

Management Potential of Culinary Area to Support Local Tourism

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Abstract. Culinary activities are an essential component in enhancing tourists' travel experiences. The interest in culinary offerings ranging from learning about their preparation to tasting the final dishes adds value to a traveler's journey. Many countries have developed culinary tourism to strengthen local tourism sectors. In Banjarmasin City, one such initiative is the establishment of a culinary zone in Banua Anyar Village. This area is integrated into the city's tourism packages, which are closely associated with river-based attractions. This study seeks to explore the management potential of the Banua Anyar culinary tourism area as a means to support regional tourism growth. The research employed a qualitative approach with descriptive methods, utilizing observations, interviews, and documentation for data collection. Data were analyzed through reduction, presentation, and conclusion drawing, with validity ensured via triangulation of sources, methods, and timing. Findings indicate that, from a managerial perspective, the Banua Anyar Culinary Area has significant potential as a tourism destination. This is reflected in the organization of human resources, the provision of facilities and infrastructure, and the establishment of partnerships. While optimal management has not yet been fully achieved, the current system already functions cohesively to preserve the area's sustainability. The results are expected to serve as an evaluation framework for improving management across various aspects, thereby reinforcing the area's role as a sustainable culinary tourism attraction supporting Banjarmasin's tourism industry.

Keywords: Management, Culinary Area, Tourism.

1 Introduction

Tourism is a sector capable of enhancing a nation's community economy. It facilitates the flow of various economic activities among individuals and social groups. When travelers visit a country, they create opportunities for integration with the economic aspects of society at local, national, and global levels.

In recent years, the tourism industry has been evolving toward culinary tourism. The term *culinary* itself has expanded in meaning—no longer limited to food as a necessity for satisfying hunger. Culinary today encompasses the overall dining experience, including ambiance and service as integral parts of what is served. Conceptually, culinary tourism refers to travel activities, whether wholly or partially undertaken, that are voluntary and temporary, aimed at enjoying food and

beverages [1], [2], [3]. A traveler often makes time to savor local dishes and drinks when visiting a destination.

Today, many dining establishments are designed with distinctive themes. Culinary offerings range from traditional fare to modern creations, representing a promising opportunity for tourism growth. Visitors hold diverse perspectives on local cuisine, often expressing a strong interest in gastronomy and viewing food as an essential cultural product during their journeys [4], [5].

Culinary tourism serves as a significant driver for local economic activity. Research indicates that travelers may allocate up to one-third of their total travel budget to sampling local cuisine, making it a substantial component of tourist spending.

Globally, many countries have embraced culinary tourism as part of their tourism development strategies. For instance, in Korea, culinary tourism has become a popular program for international visitors who engage with Korean culture through its cuisine, dining venues, and eating traditions. Similarly, in Italy, local food and beverages play a vital role in influencing tourist visitation patterns. Five key themes often define culinary tourism: motivation, culture, authenticity, management and marketing, and goal orientation. Culinary aspects play a pivotal role in destination development through the synergy of local cuisine, culture, and supporting environments such as restaurants, hotels, and travel agencies [6], [7], [8]. Enjoying local dishes also offers travelers insight into the geography and cultural heritage of the host community [9]. Quality and iconic foods can be turned into tourism products that increase visitor interest. For example, Italian cuisine and wine have significantly boosted the country's tourism industry [10].

From the above discussion, it can be concluded that culinary can be strategically developed to support the local economy through tourism channels. However, to fully realize this potential, culinary tourism must be managed effectively as a tourism attraction within a given area. This study aims to examine the management of culinary tourism in the Banua Anyar Culinary Area as part of Banjarmasin City's tourism initiatives. The findings are expected to provide a management framework that can serve as a reference for culinary tourism development elsewhere and contribute to the evaluation of existing management practices in Banua Anyar Culinary Area, Banjarmasin [11], [12].

2 Methods

This research adopts a qualitative research design combined with a descriptive method as the principal approach for understanding and interpreting the object of study. The overarching goal is to comprehensively examine the managerial capacity and developmental potential of culinary tourism in the Banua Anyar Culinary Area, which constitutes an integral component of the tourism industry in Banjarmasin City. This particular area, recognized for its distinctive blend of cultural heritage and gastronomic offerings, holds strategic significance in supporting the city's tourism agenda. To achieve the research objectives, multiple techniques for data acquisition were implemented, including in-depth interviews, direct observation, and systematic documentation, ensuring that the information gathered was contextually relevant and aligned with the thematic scope of the study [13].

