

Exploring the culinary heritage: Strategies for promoting gastronomy tourism in Tourism Village Tista Tabanan

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Abstract: This study explores strategies to promote local cuisine as a central element of gastronomy tourism in Tista Tourism Village, inspired by the UNWTO's recognition of Ubud in 2019. Using qualitative research methods, this study merges the Triangle of Indonesian Gastronomy theory with Local Cuisine Development principles. Subsequent data analysis employed qualitative descriptive methods, IFAS matrix, EFAS matrix, and SWOT analysis. The evaluation of the internal-external matrix (IE) pinpointed the recommended strategy of elevating local cuisine into a central offering of gastronomy tourism, situated within cell I. This conclusion finds support in the IFE score of 3.3 and EFE score of 3.02. Emphasizing cultural and historical aspects, this approach involves crafting narratives that connect local cuisine to its origins. The SWOT analysis yields four strategies focusing on preserving cultural heritage and enhancing existing attractions for an enriched gastronomy tourism experience, this research enhances gastronomic tourism in Tista Tourism Village and provides a strategic framework for stakeholders which supports sustainable development by leveraging strengths, addressing weaknesses, and mitigating potential threats. Active community engagement fosters ownership and participation are vital findings to enhance the initiative's enduring success, to conclude The study's critical findings are that entities such as the local community, POKDARWIS, and Village authorities have the sense of active engagement to nurture a sense of ownership and participation as it is crucial for the enduring success of gastronomy tourism.

Keywords: gastronomy tourism, local cuisine, tourism

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Introduction

Gastronomy is specifically an applied science discipline formed from the development of the concept of culinary tourism (Mulcahy, 2020). Gastronomy is defined as a phenomenon that combines food with cultural existence contained in food (Scarpato, 2002). Gastronomy studies the relationship between culture and food as well as artistic characteristics. Hjalager, (2002) stated that the number of gourmets increased rapidly, the knowledge of gastronomy became fashionable, and spread to kitchens, halls, libraries, and theaters. On the other hand, the increasing interest in food in the social sciences, the interest in gastronomic tourism has also gained momentum in the last few years. Some of the topics discussed in gastronomic tourism are the development of gastronomic tourism (Pipan & Gačnik, 2021). Gastronomy in general is a study of the relationship between the culture of enjoying food and drink (Putri *et al.*, 2013). Gastronomy further studies various cultural components with the culinary center as the center of analysis. The scope of gastronomy does not only display food and drinks in terms of fulfilling physiological needs but more deeply examines the regional culinary point of view as a cultural aspect as well as an asset for the region in developing the tourism industry in order to increase the people's economy and regional income (Gregorash, 2018).

In Indonesia, especially Bali in 2019 UNWTO has designated the Ubud, Gianyar area as a gastronomy prototype (Yanthy, P. S., & Aryanti, 2019). In addition to that potential, according to UNWTO (2019) in the Guidelines for Development of Gastronomy Tourism in order to develop gastronomic tourism, the main component such as local food, holds an important value in de-

veloping gastronomic tourism that is based on local genius that lives with the community and involves the community in its development. Gastronomy as a tourist attraction according to UNWTO (2021) in the 6th World Forum On Gastronomy Tourism, has great potential to be developed in rural areas that are thick with culture, history and special local food, it is reaffirmed that the ideal rural area is a tourism village or tourist village . In addition, because of supporting elements such as cultural authenticity and a storytelling network that is more than just an expression of meaning but also enters the realm of philosophy (Pavlidis & Markantonatou, 2020).

A tourist village that is the object of research in Tista Tourism Village, Tabanan Regency. This tourist village has diverse culinary potential, evident from the selection of Tista Tourist Village as the 1st champion representing Tabanan regency in the province-level POKDARWIS competition. With one of the products that got the jury's attention is redesata coffee (Tista country spice). This product becomes a flagship and is able to save the economy in the race and post-race many orders that want this coffee. Due to the development of the products of this Tista tourist village, the Tista tourist village has been known for its gastronomic potential from the drink side, so food products such as prepared appetizers, main meals and desserts found in the Tista tourist village need to be developed, so that in the future the tourist village Tista can increase the attractiveness of tourism in the field of gastronomy through local culinary.

