

GASTRONOMIC TOURISM DEVELOPMENT IN GORONTALO PROVINCE

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ABSTRACT

The tourism sector, shopping and culinary tours are part of cultural tourism activities that contributes around 45% of all cultural tourism activities. Gastronomic tourism is defined as the pursuit of eating and drinking experience that is unique and easy to remember. Gorontalo Province has considerable number of potential for gastronomic tourism yet stumbled upon several problems such as human resource, level of education and lack of mentoring in the community. The result of this literary research propose some solutions for those problems including, 1) food mapping, 2) organizing food related events, 3) gastrodiplomacy, 4) physical facilities, and 5) increasing awareness for mastering foreign language.

Keywords: tourism development, gastronomy

INTRODUCTION

The culinary contribution of food and beverage to the Indonesian economy is fairly high. The culinary sector has an investment value of IDR 56.20 trillion in 2018. In the same year, this sector succeeded in contributing to the national gross domestic product (GDP) of 6.34%. Meanwhile, in the 2019 non-oil and gas growth projection, the food and beverage industry sector is projected to grow at a high rate of 9.86%. The workforce absorbed by the culinary sector also reached 42.5% (Ministry of Industry, 2019). The high reach of the culinary industry is one of the pillars of the development of the Indonesian tourism industry. From the perspective of the tourism sector, shopping and culinary tours are part of cultural tourism activities, and have a fairly high percentage of 45% of all cultural tourism activities. Culinary tourism activities occur when tourists visit a destination that will automatically lead to spend on the purchase of food and drinks processed in-

to various types of food, from heavy meals, side dishes, snacks and drinks, to take home as souvenirs.

Gorontalo Province has considerable potential to develop forms of gastronomic tourism. This is done by seeing that the typical Gorontalo regional food and drinks have such characteristic as; delicious taste, and rely purely on raw ingredients that can be obtained from the region itself. Types and examples of traditional Gorontalo food can be categorized as follows: 1) Heavy meals, including Yiloni, Biledango, Binthe bilihuta, Woku, & Yilepao; 2) Vegetables, including coconut milk Poki-poki, papaya flower, and Putungo; 3) Snacks, including Karawo cookies, Tiliaya, Tutulu, Panada, and Sabongi; and, 4) Drinks, such as Omu.

However, there are things that cause gastronomic potential to be underdeveloped in Gorontalo Province. Firstly, limited human resources and capital, low levels of education, and a lack of mentoring in the community results in the community be-

ing less understanding and less prepared to package other potentials into an attraction. A tour that is unique and distinctive. Secondly, Gorontalo culinary is only served in restaurants in urban areas without the understanding that tourists will learn about the origin of raw materials, processes, and the history of these foods. In gastronomic tourism activities, the form of tourism can be packaged by utilizing the activities of local communities in food processing, from collecting to explaining pure traditional processing methods, as well as the purpose of making the food and beverage. So that tourists not only enjoy, but can get educational value from these activities.

METHOD

This research is literature review as a method which contains theories that are relevant to the research problem. Looking at the speed of current research in interdisciplinary field, having literature review as a research method is something fundamental [13]. The primary data sources in this study are books, journals, and other articles that discuss the potential of gastronomic tourism from other regions which are then used as best practices for the concept of developing gastronomic tourism in Gorontalo Province. After all the data has been collected, then an analysis is carried out so that it can draw a conclusion.

FINDINGS

Gastronomy is everything related to the enjoyment of eating and drinking, as well as the study of the correlation between culture and food (Gillesoie and Cousins, 2001; Fossali, 2008). Gastronomy studies the various components of culture with food at its center. The relationship between culture and gastronomy is formed because gastronomy is a product of cultivation in agricultural activities so that the embodiment of color, aroma, and taste of a food that can be traced to its origins from the environment where the raw ma-

terials were produced. Two hundred years ago, the word gastronomy first appeared in modern times to be precise. in France on a poem by Jacques Berchoux (1804). Despite the word's growing popularity since then, gastronomy is still difficult to define. The word gastronomy comes from the ancient Greek *gastros* which means "stomach" and *nomos* which means "law" or "rule." Gastronomy includes the study and appreciation of all food and drink.

Clave and Knafou (2012:4) state that the characteristics of gastronomic tourism consist of:

1. Gastronomy as an element and indicator of globalization; in particular, the affirmation of regional competition around the world.
2. Tourists provide a role in the evolution of gastronomic tourism.
3. Tourism as a revealer of regional or local gastronomic potential and as a contributor to developing or renewing national and subnational identities.
4. Gastronomic tourism as a means of introducing culinary products as cultural products.
5. The evolution of gastronomic tourism provides direction for tourism development.
6. Gastronomy as a constructive element in shaping the image of a tourist destination.
7. Gastronomy as a travel destination.
8. Gastronomy as an element of heritage with a tourist dimension.

