

Development of Gastronomic Tourism as A Destination Attraction in Padang City

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Abstract. In short, gastronomic tourism can be defined as a trip to a specific destination to experience and learn all kinds of information about food and culture. This study aims to obtain data or information and analyze in depth the development of gastronomic tourism in the city of Padang. In traveling to tourist sites, it only takes about 8 minutes to get from one point to another. And to access these tours, you can use 5 types of accommodation, namely motorized tricycles, online transportations, public transportation, Trans Padang. In the development of gastronomic tourism, more attention is paid to the facilities. Program promotion of the event must also be done optimally to attract the attention of tourists to visit a tourist location point. The conclusion that can be drawn is that by raising Minangkabau food as gastronomy, it will become one of the main assets in the field of culture so that it can be developed as the next tourist attraction.

Keywords: gastronomic component; tourism access; development

1 Introduction

Trends and changes in global tourism can occur assessed at different but related geographic levels: global, regional and national. One of the islands in Indonesia is the Sumatran Archipelago, which has seven sections known as West Sumatra or Minangkabau. According to the World Tourism Organization (UNWTO), local culture is one of the most creative parts of the world of tourism, so it is emphasized that local culture can be absorbed through culinary tourism. Food production and consumption currently accounts for around 25-30 percent of total greenhouse gas (GHG) emissions. The 2030 Agenda and Sustainable Development Goals (SDGs) emphasize the ecological, economic and social/cultural aspects of sustainable development as important in terms of production and consumption of sustainable food and nutrition [1].

According to the Head of the Padang City Tourism Office, one of the Padang City tourism sub-sectors is culinary. Because culinary is seen as a fictitious system through the offer approach, this is because culinary has services, attractions, information, and promotions that exist in a tourism area [2].

According to Civitello in Saurabh Kumar Dixit, gastronomy is a trip made by tourists to food production areas, festivals, or local restaurants to see the taste and production of certain types of food owned by an area [3]. Gastronomy is also a global trend and is considered one of the world's most dynamic tourism sectors to develop, so gastronomy is an effective tool in the world of tourism. Turagini, also argues that gastronomy is not only part of cooking, but also

exploring, studying and ethics of all the intricacies of culture, especially the selection of raw materials, tasting, serving food, consumption experience, and researching the food [4].

And now gastronomic tourism is becoming a global trend and is recognized as one of the world's most dynamic tourism industry developers. It is a powerful tool and in some cases a driving force for promoting a country in the tourism market [5]. However, in recent years, gastronomy has become an important part of getting to know one another about the culture and way of life of a particular area. Gastronomy includes all the traditional values associated with new trends in tourism, such as authenticity, interest in and respect for culture and traditions, healthy lifestyle, determination, experience, etc. Impression. Cultural and gastronomic tourism is the biggest fashion trend and is in demand throughout the world travel industry. It is an effective promotional tool for countries, regions and target markets.

A tourist attraction must have 4 components, namely attractions, accessibility, facilities, and tourism support services. And one of the four components that become a gastronomic indicator is attraction. So that the distinctive culinary diversity is part of the cultural wealth that should be developed as a gastronomic tourist attraction because this tour favors food taste, taste satisfaction, and information about the cuisine. From the above, it is necessary to improve the traditional culinary as a tourism resource. Thus, it is hoped that it can encourage and facilitate community efforts to preserve traditional food and drinks as a heritage of cultural and community wealth in the past.

2 Research Method

This study uses a qualitative approach. According to Sarantakon in Bayu Dardias, qualitative methods are used by social researchers to select the basic elements of the methodology, data analysis is carried out by collecting data through site surveys, interviews, official data collection, and documentation [6]. The location of research was carried out in two sub-districts, namely West Padang District and South Padang District. The selection of this location was carried out with certain considerations because it was by the culinary tourism area development plan to be carried out by the Padang City Tourism Office and the West Sumatra Province Investment and Integrated Service Office.

3 Results and Discussion

Gastronomic tourism is defined as the visit of tourists to food-producing areas, festivals, or local restaurants to observe the taste and production of certain types of food belonging to the area. Gastronomy has also been described as a science that involves the elaboration, understanding, theoretical and practical implementation, and development of the properties of food and drinks[7].

The word gastronomy comes from the ancient Greek "jester" which means stomach, and "nomos" which is the art of regulating the stomach. It first appears in the poem "Gastronomies ou L'Homme des Champs a Table" by Josef Boersch (1801). Alternatively, travel is considered the main motivation for people to travel in search of food and cultural connections, or other ways to enjoy and preserve culture in the field of food and drink [8].

3.1. Components of Gastronomic Attraction

According to Turagini, there are nine components of gastronomic tourism, where gastronomic tourism can raise information about the philosophy, history, tradition, and social background of food, related to culture, ethics, and food etiquette, gastronomic tourism can raise information about raw materials, gastronomic tourism can also involve activities. such as tasting, serving, cooking, studying, researching, and writing about food, gastronomic tourism can also include activities seeking unique dining experiences, or even knowledge about the nutritional content of the food.