The study made use of both primary and secondary data sources, each serving a complementary role in the analytical process. Primary data were obtained directly from carefully selected informants, representing various stakeholders within the Banua Anyar Culinary Area. These informants consisted of culinary business owners, local residents who actively participate in

tourism-related activities, and tourists visiting Banua Anyar Village. Specifically, the key participants included Muhammad Saleh, Hatmawati, Nasrullah, Rosidi, Yandi, and Armawati. Secondary data were gathered through an extensive review of literature and archival research, which encompassed official records from the Banjarmasin City Tourism Office, as well as the official registry of culinary enterprises operating within Banua Anyar Village [15].

Data analysis was conducted following the Miles and Huberman interactive model, which involves three interrelated stages: data reduction, data display, and conclusion drawing/verification [14]. In the reduction phase, all collected data were meticulously examined, filtered, and condensed to highlight only the information that directly addressed the research focus. The subsequent display phase involved the systematic arrangement of these data into coherent formats narratives, diagrams, and tables designed to facilitate interpretation and allow for cross-comparison among different sources. Finally, the conclusion drawing stage involved interpreting the patterns and relationships within the data to generate insights, with findings verified through an iterative process to ensure accuracy and credibility.

To enhance data validity and reliability, the researcher implemented a set of rigorous verification strategies. These included extended observation to capture nuanced realities of the research setting, and triangulation across three dimensions—sources, techniques, and time—so as to minimize bias and strengthen the consistency of the findings. This methodological rigor ensures that the conclusions drawn not only reflect the immediate context of Banua Anyar but also contribute to broader discussions on culinary tourism management in urban river-based destinations.

3 Results and Discussion

The culinary industry has undergone a rapid and substantial transformation in recent decades, emerging as one of the most dynamic and influential components of the global tourism sector. Beyond its basic role of providing food and beverages, the culinary field now serves as a cultural gateway, allowing visitors to experience the traditions, identity, and creativity of a region through its flavors and dining practices. In urban tourism development, gastronomy has become a strategic tool to attract visitors, extend their length of stay, and increase tourism-related revenue.

In the case of Banjarmasin City, the integration of the culinary business into the broader tourism development strategy has been approached in a systematic and forward-looking manner. The municipal government, in collaboration with local residents and community organizations, has actively developed designated culinary hubs that not only serve economic purposes but also enhance cultural and social interactions between tourists and the host community. One of the most notable examples of this initiative is Banua Anyar Village, better known as the Banua Anyar Culinary Area. This gastronomic center has become a focal point for both locals and visitors, offering a curated selection of culinary experiences that reflect the city's cultural heritage.

A distinctive feature of Banua Anyar is its dual accessibility. The area can be reached conveniently via land transportation routes that connect it to various parts of the city, as well as through river transport, which aligns with Banjarmasin's well-known identity as the "City of a Thousand Rivers." This dual mode of access strengthens the area's role as both a primary culinary destination and a gateway to other river based tourism attractions in the region [16], [17]. The river

access in particular offers a unique arrival experience, as tourists traveling by boat can enjoy scenic views of riverine life before reaching the culinary hub.

Within the Banua Anyar Culinary Area, visitors can find an impressive variety of dining establishments catering to different tastes, budgets, and dietary preferences. For example, during the pandemic period, 14 restaurants were in operation, sustaining the vibrancy of the local culinary scene despite economic challenges. Many of these establishments are strategically located along the riverbank, offering diners not only distinctive gastronomic experiences but also panoramic views of the river, traditional boats, and daily activities of the local community. This combination of culinary excellence and authentic riverfront atmosphere gives Banua Anyar a competitive advantage over other culinary destinations in the city.

The culinary offerings in Banua Anyar are diverse, ranging from traditional Banjar dishes that highlight the city's unique flavor profiles to modern, innovative cuisine that caters to younger and more adventurous consumers. Signature dishes such as *soto banjar*, *ketupat kandangan*, grilled river fish, and various local snacks are complemented by beverages like *es sarang burung* and traditional herbal drinks. This variety ensures that the culinary area appeals to both domestic tourists seeking familiar tastes and international visitors eager to explore the local food culture.