Gastronomy is also the main motive behind the actors who prepare and motivate the availability of food and beverage ingredients, such as cultivators, farmers, fishermen, animal hunters, cooks, or whatever their title or qualification is. Accustomed to this gastronomic word, what will first appear in our heads is something related to food, whether it is culinary tours, food festivals and so on. The basic difference between gastronomy and culinary is that culinary is a discipline of knowledge

and habits (practices) that relate to the arts and skills of preparing, composing, cooking and serving food. However, the area of gastronomy will include the origin of preparation, raw materials, cooking processes, art of presentation, aesthetic and cultural balance of food quality.

In the chart above, it is explained that gastronomy is heavily influenced by cultural and environmental factors. Geographical and climatic conditions will often affect the taste of food created by a certain area. For example, in an archipelagic country, raw materials will depend on marine products or fisheries. Likewise, other factors such as religion which makes an area process food based on religious norms, as an example of halal food for the community (Malkawi, 2014; Henderson, 2009 in Guzel and Apaydin, 2016). Destinations with halal food must avoid the following: 1) pork, 2) animals killed without being slaughtered, 3) animals that are not slaughtered in the name of Allah, 4) blood, 5) alcohol, 6) predatory animals, & 7) birds of prey (Battour et al, 2018 in Faza, 2019). Other factors such as innovative food processing methods, especially in the current era of 4.0 industrial revolution, make it easier for people to access food recipes from anywhere in the world.

Gastronomy as Tourism

An experience while enjoying unique food and drink has the power to captivate tourists as do museums for recreation and shopping. Gastronomy, as a tourist resource, is valued not only for its own sake, but also for its ability to generate rural development. Gastronomic tourism can help to increase rural sources of income and increase the level of income and employment of local labor, especially women. It is important to notice that local restaurant that takes full advantage of the gastronomic tourism opportunities of the region can establish itself as a destination to eat unique foods. Then it is easy to remember

that the area will make visitors and tourists will desire to keep coming back.

Culinary tourism is recognized as a way to engage local culinary culture, stimulate tourism demand, and increase destination competitiveness, so gastronomic tourism has also emerged as an increasingly important component of destination marketing (Hashimoto and Telfer 2006). By exploring traditional food, tourists will feel that they are getting more of a local culture. Then, the community shares their local culture with tourists through this medium, thus create a representation of their destination identity. The formation of identity and image creation are precisely related to local food, so that it can attract the target market, and benefit gastronomic tourism development at the same time. Apart from that, food also holds an important place in “think globally, act locally” movement. Gastronomy is a form of development of gastronomy as a tourist attraction, where quality delivery to consumers is not only for food ingredients, but also includes the overall quality of service.

DISCUSSION

Constructing Gorontalo food potential into Gastronomic Tourism

In order to get to know gastronomy anywhere in this world, it cannot be separated from its geographical, historical and cultural existence. As we know, geographic location leads to potential natural products that are naturally connected to the eating behavior of the people. Gorontalo food comes from natural potential such as: seafood (tuna, skipjack, roa, nika, shrimp), plantations and agriculture (coconut, corn, sago, sweet potato, cassava and rice). Gorontalo is no different from other areas close to the sea and thrives on coconut, banana and papaya trees. Added with ferns, long beans, suri cucumber, and pumpkin. Meanwhile, cattle, goats, and chickens complement the variety of typical Gorontalo dishes. Gorontalo is also known as a producer of spices such as:

cloves, nutmeg, cinnamon, chilies, onions and garlic, ginger, and so on. The Ministry of Tourism even has arranged a spice tour that will be inaugurated in 2020. Gorontalo along with Ternate, Banten, Aceh, Maluku, Banjarmasin and Jakarta will become the spice tourism destinations for the archipelago. Spices and other natural products bring forth to the rich culinary flavors of Gorontalo. The role of Arab, Indian, Portuguese, Dutch and Chinese traders, including Ternate and Bugis, undeniably influenced the variety of Gorontalo cuisine.

Policy Recommendations

In order to regulate the food potential of Gorontalo into a tourist attraction with gastronomic tourism, it is necessary to take the following steps.