Based on the presentation above, This research embarks on a comprehensive exploration of Gastronomic Tourism within the context of Tista Tourism Village, Tabanan Regency. With an overarching aim to enhance this facet of tourism, the study diligently assesses the village's internal strengths and weaknesses, alongside external opportunities and threats that exert influence on its development. This meticulous analysis serves as a foundation for crafting efficacious strategies that leverage strengths, address weaknesses, seize opportunities, and navigate potential threats, thereby bolstering the village's culinary tourism prospects. Furthermore, this research equips stakeholders with a well-structured analytical framework that aids in making informed decisions pertaining to the optimal utilization of the village's culinary assets for tourism development. Guided by the insights gleaned, strategies can be meticulously tailored to resonate with the village's resources and align harmoniously with the external milieu. Moreover, a notable contribution of this research lies in its promotion of sustainable development practices. By pinpointing opportunities and strengths, the study sets the stage for the village's culinary offerings to evolve sustainably. Concurrently, the research's spotlight on weaknesses and threats engenders a proactive approach, paving the way for preemptive measures aimed at curtailing potential adverse impacts. In a pivotal stride toward the longevity of any tourism endeavor, this research actively involves the local community, enlisting vital entities such as POKDARWIS and the Head of Tista Village. This inclusive approach fosters profound community engagement and ownership in the developmental process, thereby fortifying the bedrock upon which the edifice of enduring tourism success is built.

This research was made to formulate a local culinary development strategy as a gastronomic tourism with a formulation of any local culinary problems found in the Tista tourist village that is in accordance with the triangle theory of Indonesian gastronomy, how to develop a local culinary strategy as a gastronomic tourism, moreover the findings of a recent study analyzing the implementation of community-based tourism (CBT) in a tourist village align with the concept of gastronomic tourism. The study revealed that CBT has economically, socially, culturally, environmentally, and politically contributed to the local community (Oka *et al.*, 2021). This highlights the significance of incorporating local communities and their perspectives in the development of gastronomic tourism, as emphasized by the United Nations World Tourism Organization (UNWTO) guidelines (UNWTO, 2019). By recognizing the value of local food and involving the community in its development, gastronomic tourism can thrive, particularly in rural areas rich in culture, history, and distinctive local cuisine, such as the Tista tourist village in Tabanan Regency (Oka *et al.*, 2021; UNWTO, 2021; Yanthy, P. S., & Aryanti, 2019). Therefore, in formulating a local culinary development strategy for gastronomic tourism, it is crucial to address the specific culinary challenges identified in the Tista tourist village while considering the principles of community engagement and the multi-dimensional nature of gastronomy.

Methodology

The methodology section outlines the approaches and techniques utilized in this study, which was carried out in Tista Tourism Village, located in the Kerambitan District of Tabanan Regency, Bali Province, spanning from October 7, 2022, to February 2023. Employing a non-participant qualitative approach, the research incorporated a range of data collection methods, encompassing focus group discussions, interviews, literature reviews, and questionnaires. The utilization of purposive sampling facilitated the selection of 14 participants for the focus group discussion, ensuring a targeted and relevant respondent pool. Additionally, accidental sampling yielded 14 responses from tourists for the internal factor questionnaires, while purposive sampling garnered 43 responses from various stakeholders within Tista Village for the external factor questionnaires.

Rigorous selection criteria, aligned with research objectives, took into account demographic characteristics, experience levels, geographical locations, and levels of involvement. Notably, the research encompassed key participants such as the village head, pokdarwis admin, and tim penggerak kesejahteraan keluarga (PKK) members. This purposive sampling process meticulously tailored the collected dataset of 43 data points, ensuring a direct alignment with research objectives and providing invaluable insights into the external factor influences on Tista Village. Subsequent data analysis hinged on descriptive qualitative methods, employing matrices including IFAS, EFAS, IE, and SWOT to delve into the findings more profoundly. The presentation style adopted for the outcomes masterfully integrated both formal and informal elements, leading to a comprehensive and well-rounded portrayal of the results.

Results and Discussions

Local Culinary Potential of Tista Tourism Village

In an interview with the Tista tourism village admin, Mrs. Citra & Mr Suardana the village head both are state the same number and name of the local cuisine, in total the information was collected regarding local culinary potential is 14 items (Figure 1).



Figure 1. Left: Observation documentation, Right: Interview with stakeholder (from up to bottom: admin tista tourism village & village head)

Based on explanation before, through the theory of the triangle of Indonesian gastronomy, a mapping of local culinary development will be made based on culture/food culture, food history/history, then based on that set it will appear which ones need to be prioritized for storytelling design. Table 1 show a mapping table for local culinary potential.

