experience of eating a local / typical dish of a destination can be an attraction that encourages tourist to visits a destination (Hall 2003, Kivela 2008, Nistoreanu 2014, Lee 2015). In fact, many studies have revealed that one-third of a tourist's budget is spent on food. In 2009, 24.9% of total expenditure per day by tourists was spent on food in Spain (INE, 2010). Moreover, it reaches 30% of the total expenditure spent by tourists in a destination in several countries such as in Cyprus and Ireland (UNWTO, 2010). And that number will be growing from day to day. This certainly reinforces the statement that local dishes / tourist destination areas are one of the important factors in determining the quality of tourism activities.

Eating is no longer just a basic need, but it becomes an important channel in understanding and learning the identity and culture of a destination. If examined deeper, an identity from a gastronomy in an area will be determined by two (2) elements namely; environment (geographical and climate) and culture (history and ethnicity) (Harrington, 2005). The most dominant environmental elements are

geographic and climatic factors, both of which will affect the availability of food raw materials or agricultural products as well as will affected the ability to adapt to new products that arise due to trends, lifestyles, or increasing demand along with the increase travel activities to the area. Furthermore, in the cultural elements, some of the most dominant factors in influencing a Gastronomy identity are religion, history, ethnic diversity, innovation, capabilities, traditions, beliefs, and applicable values or norms. These things will affect the particular sector in gastronomy such as basic ingredients, cooking methods, traditional cooking methods, taste and texture of the food.

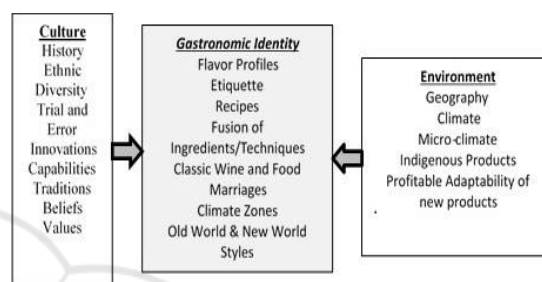


Figure 1: *Gastronomy Identity Model* (Harrington, 2005).

Currently, traveler no longer focused solely on visiting tourist attractions of a destination. Tourism activities prioritize on experiences that give impression to the traveler. The experience made them able to feel appreciation and freedom and get out of their daily routine. Moreover, this is currently supported by more capabilities of the traveler in terms of time and also income. Therefore, many tourists in the world are looking for an experience and learning from every tourism activity that they had in a destination. And gastronomy offers many diverse experiences and also plays an important role in shaping the impression of a destination.

Many terminologies are used to express the form of the relationship between food and tourism. The terminology that lately often appears and is used by researchers are; culinary tourism, cuisine tourism, Gastronomy tourism and food tourism (Horn & Tsai, 2008). Tourism, food service, and gastronomy have their respective characteristics which explain and characterize the relationships between one another. Based on Kivela and Crofts (2006, at Canizares & Guzman 2011) the term gastronomy includes elements in culinary (dishes and methods for preparing food) that focus not only on food but also on drinks served at a tourist destination. Hall and Mitchell (2005) describe food tourism as a visit to food producers, food festivals, restaurants, and

specific locations where food can be enjoyed to become an experience; subsequently the experience becomes a major motivation in tourism activities. Then the definition was expanded by including several concepts such as food as part of local culture, as part or form of tourism promotion, as a component that has the potential for the development of agricultural products and local economic development and so on (Tikanen, 2007). Based on Richard (2012) Food also provides a base of tourist experiences through the following matters;

1. Linking culture and Tourism, through food, tourists can learn a culture from the locals.

2. Developing the meal experience, eating experience involving all five human senses including involving memory, it can build a dining experience.

3. Producing distinctive foods, tourism industry demand creativity, this will encourage businesses to continue to innovate to create products that have differentiation.