By combining cultural authenticity, accessibility, scenic ambiance, and a wide range of dining options, the Banua Anyar Culinary Area plays a vital role in strengthening Banjarmasin's tourism appeal. Its development demonstrates how culinary tourism can be leveraged not merely as an economic activity but as a multidimensional experience that integrates culture, community, and sustainable urban tourism strategies.

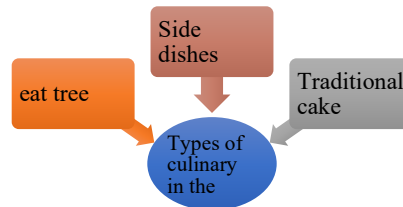


Fig. 1. Types of Culinary in the Culinary Area of Banua Anyar

The variety of culinary offerings is a key factor in ensuring the long-term sustainability of the Banua Anyar Culinary Area. This diversity not only attracts visitors but also reflects the richness of local culture and tradition, which strengthens its position as a distinctive tourism asset in Banjarmasin. However, the effort to optimize its tourism potential remains a strategic priority. Previous studies have highlighted that culinary experiences contribute significantly to the overall satisfaction of tourists, and this satisfaction often translates into positive behavioral intentions, such as repeat visits and favorable word-of-mouth promotion. Furthermore, empirical findings reveal that for domestic tourists, food itself serves as the most influential component in shaping their perception and enjoyment of a culinary tourism experience.

Therefore, to achieve sustainable development in the Banua Anyar Culinary Area, a comprehensive approach is needed—one that identifies, refines, and expands the site's unique strengths. This is in line with Government Regulation Number 50 of 2011 concerning the National

Tourism Development Master Plan 2010–2025, which emphasizes three strategic pillars for tourism growth: (1) the development and empowerment of human resources, (2) the provision and improvement of facilities and infrastructure, and (3) the establishment of strong, mutually beneficial partnerships. These pillars serve as the foundation for effective planning and management, ensuring that the Banua Anyar Culinary Area can continuously adapt to changing trends and demands in tourism while preserving its cultural heritage. The interconnection of these elements can be visualized through the following schematic framework:

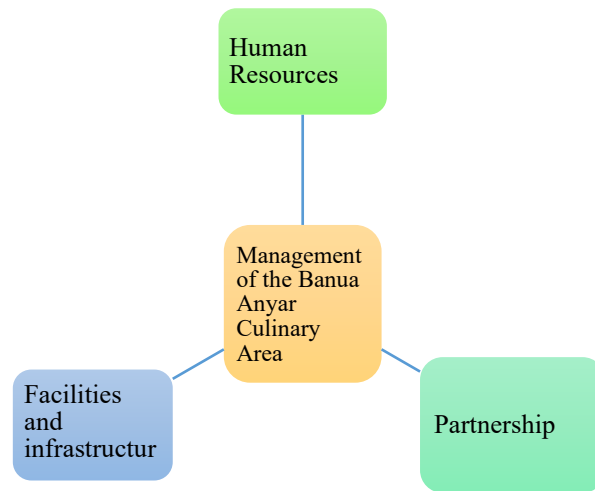


Fig. 2. Management of the Potential of the Banua Anyar Culinary Area
Source. Processed from research data, 2024

First, Human Resources. The quality of human resources, as the main actors in tourism development, plays a decisive role in determining the sustainability and competitiveness of the Banua Anyar Culinary Area in Banjarmasin City. Human resources are not only responsible for producing and delivering culinary products but also for shaping the overall image of the destination. The ability, professionalism, and mindset of these actors greatly influence the satisfaction of visitors, the attractiveness of the culinary offerings, and the long-term reputation of the area as a culinary tourism icon.

However, the readiness of human resources in the development of tourism—especially in a culinary hub like Banua Anyar still faces a number of challenges. One prominent issue is the tendency of some tourism business operators to prioritize short-term profits over long-term brand building and destination sustainability. This approach can lead to stagnation in innovation, inconsistent service quality, and a weakening of the competitive position of Banua Anyar in the broader tourism market of Banjarmasin. Ideally, culinary entrepreneurs in this area should function not merely as sellers of food, but as cultural ambassadors who embody and promote the unique culinary identity of the Banjar people.