Table 1. Potential local culinary

No	Name	History	Culture
1	Siomay ikan	-	-
2	Pepes ikan	-	-
3	Ladrang ikan	-	-
4	Bistik ikan	-	-
5	Pudding bunga telang	√	√
6	Donat ubi ungu tista	-	-
7	Nasi bejek desa tista	√	√
8	Kacang sembunyi	√	√
9	Loloh desa tista	√	√
10	Kopi Redesta	√	√
11	Teh serih	-	-
12	Bubuh Sambel Cak-cak	√	√
13	Apem kukus ubi ungu khas Tista	-	√
14	Jajanan kaliadem khas Tista	-	√

Based on Table 1 kopi redesta, bubuh sambal cak-cak, nasi bejek desa tista, loloh desa tista, pudding bunga telang and kacang sembunyi have cultural and historical potential that can be converted into storytelling. According to the Expert Council of the Indonesian Gastronomy Academy (AGI). Ms. Gini in a virtual interview on 6 June 2022, local food that has not yet found its cultural or historical identity, can still be storytelled for marketing, but if it is determined based on a priority scale, food that has a cultural and historical narrative should be made a priority. Based on this statement, these two culinary preparations will then be analyzed for internal and external factors, as stated Scarpato & Danielle (2003) that there is a need for internal and external factors that can support gastronomic products, in line with that, Renko *et al.*, (2010) revealed the vital role of supporting facilities and infrastructure as well as tourist attractions that already exist can bring a multiplier effect to a new tourist attraction. In gastronomic tourism itself, there are 3 segments of tourists that need to be hooked, namely: 1) deliberate gastronomy tourist, which places gastronomy as the primary motivation, 2) opportunistic gastronomy tourist, tourists who place gastronomy on secondary motivation, 3) accidental gastronomy tourist, a group or a tourist who accidentally discovers a gastronomic tourism location and is interested in filling their vacation time (Yariş *et al.*, 2019).

Internal and External Factor Analysis

In developing a Tourism Village, of course there are factors that influence its development. Several factors include supporting and inhibiting factors in the development process in Tista Tourism Village. Based on the results of observations and interviews with the tourism awareness group (POKDARWIS), the Head of Tista Village and elements of the community, 2 factors were collected, namely internal and external which could influence its development, namely:

1. Internal Factor

Table 2. Score, rating, and final score of internal factor analysis

No	Internal Factor	Score	Rating	Final Score
Strength				
1	Uniqueness of culture & history on local cuisine	0.06	4	0.24
2	the availability of local host homestay	0.04	4	0.16

3	the branding of tista tourism village as a winner in various national or regional tourism competition	0.5	3	2
4	the supporting attraction such as pande besi, sanggar tari	0.06	3	0.18
5	Dudu natural eco tourism (DNET) as strategic tourist attraction	0.06	4	0.24
6	Acces to tista tourism village	0.03	3	0.09
7	The position of tista tourism village close to kerambitan traditional market	0.03	3	0.09
Weakness				
1	Lack of cooking equipment	0.04	2	0.08
2	Limited trained human resources on public speaking in english	0.04	2	0.08
3	Limited knowledge in gastronomy tourism	0.07	2	0.14
		1		3.3

Based on the results of research in the tourist village of Tista (Table 2), it can be concluded that there are 2 local culinary delights, namely bubuh sambal cak-cak, kopi redesta which have the potential for cultural and historical narratives to be further developed into storytelling (Figure 2).



Figure 2. Left: Bubuh Sambal Cak-Cak, Right: Kopi Redesta on sealed package

Internal factors supporting gastronomic tourism in Tista include prioritizing unique culinary culture and history, existing tourist attractions with facilities and infrastructure, and a positive village image from national and regional wins. Weaknesses encompass limited cooking tools, language barriers, and disorganized food processing.

External opportunities consist of global and national gastronomic tourism trends, diverse market reach, community contributions to local culinary heritage, unique local dishes, village security, and policy collaborations. Threats involve global and national economic influences, emerging similar tourist destinations, disease outbreaks, and natural disasters.