4. Developing critical infrastructure for food production and consumption, infrastructure will be the top priority in moving the wheel of food production and consumption

5. Supporting local culture, Local food is developed to support the existence of local culture in a destination.

Gastronomy tourism is currently a phenomenon that is being developed into a new tourism product that will determine the quality of the tourist experience at a destination. Harp & Sharples (2003) defines Gastronomy tourism as a food tour where the tourist activity provides Gastronomy experiences originating from the region, in a form of recreation or entertainment. This makes Gastronomy tourism have an important role not only because food and drinks are the center of the tourist experience. Moreover, the concept of Gastronomy tourism has evolved by embracing cultural practices and includes learning from ethical and sustainable values of a region, land, sea, local history, values and cultural heritage (UNWTO, 2017).

## 2.1 Tourism, Gastronomy and Sustainability

Gastronomy has a general meaning in consuming food and drinks, especially in enjoying good food and drinks as a form of superior lifestyle (Horn & Tsai, 2008). In the encyclopedia Britannica dictionary, gastronomy is defined as a form of art rather than choosing, preparing, serving and enjoying delicious food. The term *Culinaria* or

culinary is often equated with the term gastronomy (Robinson, 2004). Food or culinary tourism has developed in Indonesia which aroused when people started to have less time to cook, but have desire and interest in food as a form of experience to fill free time so that they spend their free time eating outside the home, coming to the food festival, learn how to cook local food, as well as other activities (Sharples, 2003; Lopez & Sanchez, 2011; Wolf, 2016)). Therefore, culinary or gastronomy tourism can be described as a tourist activity where there is an opportunity to enjoy food and drinks which makes an experience where then it makes a motivation to travel.

Furthermore, food and sustainable tourism development have multidimensional effects. First, by increasing the consumption of tourists to local food it turns out to provide a multiplier effect that can provide benefits to the local economy (Torres, 2002). The statement reinforces the concept explained by Richard (2001). When an increase in demand for local food indirectly increases the demand for raw materials, then local raw materials produced by a region will provide more employment opportunities for local people. Both in providing local food products. As well as the provision of local resources that will supply local food production.

Secondly, by tourists consuming local food indirectly will reduce the carbon footprint which is an environmental consequence when food is distributed throughout the world by using modes of transportation that tend to produce pollution (Boniface, 2003; Mithcell & Hallm 2003 in Sims, 2009). The statement is also in line with 17 new agendas of sustainable development that have been agreed by world leaders. Particularly in point 13, the climate action reaffirms that tourism stakeholders in developing a destination need to consider the impacts on climate change, one of which is influenced by the carbon footprint.

And thirdly, each tourist destination will compete with each other in attracting the attention of tourists to visit. A successful tourist destination will have a high level of service and quality tourism products, it will make the mission of each tourist destination. Thus, each destination will compete in creating "Iconic" products and experiences where the product will become an identity and characteristic of the tourist destination itself (Hashimoto & Teffer, 2006; Woodland & Accot, 2007; Sims, 2009). Increasing the quality of a destination, will directly generate benefits for the surrounding community as tourism businesses. Economically the community will receive benefits in

the form of material compensation. Socially, people realize that their culture is their main asset. Whereas the main capital, it must be maintained until the next generation can feel what they are currently feeling. From the environmental aspect, focusing on the quality of the community will realize that the natural resources which are also the basic capital will be well maintained.

In a study conducted by Karogkouni (2012), there was an interesting statement related to the relationship of gastronomic and sustainable tourism. "Popular gastronomic destinations show a high degree of" gastronomic patriotism "and they also: Connect gastronomy with local traditions & culture, connect tourism with agriculture & food / beverage, processing fields, have excellent tourism portals, are "tourist-friendly", Develop synergies, are managed by professionals "(Karogkouni, 2012; 53). From this statement, it can be concluded that gastronomic tourism is proven to be able to encourage the development of local tourism by promoting local culture, but will continue to be creative to produce different products without eliminating specialties, encourage increased production of food ingredients, increase synergy between sectors and will be able to adapt to the times.

Gastronomy tourism is proven to have an ability to formulate findings related to environmental and cultural issues with genuine economic arguments consistently. In developing global tourism, there are many sustainable designs and actions, but the impacts are clearly not sustainable. The idea that needs to be developed is not to create pressure on culinary heritage in an indiscriminate way, but by creating a mechanism that will have an impact on the ratio by considering sustainability. Along the process, it is not only always discussing about new innovations to attract tourists, but also by attracting visitors to participate in cultural life, which has been provided in the tourist area. The culture is well described and interpreted through food, local products and all forms of services and activities that are around it.