As part of the city’s riverside tourism package, the Banua Anyar Culinary Area has the potential to serve as a flagship attraction for culinary tourism in Banjarmasin. Culinary entrepreneurs

are therefore expected to continuously enhance their creativity, adapt to changing market trends, and respond to shifting consumer behaviors in order to remain competitive. Unfortunately, not all stakeholders have demonstrated a willingness or capacity to embrace this adaptive approach. This condition was highlighted in an interview with Yandi, a local authority figure who actively oversees the development of the area:

“Culinary entrepreneurs here, in terms of creativity, not all have high creativity. For example, during the current pandemic, there are only 14 business spots that still survive. Previously, there were 25 business spots here. These 14 businesses can survive because they are still selling online. If they are closed, it’s because they only rely on selling directly. In fact, from us, the apparatus continues to try to fix the shortcomings. Suppose we participate in socialization, culinary competitions to hone their creativity.”

This statement underscores a crucial point: creativity in the culinary business is not limited to recipe development but also extends to marketing strategies, sales channels, and adaptability in times of crisis. The ability of certain entrepreneurs to pivot toward online sales during the pandemic proved to be a decisive factor in their survival. Meanwhile, those who relied solely on traditional, in-person transactions struggled to maintain their operations.

In the context of tourism, creativity among human resources functions as a catalyst for growth and differentiation. Within the culinary industry, creative efforts may involve generating innovative recipes that blend traditional Banjar flavors with contemporary presentation, experimenting with unique processing techniques that enhance both taste and nutritional value, or crafting visually appealing plating styles that heighten the aesthetic experience for visitors. It is important to note that creativity does not necessarily require the creation of entirely new products; rather, it can involve modifying or enhancing existing products to increase their appeal and market value. As noted by prior studies [18], such innovation can significantly strengthen a destination’s branding and tourist retention rates.

Despite these opportunities, observations indicate that the level of creativity among culinary producers in Banua Anyar remains relatively limited. Many continue to offer products that, while rooted in tradition, lack novelty or added experiential elements that could appeal to a wider and more diverse audience. This limited innovation may hinder the ability of the Banua Anyar Culinary Area to differentiate itself from other culinary destinations in the region. From a marketing perspective, a product is essentially anything offered by producers to meet consumer needs and desires—whether in the form of tangible goods, services, or experiences—and can be enhanced to create stronger consumer engagement [19], [20], [21]. In the case of Banua Anyar, the culinary products primarily consist of staple foods, snacks, and beverages, which could benefit from more creative reinterpretations to elevate their uniqueness and market positioning.

Second, Facilities and Infrastructure. Beyond human resources, the quantity and quality of supporting facilities and infrastructure constitute another strategic factor in the development of tourism destinations [22]. Well-planned infrastructure not only facilitates accessibility and convenience but also enhances the thematic identity and cultural authenticity of the destination. In the Banua Anyar Culinary Area, the design of infrastructure is deliberately crafted to reflect the atmosphere of river-based tourism, aligning with the broader image of Banjarmasin as the "City of a Thousand Rivers".

This thematic integration is evident in the architecture of the culinary stalls, which are constructed to resemble *jukung* traditional wooden boats used by Banjar people for river transport

and trade and traditional Banjar houses with their distinctive roof forms. Such design choices are more than mere aesthetic embellishments; they function as cultural storytelling devices that immerse visitors in the heritage of the region. Moreover, the incorporation of *Sasirangan* motifs a traditional Banjar textile pattern into the décor further reinforces the local identity, creating a sense of place and making the tourist experience more memorable.

The provision of facilities also extends to public amenities that enhance visitor comfort, such as seating areas, pedestrian pathways, and sanitation facilities. These elements, though often overlooked, are vital for ensuring that tourists can enjoy their visit without inconvenience. In this way, infrastructure management in Banua Anyar not only supports operational efficiency but also contributes to the emotional and sensory appeal of the culinary tourism experience.



Fig. 3. Ibu Dana's Restaurant in the Culinary Area of Banua Anyar, Banjarmasin City
Source: Personal documentation, 2024

In addition, the Banua Anyar Culinary Area is equipped with open public spaces that function as playgrounds and relaxation areas for visitors. These facilities are designed to provide added comfort and leisure, allowing tourists to enjoy not only the culinary offerings but also the surrounding attractions during their visit.