Based on IE analysis, Tista is positioned for growth (quadrant I) with an IFE value of 3.3 and EFE of 3.02. Strategies involve capitalizing on current opportunities, enhancing culinary products and facilities, protecting cultural heritage, and bolstering human resources. Weighted indicators for strengths (e.g., uniqueness of culture and history) range from 0.03 to 0.5 with corresponding ratings. Weakness indicators (e.g., limited cooking tools, human resources) are rated and weighted for analysis.

2. External Factor

Table 3. Score, rating, and final score of external factor analysis

No	External Factor	Score	Rating	Final Score
Opportunity				
1	trend on gastronomy tourism on global and national scene	0.5	3	1.5
2	Boarden market segmentation on gastronomy tourism	0.06	3	0.18
3	Contribution from local people to preserving the culture and hisoty of local culinary	0.04	3	0.12
4	Uniqueness of local culinary	0.05	3	0.15
5	Tista tourism village's security	0.04	3	0.12
6	Collaboration with stakeholder	0.05	3	0.15
Threat				
1	Fluctuative Global Economic Growth	0.03	2	0.06
2	Fluctuative National Economic Growth	0.02	2	0.04
3	Existing tourism village with same potential	0.04	2	0.08
4	Pandemic situation	0.03	2	0.06
5	Natural disaster	0.02	2	0.06
				3.02

In Table 3, it is explained about the opportunities and threats that Tista village has. Each indicator in this aspect has the lowest weight of 0.02 to 0.4, the highest. Opportunities that exist in external factors as in the strategy for developing the local culinary potential of the Tista tourist village, as follows:

- a. In the economic aspect, the growing trend of gastronomic tourism on the global and national level and being able to reach new potential markets in the gastronomic field each gets a weight of 0.5 and 0.06 with a rating of 3.
- b. In the socio-cultural aspect, the role of the community in maintaining local culture and culinary uniqueness each gets a weight of 0.04 and 0.05 with a rating of 3.
- c. On the security aspect, Tista village security gets a weight of 0.04 with a rating of 3.
- d. In the socio-political aspect, in terms of collaboration between policy makers, it gets a weight of 0.05 with a rating of 3.

The indicators included in the threat are as follows:

- a. In the economic aspect, the influence of the global economy and the influence of the national economy each get a weight of 0.03 and 0.02 with a rating of 2. Other influences such as disease outbreaks that can become pandemics get a weight of 0.03 with a rating of 2, and threats Others originating from unexpected events such as natural disasters, get a weight of 0.02 with a rating of 2.
- b. In the aspect of competition, the development of a similar tourist village gets a weight of 0.04 with a rating of 2.

Strategy for developing local culinary potential into gastronomic tourism

Based on the results of an analysis of internal and external factors, a general and alternative strategy can be formed:

1. General Strategy

Based on calculations on the analysis of internal and external factors, the internal factor value is 3.3 and the external factor is 3.02, then the number of values obtained is entered into the internal external matrix (IE).

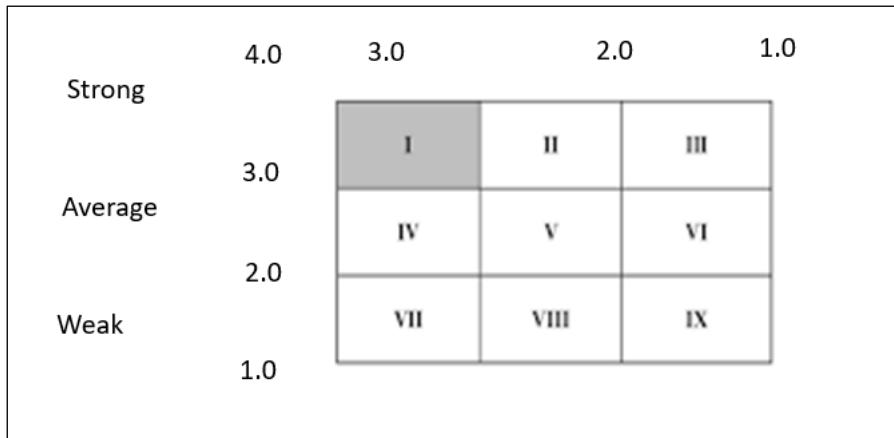


Figure 3. Scoring matrix IFAS EFAS

Based on the total IFE results of 3.3 and EFE 3.02, it can be in accordance with Figure 3, the environmental confluence of internal and external factors is in quadrant I, concerning growth & development, which means Tista Village responds very well to existing opportunities and threats. The Tista tourism village needs to maximize its current gastronomic opportunities, namely processed bubuh sambal cak-cak and kopi redesta which receive a priority scale for storytelling narrative conception as well as current products in the form of tourist attractions that already exist such as blacksmiths, dance studios, yoga and fitness. jogging and cycling). Another thing, because it is in quadrant I, moving away from competitive advantage is not recommended. According to Dr. John Smith, a renowned tourism expert, "Quadrant I in the environmental confluence matrix indicates that a destination is effectively utilizing its internal strengths and responding well to external opportunities, positioning it for growth and development" (Smith, 2002).