## 2.2 Cirebon City as the Capital of Gastronomy Tourism in West Java

Cirebon City is one of the cities in West Java which has unique tourism attractions. It is the only port city in West Java which is the border between West Java and Central Java (Sucipto, 2010). Therefore, Cirebon City has an important role in the world of commerce where its position is in the path of international trade crossings or commonly called the

Silk Road which connects western and eastern regions (Adeng, 2004). This makes Cirebon City included as Cheng Ho Ocean Route Tourist Destination (Republika, 2015). Chinese, Indians and Arabs were three nations that dominated trade in Asia at that time, therefore, they gave a lot of influences to the customs of Cirebon culture today. Written in history, Cirebon is one of spreading centers of first Islamic religion in Indonesia (Muhaimin, 2006). Previously, local Javanese people had tradition of Hindu and Buddhist culture. In the process, people of Cirebon adopted the teachings of Islam with the previous religion hence it produced different color. Based on these data, in the manuscript of *purwaka caruban nagari* the term Cirebon is derived from the word 'caruban' which means mixed, because at that time Cirebon was inhabited by residents from various nationalities, religions, languages and cultures.

Cirebon region which is located in the coastal is known as shrimp-producing city. This is also what makes the origin of the name of the city of Cirebon, according to Kiratabasa Cirebon comes from the word 'ci-rebon'. In Sundanese the word 'ci' means 'water' and the word 'rebon' means a type of small shrimp (Adeng, 2004). Currently Cirebon City has 3 (three) palaces which are witnesses of the history of the Indonesian people, especially West Java. The shape of the building and architecture represents the combination of ancient Java and Islam. The high historical value and cultural aesthetics offered by Cirebon certainly makes Cirebon to be one of attractive destinations to visit.

The potential of Cirebon as one of gastronomic tourist destination cities is open large, considering that Cirebon has characteristic of products that are rich in cultural and historical values and unique food products that are not owned by other cities in West Java. One of famous food products from Cirebon is Terasi, this product has an important role in the historical development of Cirebon. In some ancient manuscripts of Cirebon history, Terasi is one of local commodities traded since 14th century. Based on text, terasi is the work of Pangeran Cakrabumi (Cakrabuana) who is one of the children of King Siliwangi. The products became an important commodity in the life of people of Cirebon at that time (Ketaren, 2014).

Nevertheless, there are many food products in Cirebon which have historical value and are different from other cities in West Java. This is what attracts researchers to explore the potential of Cirebon as gastronomy tourism destination.



### 3 METHOD

This research used qualitative approach to the phenomenon approach or case study description. By collecting, analyzing and criticizing current issues related to ongoing gastronomic tourism in Cirebon and its relation to sustainable tourism experiences. It examined facts and data that occur and experienced by tourists and local communities. By combining these two research methods generates broader and deeper understanding. This study uses a triangulation technique which will strengthen the collection data. Observation method is carried out to observe gastronomic tourism activities in Cirebon City. Observation by visiting popular locations and potential as a gastronomic tourist destination in the city of Cirebon. 15 interview activities were conducted at the research locus with 9 gastronomic tourists who were conducting gastronomic tourism activities in the city of Cirebon, 4 culinary managers and traders, each representing different culinary products, 3 destination managers to the policy makers represented in this study were represented by 3 local officials related to tourism management. The results of interviews and observations will be documented in the form of field notes, videos, photographs and sound recordings.

Data were analyzed with references in accordance with the objectives of this study. By making categories and clarifications based on logical analysis. That is expected to make an interpretation of the general objectives of this study. The form of gastronomy tourism in the city of Cirebon, as well as the motivation of tourists will provide the experience gained after carrying out these tourist activities. Using technical analysis of the stage model / flow model developed by Milles and Hubberman (2015). By making categories and clarifications based on logical analysis. That is expected to generate an interpretation of the general objectives of this study. The form of gastronomic tourism in the city of Cirebon, as well as the experience gained after carrying out these tourist activities. In the process, the researcher tries to present the meaning of each data received. Thus, in the process of analyzing, processing and developing data will be in line with the development of the data itself. Data received from participants will then be coded in order to facilitate the categorization of data based on the objectives and objectives of this study (Biklen Casella, 2007). And the results will be displayed in the form of a table or chart to facilitate the compilation of these data.