Related to the component of gastronomic tourist attraction for Minangkabau specialties in the city of Padang, several products that are liked by tourists are identified as follows:

- a. GOR H Agus Salim, Is one of the public facilities equipped with sports facilities and infrastructure which can be accessed by anyone for activities such as night culinary activities, festivals, dragon boats, and so on. The data for food attraction around Gor is as follows:
 - 1) Katupek Gulai Paku, is a typical Minangkabau food. Katupek means diamond, while gulai Paku means a curry made from fern vegetables. This ketupat is served with thick coconut milk sauce seasoned typically of Minang cuisine.



Fig. 1. Katupek Gulai Paku

Source: Author's documentation, 2022

Katupek gulai paku has a unique taste that can't be found anywhere else. When served a plate of kukui curries, it is very appetizing because it is topped with a boiled egg and a sprinkling of crackers. The reason nail curry is favored by tourists is because of its unique name so tourists who have just visited West Sumatra will be surprised by the name of this food.

- 2) Ampiang dadiah, is one of the typical foods of Minangkabau. Ampiang consists of a mixture of ampiang and dadiah.



Fig. 2. Ampiang Dadiah

Source: Author's documentation, 2022

Ampiang is glutinous rice that is thinly ground in a warm state, while dadiah is traditional fermented buffalo milk. The two ingredients are placed in a bowl or plate then sprinkled with candied sugar cane (in Minang Gulo saka) and added a little grated coconut. This dish has a fragrant and sweet taste and is rich in nutrients. In this case, visitors are interested in tasting Ampiang Dadiah because they are curious about the Minang people's yogurt.

- b. Pantai Padang, which is commonly called taplau is one of the most popular tourist destinations in Padang City. Now the face of Padang beach is even more attractive, clean, and well-maintained. There are people on the beach selling fresh fish, grilled corn, noodle crackers, langkitang, and so on. The most in-demand among tourists who visit Padang Beach is the compelling element of traditional cuisine. The foods that are most sought after by tourists are as follows:

- 1) Sate Padang is a typical Minang dish and is part of traditional Indonesian cuisine. There are many types of sate Padang available in the Padang Beach area, where each region has a different historical background, spice formulation, and management method.



Fig. 3. Sate Padang

Source: Author's documentation, 2022

Based on its history, Sate Padang originated from the city of Padang Panjang, then developed in almost all corners of the region in West Sumatra.

- 2) Karupuk Mie, has another name, namely karupuk leak. This is because the noodles and chili sauce tend to spill or crumble (Baleak in Minang).



Fig. 4. Karupuk Mie Leak

Source: Author's documentation, 2022

This noodle karupak consists of sweet potato crackers and satay sauce. Karupuk mie or cracker leak is a typical Minangkabau snack that is usually eaten from day to night.

- 3) Langkitang Cucuik, langkitang is almost similar to a snail, but the shell of the langkitang is slightly slimmer. If you are in Padang, this snack will be very easy to find on Padang Beach.



Fig. 5. Langkitang Cucuik

Source: Author's documentation, 2022

Merchants along the coast on average provide the sky. Langkitang is usually stir-fried, complete with tasty spices. Before digulai, the tail of the shell of the sky is cut first. The unique thing about tasting this langkitang is by shaving it or in Minang language it is called cucuik.

- c. Pecinaan Kota Padang, The Chinatown area, which is located in Pondok Kampung, West Padang District, Padang City, is one of the many tourist destinations that are always crowded with domestic and foreign tourists. In this Chinatown area, many people visit this place from day to night to hunt for culinary delights. Culinary delights sought by tourists include:
 - 1) Bakcang, is a traditional Chinese dish made with glutinous rice stuffed with chicken, beef, or pork. Bakcang is better known as Bacang or Ketupat which is commonly found in Indonesia. Even the taste of bakcang is the same as lontong which is filled with traditional Indonesian snacks.
 - 2) Cakwe, is one of the traditional Chinese dishes. In some areas in Indonesia, the presentation of cakwe is slightly different. In China, cakwe is eaten with hot porridge, while in Java it is eaten with soy milk. In Sunda, it is eaten with spicy sauce. While in the field, cakwe is more diverse with chocolate, strawberry, and peanut butter dishes.
 - 3) Teh Talua is a typical West Sumatran snack found in traditional Minangkabau stalls and Padang restaurants. The talua is made from the basic ingredients of beaten chicken egg yolks, added sugar, and lime juice. Talua tea is in great demand by tourists and is widely drunk in the morning and evening as well as when winter is increasing. Talua tea is also believed to be an energy drink.

So it can be concluded based on the components above, that the foods that are most interested in by visitors are Katupek Gulai Paku, Ampiang Dadiah, Banana Baked Coconut Milk, Sate Padang, Karupuk Mie, Langkitang, Sala Lauk, Young Coconut, Bakcang, Teh Talua, and also cake. The reason visitors choose this food is that the food has the appeal of each appearance and name. For the raw material itself, the average use of coconut milk. This

is because the characteristic of Minang cuisine uses coconut milk. In addition to its characteristic coconut-based ingredients, this is of course also supported by the geographical factor of the city of Padang which is located on the beach. Therefore, the food tends to use more coconut milk and tastes spicy and savory.