2. Alternative strategy

Based on the strengths and weaknesses of internal factors, opportunities and threats to external factors, through the SWOT matrix several strategies for developing local culinary potential will be found on Table 4.

Table 4. SWOT analysis results

IFAS dan EFAS	<i>Strength</i>	<i>Weakness</i>
	<ol style="list-style-type: none"> 1. Uniqueness of culture & history on local cuisine 2. the availability of local host homestay 3. the branding of tista tourism village as a winner in various national or regional tourism competition 4. the supporting attraction such as pande besi, sanggar tari 5. Dudu natural eco tourism (DNET) as strategic tourist attraction 6. Acces to tista tourism village the position of tista tourism village close to kerambitan traditional market 	<ol style="list-style-type: none"> 1. Lack of cooking equipment 2. Limited trained human resources on public speaking in english 3. Limited knowledge in gastronomy tourism
	<p><i>Opportunity</i></p> <ol style="list-style-type: none"> 1. Trend on gastronomy 2. Tourism on global and national scene 3. Boarden market 	<p><i>SO (Strength-Opportunity):</i></p> <ol style="list-style-type: none"> 1. Take steps to protect and conserve culture and history contained in local cuisine 2. Maintaining local culinary quality <p><i>WO (Weakness-Opportunity):</i></p> <ol style="list-style-type: none"> 1. Rearranging the design of the food processing plant 2. Prioritizing sustainable renewal of cooking equipment

segmentation on gastronomy tourism	3. Maintain supporting facilities and supporting attractions in support- ing the development of gastronomic tourism	3. Increasing the potential of human resources in the field of public speaking
4. Contribution from local people to		
5. preserving the culture and history of local culinary		
6. Uniqueness of local culinary		
7. Tista tourism village's security		

Based on the SWOT analysis presented in Table 4, it can be seen the strengths, weaknesses, opportunities and threats that can be developed as an alternative strategy in developing local culinary potential for gastronomic tourism. The following are alternative strategies that can be formulated:

1. Strength opportunities (SO) strategy is a strategy that takes advantage of internal strengths to take advantage of existing opportunities. This strategy is developed by prioritizing measures to protect, conserve and maintain the culture and history that exist in local cuisine.
 2. Strategi Strength Threats (ST) is a strategy that uses the strength that is owned to take anticipatory action against threats from outside. This strategy focuses on increasing local community awareness and formulating iconic locations for gastronomic tourism. Dr. Michael Anderson, a tourism development specialist, suggests that "Utilizing internal strengths to mitigate external threats in gastronomic tourism necessitates community engagement and the establishment of iconic gastronomic destinations that showcase local culinary excellence" (Anderson, 2020).
 3. Weakness Opportunity (WO) strategy is a strategy that takes advantage of existing opportunities to improve internal weaknesses. This strategy offers constructive improvements in terms of facilities and infrastructure to support gastronomic tourism. Professor Maria Garcia emphasizes that "Capitalizing on existing opportunities in gastronomic tourism requires addressing internal weaknesses through investments in infrastructure and facilities that enhance the overall visitor experience" (Garcia, 2019).
 4. Weakness Threats (WT) strategy is a strategy created to minimize weaknesses as well as external threats. This strategy promotes awareness of sustainable products and builds the potential of local human resources and strengthen the resiliences of tourism destination. Dr. Sophia Lee, an expert on sustainable tourism, stated, 'WT's strategy in gastronomic tourism underscores the importance of awareness of sustainable products and development of strong local human resources to minimize internal weaknesses and deal with external threats' (Lee, 2022).
- a. Results of the SWOT Analysis:
- The SWOT analysis in your research uncovers the following:
1. Strengths: These are internal factors that contribute positively to the development of gastronomic tourism in Tista Tourism Village. For example, the uniqueness of local cuisine, the presence of attractive tourism spots like Dudu natural eco tourism, and proximity to attractions like Kerambitan traditional market are identified as strengths. These factors can be leveraged to create a competitive advantage.
 2. Weaknesses: Internal factors that hinder the development are recognized as weaknesses. In your analysis, limited cooking equipment, lack of trained human resources, and limited knowledge in gastronomy tourism are identified as weaknesses. Strategies can be formulated to overcome these limitations.
 3. Opportunities: External factors that can be capitalized on for development are categorized as opportunities. Trending global and national interest in gastronomy tourism, the ability to reach diverse market segments, and contributions from the local community are identified as opportunities to be harnessed.