SWOT Analysis is used to analyze data from observations, interviews, and questionnaires. Then the multivariate technique of grouping cases is used in order to analyze the similarities between those surveyed. And taken as a reference in determining the level of interest in gastronomy when visiting the tourist destination.

## 4 RESULTS AND DISCUSSION

### 4.1 Results and Discussion of Gastronomic Tourism in Cirebon City

To find out the first research question, the authors made two approaches. The first is to conduct a SWOT analysis to determine the strengths, weaknesses, threats and opportunities of ongoing gastronomic activities in the city of Cirebon. The second approach is a model approach developed by Harrington (2005) regarding the gastronomy identity model that aims to determine the characteristics of gastronomic tourism that Cirebon City has from the results of a SWOT analysis that has been carried out so that its identity can be known. Discussion on the Cirebon City gastronomy identity model.

The data comes from the observations of author and the results of interviews conducted by the author. Semi structured interviews were conducted with 19 participants representing 2 policy makers, 4 culinary business participants, 1 participant represent tourism destination management and 3 academics representing participants. Each is carried out in separate places at different times.

#### 4.1.1 SWOT Analysis of the City of Cirebon Gastronomy Tour based on the Experiences and Perceptions of Stakeholders

Information obtained from observation and interview are then arranged in a SWOT matrix based on recorded information from these specific questions;

1. How can the role of gastronomic tourism contribute to the regional development of Cirebon City?
2. What are the strengths (weaknesses), weaknesses (opportunities), opportunities (opportunities) and threats (threats) of gastronomic tourism in the city of Cirebon?

Answering the first question, all respondents thought unanimously stated that gastronomic tourism could help promote local development in the city of Cirebon. Specifically, several respondents explained that the gastronomic tourism activities in the city of Cirebon made an increase in demand, especially in the food service industry sector. What makes interesting is that the increment of demand was for local food products that have the characteristic of the City of Cirebon. The increasing demand for local food products in the city of Cirebon also has a domino effect on improving the image of Cirebon City as a tourist destination. Forms of promotion of local products in some places, who are selling souvenirs and food, have a direct impact on the development of the local economy of the city of Cirebon. Following, some answers from the interviews that represent the above statements;

"As we know, that tourists who deliberately come to this city for a culinary tour and visit several places to eat then spend the night 1 or 2 days. Indirectly, there is an immediate impact that can be felt by locals, within 1 or 2 days the expenditure they spent is spread not only at the place of eating, but also at the place who sell souvenirs, batik, crafts, and souvenirs. And that certainly has contribution to the local economy "(Participants represent regional policy makers)

"What gastronomy tourism provides to the development of the city of Cirebon is how this activity can provide prosperity for the local community. For that, we thank to tourism activity and also thank you for the development of information technology so that everyone can easily get knowledge and information about the product offered". (participants represent culinary business people)

"Although only as a transit city, but this city is in a strategic location. We can see how the growth in number of restaurants, places to eat, places to sell souvenirs, batik shops and others, which continues to increase from year to year. The number of hotels there has also increased dramatically. And the occupancy is high. All that because Cirebon has strength in cultural tourism, one of which is food. (participants represent the provincial government).

"Obviously this gastronomic tour in Cirebon City has produced a lot of development. Because these activities have a commitment in promoting

local products, local workers and local basic ingredients. These things are very positive in the local development of Cirebon City. (participants represent academics) "

"Empal gentong, nasi jambalang, nasi lengko, tahu gejrot the names of foods that promote Cirebon as a culinary tourism destination throughout Indonesia. Many people come to Cirebon because they see Pak Bondan eating empal gentong and satay kalong on TV. From there our people get a lot of economic benefits. Requests for business licenses in the field of tourism, especially culinary, also continue to increase from year to year. Including the field of animal husbandry and fisheries ". (Participants represent culinary business people).