3.2. Gastronomic Tourism Acces

According to Sunaryo in Wilopo and Hakim [8], the tourism accessibility in question is a means for tourists to visit interesting destinations more easily. The access discussed in this study is access to gastronomic tourist destinations from the center of Padang City to the Gor H. Agus Salim area, Padang Beach, Chinatown, Kota Tua, and Batang Arau, distance traveled, availability of transportation and transportation per day.

Based on the data above, it is explained that there are 5 types of transportation from the center of Padang City to tourist attractions, namely: motorized tricycles, motorcycle taxis, ojol, public transportation, and transpadang. Which is the frequency of transportation every day 4 times a day, namely in the morning, afternoon, evening, and night.

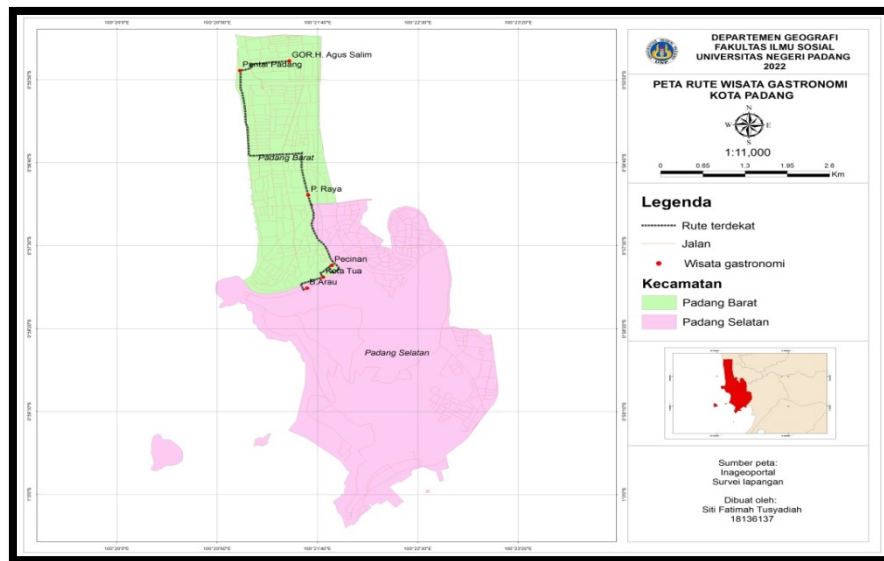


Fig. 6. Gastronomy Tourism Access
Source: Author Processed Data with Arc.Gis 10.3, 20

3.3. Gastronomic Tourism Development

The process of developing gastronomic tourism products can be said to be an autonomous procedure. The development of traditional culinary products is an analysis of the policies and strategic steps taken to attract visitors. The developments that can be carried out are as follows:

a. Gastronomic Tourism Facilities

Facilities are included in culinary tourism resources because they are listed in tourist resources. As an area designated as a distribution of culinary tourist attractions listed in the DPMPTS planning, Padang City has a diversity of Minang cuisine that has the potential to become a tourist attraction. Restaurants/restaurants are facilities for culinary tours in the city of Padang. To create a better gastronomic atmosphere, it is necessary to plan the development of the Gastronomic Museum which supports gastronomic activities. Because the gastronomic museum does not only serve food but also presents all the components of the gastronomic attraction so that tourists will be more interested in the future.

b. Gastronomic Tourism Activities

Activities are also included in the culinary tourism resources listed in the tourism resource concept based on Smith and Xiao (2008). The activities carried out are shopping for food and drinks, eating and drinking at restaurants, and visiting culinary delights. Judging from the existing series of activities, this can be stated in tour packages such as touring activities, so that activities in gastronomic tourism are more structured and programmed much better.

c. Gastronomic Tourism Events/Programs

The city of Padang is still lacking in organizing traditional culinary events. The development of gastronomic tourism events and programs needs to be done. Such as the development of culinary events to introduce local products. Therefore, it is necessary to hold programmed culinary events as well as regular promotions so that the public knows about the existence of the event.

4 Conclusion

Based on the description above, it is concluded that the development of traditional Minangkabau food contributes to the sustainability of tourism in the city of Padang.

- a. In the gastronomic component, it can be identified that the food in the city of Padang is generally made from coconut milk. This is influenced by the geographical factor of the city of Padang which is located on the West Coast of Sumatra.
- b. In traveling to tourist location points, it only takes approximately 8 minutes to get from one point to another. And to access these tours, you can use 5 types of accommodation, namely motorized tricycles, Pengkolan motorcycle taxis, public transportation, Trans Padang, and online motorcycle taxis.
- c. In the development of gastronomic tourism, more attention is paid to the facilities. Like paying attention to parking lots, toilets, and so on. Event promotion programming must also be done optimally to attract the attention of tourists to visit a tourist location point.

In this article, several things can be used as suggestions for conducting further research, including academics and further researchers. So that the development of traditional food as a culinary tourist attraction needs to be followed up as one of the cultural heritage. This needs to be recommended for further research regarding product standardization, surveys of local products that are not yet known by the wider community, as well as skilled human resources in the field.

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