1. Food mapping - culinary mapping in accordance with the characteristics of each tourist attraction, so that it will become a characteristic of each and become thematic. For example, suppose that a village is a corn or cassava plantation area, then the tour package is a gastronomic tour made from corn and cassava. Activities that can be carried out while tourists are in the village are going to the fields to harvest, learning local cooking technology, and learning how the menu is presented, also how to eat as is done by local people. This activity can be part of a tour package, as Bali has done this type of tourism as an international tourist destination that teaches foreign tourists to knead Gado-Gado at a cost of IDR 500,000/hour.
2. Food event design - designing several forms of gastronomic tourism activities (including attractions, events) that are integrated with local tourist attractions. For example, when a village on the shore of Lake Limboto enters the harvest period for cultivating tilapia, tola, payangga, etc., it is necessary to design an event or food festival that also learns how to process the food. For ex-

ample, processing Mujair into "Bilendango" which is taught by the local community to tourists, starting from how to clean the fish, making spices, learning the level of cooked fish to serving it on traditional food utensils served in a cool and beautiful natural setting along the lakeside with an overview of the history of food and the history of Lake Limboto.

3. Gastrodiplomacy - Gastrodiplomacy as expressed by Pujayanti (2017) is part of public diplomacy that uses food as a means to increase national brand awareness emphasizing values that contain a picture of a country's culture. Gastrodiplomacy is an alternative for countries to project their influence on the public of other countries. Food is becoming a very powerful means of non-verbal communication for changing international public perceptions and promoting the country on the global stage. This has often been done by developed countries which diplomacy through culinary and has been very attached to the minds of the world community, for example when they hear "Sushi, people will immediately go to Japan, Pizza to Italy, or Kimchi to Korea. Pujayanti (2017) further explained that Gastrodiplomacy is often termed as "the flag can follow the fork" to help provide an understanding of the culture of a nation through its food. One of the important characteristics of culture is that culture needs to be studied and shared. The concept of the culture of eating, how food is made and served, makes food a symbol of cultural identity and a means of cultural assimilation between nations. Best practice can be obtained from Thailand, which began systematically conducting culinary diplomacy in the mid-2000s by launching the "The Kitchen of the World" program, which increased the number of Thai restaurants abroad from around 6,900 in 2003 to

20,000 in 2008 or increased by approximately fourfold. The trick is to encourage investors to set up Thai restaurants abroad by providing assistance in the form of training, information, and providing soft loans. In 2004, for example, the Government of Thailand allocated a budget of 500 million baht (approximately US \$ 12.5 million) to support this program. Domestically, Gorontalo can duplicate the culinary efforts of Padang Restaurants which carry out culinary diplomacy by encouraging investors to open as many Padang restaurants as possible outside the region or abroad.

4. Prepare physical facilities

To support gastronomic tourism, it is necessary to plan physical facilities that involve tourists in the food processing process. Physical facilities and equipment that must be prepared starting from: 1) Building/room for processing raw materials; 2) Room for processing food into dishes; 3) Food serving space that provides appropriate tables and chairs in accordance with the capacity of the room provided; 4) Eating and drinking utensils that are endeavored to have the characteristics of traditional tableware, such as plates made of rattan woven with banana leaves; 4) Restaurant designs that are characterized by traditional house designs typical of the local area. Another thing that must be considered after the preparation of the physical facilities is the implementation of 6 (six) "New Normal" protocols for restaurant activities issued by the world Travel & Tourism Councilyaki; 1) prioritizing health and cleanliness of restaurant services; 2) limitation of social distancing during eating and drinking activities; 3) Minimizing touch points, for example replacing printed food menu sheets with digital food menus that can be sent via online or bluetooth offline applications via Whatsapp, Mes-

senger, etc; 4) enables direct contactless payments such as digital transfer payments; 5) wash hands when entering and leaving the dining area; 6) restrictions on parking areas [9].

5. Increasing the English capacity of local community as managers of gastronomic tourism

Local human resources are the main key in the development of gastronomic tourism. Community empowerment efforts are needed to master skills as a food processor, food presenter, explaining the composition of food to guests, and being able to market these food products. One of the obstacles that is often found in rural areas is the limitation of language skills, especially English, where the local community is largely unprepared for the arrival of international guests. Therefore it takes effort to educate local communities on the importance of English in building tourism establishments and facilities. Al-Saadi (2015) stated that the friction between tourism and foreigners is directly, therefore, the need of English as an international language is essential in bi-sector development. Nonetheless, in his research, Putra (2018) found that in Mataram, even the students of the tourism department still has a low level on English speaking and Listening ability which is the two major communication skill. Therefore, the need to increase local community awareness on mastering English as a communication bridge to the tourism development is fundamental.

CONCLUSSION

Related literature has been studied that suggest the emergence of a new cultural trend suitable for Gorontalo Province which is gastronomic tourism. In this study that discusses major problems for the development of gastronomic tourism in Gorontalo, some ways have been suggested to face issues like human resource, level of education and lack of mentoring in the community. This study was designed not only to identify problems but also

discuss solution. Among several recommendation, preparing physical activities is should be done immediately since it needs a big proportion amount of budget, and it also takes time. The community also need to increase their awareness of the direct link from tourism to foreign language mastery such as English.

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