Moreover, interview results there are some similarities of answers that stand out in every aspect that is displayed. In the aspect of Weakness, 2 (two) of the 4 (four) answers coming from culinary business people in Cirebon City agreed on the government's lack of role in supporting culinary entrepreneurs in this City. Cirebon City's tax revenue from the culinary sector is fairly high and continues to increase each year. However, the increasing regional tax revenue is not in line with developments in infrastructure and regulations related to the development of local culinary in the City. For example, traffic jams which occur in the city of Cirebon every weekend more or less affect tourist's preference in selecting place to eat. Communication between the local government and culinary business practitioners must be enhanced to establish good collaboration and cooperation which provides mutual benefits for the development of gastronomic tourism in the city of Cirebon. While the similarity of data on aspects of weaknesses also arise from policy makers and tourism academics in the City, the understanding and skills possessed by local people regarding quality and standard service and products are still low. This will limit segmentation of the gastronomic tourist market. To be able to attract tourists from all segments, definitely this city must be able to offer a variety of products and services accordingly with demand of the market segmentation.

In the aspect of threats, business operators and managers of tourist destination areas mentioned That is the existence of globalization shift the mindset of business people and local communities about local food products sustainability. In addition, similarities also occur when there is a threat regarding the

supply of local basic materials which has standard quality and price consistency. Other threats that need to be concern are related to issues that can generate social conflict among local people. Cultural tourism activities in which there are gastronomic products sometimes contradicting with religious values adopted by the majority of local people. This can lead to social conflict if it is not well communicated by policy makers and stakeholders

Meanwhile, the main strength is the diversity of cultures that generate unique food products. In addition, other similarities which are displayed is geographically located in a strategic location, this causes Cirebon to always be visited by people who are traveling. And also, because Cirebon has diverse food commodities.

Similarity of opportunity arises from almost every category of participants. One of it is the international airport that will operate in the near future; therefore, Cirebon will have direct access that will give positive impact in the development of culinary tourism in Cirebon. In addition, marine tourism which is planned to be developed by the regional government will open new opportunities for the development of marine-based gastronomic tourism.

## 4.2 Results and Discussion of the Identity of Gastronomic Tourism in the City of Cirebon

### 4.2.1 Cultural Aspects

The concept of culture and food have been produced and continue to emerge from sociologists and anthropologists in many years. The experts explain eating habits as a behavior displays the rituals of a civilization and these eating habits show the symbol of a broad community structure which has a deep meaning, it indicates that "taste is formed by culture and can be controlled socially." (Atkins & Bowler, 2001). Moreover, eating and drinking habits in an area are shaped by cultural norms and traditional events that emerge from time to time. The norms and events including; the history of the area, the food system used, the number and location of the food trade, traditions, beliefs and the ability to develop food products.

The history of typical food in Cirebon are indeed not well documented. Research or studies related to this matter are still very limited. However, historical information can be obtained from business people or from local community leaders. Located on the island of Java, the city of Cirebon has a blend of Sundanese

and Javanese cultures where the culture is also heavily influenced by foreign cultures related with beliefs, religions, or customs of a tribe in Indonesia. The emergence of Cirebon specialty food products begins with the habits of local community based on geographical factors makes rice a major source of carbohydrates. Furthermore, in the past Cirebon became an international trade channel where spices are one of popular commodities that traded. Therefore, Cirebon's food has wealth in terms of flavor. And in addition, agricultural products also traded at that time, it increased the agriculture production of Cirebon. This continues to be a habit in the community and enriched local food in this city. Gastronomic tradition arises from contact or communication established by local community with foreign traders. From the condition, it produced new types of products, new methods and ingredients as well as ethics in consuming foods. As an example of how Chinese noodles are then adopted by the local community and processed in such way and then generating new variants of food which are different from the originals.

Gastronomy in this city cannot be separated from the influence of religion. For example, *empal* which is the name of food that comes from Java use protein comes from beef. However, because in this city the majority of the people were Hindus, so as to respect the religion of their ancestors, *empal gentong* in some places uses buffalo meat as its main source of protein instead of beef. Another example is how *bogana* rice served during the Islamic New Year which is a symbol of gratitude and modesty of the people of Cirebon.

### 4.2.2 Environmental Aspects

The environmental aspect is one of the external aspects that influences food production, development, innovation and food business. Many studies on this matter have resulted in variations of new products, innovations in sales, techniques and new methods of production.