4. Threats: External factors that pose potential challenges are labeled as threats. Fluctuations in the global and national economy, competition from similar tourist villages, pandemic situations, and natural disasters are identified as threats that need to be addressed or mitigated.
- b. Contribution of the Research:
1. Enhancing Gastronomic Tourism: Your research contributes to the enhancement of gastronomic tourism in Tista Tourism Village by identifying and evaluating the internal strengths and weaknesses, as well as the external opportunities and threats that impact its development. This information is crucial for formulating effective strategies to capitalize on strengths, address weaknesses, seize opportunities, and mitigate threats.
 2. Informed Decision-Making: The research provides a well-structured analysis that helps stakeholders make informed decisions about how to harness the culinary potential of the village for tourism development. The SWOT analysis guides the selection of strategies that align with the village's resources and external environment.
 3. Sustainable Development: By identifying opportunities and strengths, the research promotes the sustainable development of the village's culinary offerings. Highlighting weaknesses and threats allows for proactive measures to be taken to minimize potential negative impacts.
 4. Community Engagement: The research involves community members, such as POKDARWIS and the Head of Tista Village, thereby fostering community engagement and ownership in the development process. This is essential for the long-term success of any tourism initiative.

c. Incorporating the SWOT Results:

The SWOT analysis serves as a foundation for developing strategies that align with the village's strengths and opportunities while addressing weaknesses and threats. These strategies can guide the village in prioritizing actions and investments to create a thriving gastronomic tourism destination. They can include conserving and promoting cultural history, enhancing culinary quality, investing in infrastructure, collaborating with stakeholders, and capitalizing on existing trends.

Overall, the SWOT analysis is a critical tool for strategic planning and decision-making. It allows you to systematically assess the internal and external factors that influence the development of Tista Tourism Village, thereby guiding the formulation of strategies that maximize positive outcomes and minimize potential challenges.

Conclusions

The research in Tista Tourism Village yields compelling conclusions regarding the gastronomic potential of two local culinary delights, namely "bubuh sambal cak-cak" and "kopi redesta." These offerings possess rich cultural and historical narratives that can be amplified through storytelling. Internal strengths encompass a focus on unique culinary traditions, food history, existing attractions, and the village's acclaimed reputation stemming from national and regional competition victories. However, challenges arise from limited cooking tools, deficient public speaking skills, and organizational shortcomings in food processing.

Externally, an array of opportunities arises from the global and national surge in gastronomic tourism trends, expansive market reach, community-driven culinary preservation, the allure of local specialties, secure village environs, and collaborative policy engagement. In contrast, potential threats encompass global and national economic fluctuations, competition from similar tourist destinations, unforeseen disease outbreaks, and natural disasters.

The strategic blueprint for fostering gastronomic tourism in Tista Village emerges from a profound internal-external analysis, placing the village within the growth and development quadrant (I). This assessment, with an IFE score of 3.3 and EFE score of 3.02, underscores the significance of capitalizing on existing gastronomic prospects. This overarching strategy emphasizes nurturing the narratives of "bubuh sambal cak-cak" and "kopi redesta," while

reinforcing current attractions like blacksmiths, dance studios, and wellness facilities for activities such as yoga, jogging, and cycling.

The SWOT analysis further crystallizes these strategies. Preservation of cultural and historical elements within local cuisine, maintenance of culinary quality, and augmentation of supporting facilities constitute the nucleus of this approach. Redesigning food processing sites, bolstering public speaking abilities, and aligning with sustainable principles are additional thrusts. The strategy converges on identifying gastronomic tourism-enhancing landmarks and implementing eco-friendly practices to maximize Tista Village's culinary tourism potential. This well-structured, all-encompassing strategy serves as a beacon, steering the course for the vibrant and enticing gastronomic tourism journey within Tista Village.

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