Fig. 4. Banua Anyar Public Space
Source: Personal documentation, 2024

Third, Partnership. Partnerships are a key factor in the effective management of tourist destinations. Collaborative relationships within a tourism area foster synergy, enabling the development of a destination with strong and sustainable components. In the Banua Anyar Culinary Area, partnership initiatives are implemented to enhance and complement the overall culinary experience for visitors. One example is the inclusion of *panting* music traditional music of the Banjar people into the visitor experience. While enjoying the culinary offerings in the area, tourists are entertained with *panting* performances and Banjar songs, creating a cultural atmosphere that enriches their dining experience and strengthens the identity of the Banua Anyar Culinary Area.



Fig. 5. Panting Music Group in the Culinary Area of Banua Anyar
Source: Research documentation, 2024

The establishment of partnership programs with specific community groups, cultural organizations, or creative industry actors plays a pivotal role in supporting the growth of culinary-based tourist destinations. Such collaborations foster a synergistic relationship between stakeholders, enabling the integration of cultural performances, local products, and unique services into the visitor experience. In the context of the Banua Anyar Culinary Area in Banjarmasin City, these partnerships have the potential to serve as a strategic tool for enhancing the attractiveness of the destination. By incorporating elements such as traditional music, artisan crafts, or locally themed events, the culinary experience becomes more immersive and memorable for tourists. This, in turn, not only strengthens the identity of Banua Anyar as a distinctive tourism hub but also stimulates repeat visitation, positive word-of-mouth promotion, and broader economic benefits for the local community.

4 Conclusions

Culinary tourism areas bring a wide range of benefits, not only in terms of economic potential but also in the preservation and promotion of cultural identity. Culinary tourism serves as a powerful medium to introduce local culture to a broader audience, allowing visitors to engage with unique traditions through food, cooking techniques, presentation styles, and the stories behind each dish. Beyond the gastronomic experience, it also offers an entry point for cultural exchange, where tourists can learn about the history, values, and lifestyle of the local community. In this way, culinary tourism is not merely a matter of serving food; it becomes an immersive cultural journey that connects people emotionally to a place.

From an economic perspective, culinary tourism provides new opportunities for destinations, acting as both a driver of local income and a promotional tool for regional tourism. A well-developed culinary destination can encourage repeat visits, lengthen tourist stays, and stimulate spending across other sectors such as transportation, accommodation, and cultural attractions. As a sector, tourism has complex regulatory and operational mechanisms that require coordinated management to ensure its sustainability. These mechanisms encompass various aspects, including product quality, visitor experience, environmental sustainability, and cultural authenticity, all of which demand the active involvement of multiple stakeholders.

The sustainability of the Banua Anyar Culinary Area in Banjarmasin City illustrates this interdependence. It is closely related to the management of three core components: human resources, infrastructure, and partnership programs. Human resources play a central role in shaping the quality of services, creativity in product development, and the overall impression left on visitors. Infrastructure provides the physical and aesthetic framework that shapes the visitor experience, while partnerships between local communities, government bodies, and private actors foster synergy and innovation. Together, these elements form the backbone of a successful and sustainable culinary tourism destination.

Innovation and creativity within the management system are particularly critical. They determine the uniqueness and appeal of the culinary area, influencing tourists' desire to visit and return. Innovations may take the form of new menu items that blend traditional and modern flavors, creative presentation techniques that enhance the visual appeal of dishes, or events that combine culinary experiences with music, art, and storytelling. Such creativity not only enhances the visitor experience but also contributes to the destination's branding and competitive advantage.

Culinary tourism activities also have direct and long-lasting implications for local entrepreneurs. The tourism industry provides them with expanded markets, exposure to diverse consumer preferences, and opportunities to upgrade their skills. Culinary services are an integral component of the broader tourism ecosystem complementing attractions, accommodation, and cultural performances and thus remain a vital economic link between tourism and the local economy. For many small-scale producers and vendors, involvement in culinary tourism represents not only a source of income but also a path toward business growth, cultural preservation, and community pride.

In sum, the development of culinary tourism in Banua Anyar is not an isolated initiative; it is part of a broader strategy to integrate cultural preservation, economic development, and sustainable tourism practices. The balance between these elements will determine the long term viability of the area as a vibrant, competitive, and culturally authentic tourist destination.

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