In the case of Cirebon, the author obtained some data related to these environmental factors, for example how the yield of marine commodities in the City now is not as much as before. Environmental damage due to mining, fishing activities, and other human activities cause availability of basic materials to decreased. The impact is related to increasing of economic price of these basic materials. The most threatening thing is the use of teak leaves for *Lengko* rice. At present the availability of these leaves has

begun to decreasing. One of traders stated that they got the material from outside the city of Cirebon.

The specificity of food and beverage products in the city of Cirebon is certainly influenced by environmental factors. Although actually the commodity variant in the city of Cirebon is not much different from the regions in the archipelago. Raw meat derived from chicken and duck, fish and seafood, beef, buffalo and others remain as the main commodities in the City. Therefore, it can be concluded in the environmental aspect there is not much difference regarding materials produced in this area when compared to other regions on the island of Java. The influence of environment is more severe on the availability of these raw materials which can have an impact on other factors. Further example is scarcity of ingredients that will affect the selling value of a typical Cirebon food or beverage product.

#### 4.2.3 Gastronomic Identity of Cirebon City

From the discussion above, it is found several aspects that can affect gastronomic identity in an area. The process of identifying these characteristics, can provide knowledge to the observers related to matters that will affect the flavor, texture and other characteristic components. The taste, ethics and recipes profile of an area predominantly arises from a continuous interaction and due to changes in lifestyle, traditions, culture and climate. Almost all types of dishes and gastronomic traditions are formed through a combination of basic ingredients, and techniques as a result of a mixture of diverse cultures, tribal and historical influences with the limitations of the availability of the product and the way it is processed.

Therefore, it is shown that gastronomic identity in the city of Cirebon was formed due to a mix of cultures originating from outsider such as, China, Arabic, India combined with the availability of materials, local people's knowledge about processing methods, applicable norms, religion, beliefs and taste characteristics formed by culture and socially controlled.

#### 4.3 Results and Discussion the Role of Gastronomic Tourism in Generating Sustainable Experiences

In order to explore values and motivations of tourists in choosing food while on vacation, a qualitative approach based on semi structured interviews was conducted with 9 tourists who visited several places

to eat and see cultural tourism attractions in the city of Cirebon during November 2018. This data collection strategy provides benefits for writers, firstly, it is easier for writers to access tourists from a wide variety of backgrounds. And second, by interviewing tourists when they are on vacation and have free time, providing opportunities to gain deeper perception.

During the interview participants were asked a number of questions about type of food and drinks they were consuming when they were on vacation in the city of Cirebon and then asked to explain why they consumed the selected foods and why they did not choose certain foods. Participants were also asked whether certain types of local foods were in their eating choices. Then participants were also asked to describe the differences between the food they consume in the city of Cirebon and the food they normally consume daily. In these ways author is expected to explore how certain foods have a close relationship with the city of Cirebon and to get a comparison of experiences which have been experienced by participants about food in other tourist destinations.

#### 4.4 Results and Discussion of Cirebon Special Food Can Be a Cultural Feature and Symbol of Cirebon City in Creating a Sustainable Tourism Experience

In this study, the writer found that it was important to be able to investigate how the interaction of tourists with certain types of food products when they are having vacation in an area. This is important in order to get justification related to the question of why local food plays an important role in the concept of sustainable tourism. A total of 7 interviewees answered that they had or would buy food or drinks as souvenirs when they were on vacation or stopped in Cirebon. Participants purchased souvenirs, ranging from snacks or beverage products to heavy food. Some participants even thought that the identity of certain food products was more important than the holiday activity itself. Below are some quotes from the participants about Cirebon specialty food products brought home as souvenirs;

P1 "Oh of course, if you go to Cirebon don't buy *campolai* syrup, shrimp paste, or shrimp crackers and chips it means you haven't been to Cirebon yet!"



P5 "I am certainly bringing food for souvenirs at the gift shops, sometimes I also buy batik. Because that's the proof if I came here. "

P4 "along the way out of the city of Cirebon or in the city many are selling souvenirs, and usually the type is durable. The packaging is also pretty much now. So definitely buy "

P9 "In fact, I came here specifically to eat and bring souvenirs."

Some experts argue that tourists usually look for the uniqueness of a place with their own perceptions, food and drink are the best example to characterize these characteristics. And the result, if they think they want to be a good traveler (good traveler) they have to find and buy distinctive products. The idea or idea as a good traveler is important to be conserved in developing sustainable tourism because the results of previous studies have shown that local food is popular because local food is related to the values of local people, makes the environment better, preserves culture and supports local economy.

Foods and drinks involve all the human senses and have a stronger relationship because when consuming food with the atmosphere or in certain places will be directly related to senses, including the memory sensor. Consumer will be able to memorize an event, bring back emotions to a place and time in the past. One participant stated that; "Jamblang rice ... Reminds me of the city in the 70s when my uncle worked here. Every time we had vacation at our uncle's place, the bus always stops at this intersection. Before going to our uncle's house, we would have eaten here first. Before it was not as good as this place .... "

Local food and drinks don't just act as souvenirs. In the city of Cirebon, more tourists consume local food such as *empal gentong*, *Lengko* rice or *jamblang* rice directly at the food places provided. 8 out of 9 participants stated that they prefer to consume foods and beverages that they consider well known as Cirebon special food rather than looking for other foods when they are on vacation or stop in Cirebon. Tourists will prefer foods that can reflect the natural conditions or daily food in the City. 'I think, this special food is part of Cirebon culture, right? Other participants even stated; 'If you are on vacation, people will look for local specialties, right? If you go to Bali, look for it ... if you go to Padang ... then if you go to Cirebon, then this food ". The statement rationalizes the desire of tourists to look for authentic experiences on vacation. This indicates two things; the first for tourists looking for local food means finding

authentic, distinctive foods that characterize the food as coming from a place and shaped by culture. And the second; the search for local food as a form of authentic local food demands or authentic so that it can refute the doubts of those who think that local food is only a form of claim from a business unit in the name of 'souvenirs'.

From the discussion above it is reflected that local food can be an asset in tourism development because of its ability to form a symbol of a place and culture of an area or destination. In the development of sustainable tourism, local food is also able to create ideas or good ideas in shaping the 'good traveler' feeling earlier. Or the ability of gastronomic products in connecting experiences with a destination both during and after his visit. Local food and drinks are an asset for integrated and sustainable tourism which is why local people can offer authentic experiences that are able to remind tourists of the region or culture of a tourist destination.

## 5 CONCLUSIONS AND RECOMMENDATIONS

Gastronomy tourism in the city of Cirebon has a great potential in developing local economy and supporting environmental sustainability as well as the efforts to preserve local culture. Gastronomy tourism activities in the city of Cirebon proved able to turn on other sectors besides tourism in the city of Cirebon. The impact of this activity is very significant when accompanied with the development of infrastructure by central government. So that access to the city of Cirebon is easier to reach by tourists. However, there are number of weaknesses and dominant threats from participants' answers regarding gastronomic tourism activities in the city of Cirebon. Business operators consider local government to be less supportive of this activity from infrastructure as well as certainty in getting the supply of basic materials. The dominant threat also arises when the professions which supports gastronomic tourism sector are getting little interest from local community.

Gastronomic tourism identity in the city of Cirebon is formed by the existence of a blend external culture that has existed since long time ago and developed along with the environment. The aspect that affected the development of gastronomy identity are namely; the availability of basic ingredients, the level of community understanding

related to food and beverage processing, religion, beliefs, prevailing norms and traditions which existed. The identity of the taste of food and beverage products in the city of Cirebon are formed by culture and socially controlled. Cirebon local food can become a symbol of place and culture and form an idea related to a good traveler where it can create a sustainable experience for tourists who have and are traveling in the city.

From the conclusions above, it produced several recommendations as a form of reference in building sustainable gastronomy tourism in the city of Cirebon. The recommendations are; seeing the huge potential of gastronomy tourism with its current development, local government is expected to be able to establish more communication with all stakeholders related to gastronomy tourism in the city of Cirebon. There are several obstacles that is left unchecked will slow the growth rate of gastronomy tourism sector. Policies related to local food need to be formulated in the near future. Local governments also need to intensify support activities such as livestock, plantations and fisheries that have a strategic role in the continuity of these activities.

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