

THE DEVELOPMENT STRATEGY OF CULINARY TOURISM IN INDONESIA AS A POTENTIAL BUSINESS

Rahayu Lestari¹, Elwisam², Kumba Digdowiseiso³, Nguyen Duc Tri⁴, Zaliha Zainuddin⁵

^{1,2,3} Faculty of Economics and Business, Universitas Nasional, Jakarta

⁴ School of Tourism, University of Economics Ho Chi Minh

⁵ Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu

Corresponding E-mail: rahayu.lestari@civitas.unas.ac.id

Abstract

The tourism sector offers significant growth potential for business opportunities in the food and beverage industry. The culinary diversity in Indonesia is a valuable asset for establishing a wide range of culinary enterprises. The objective of this research is to assess the present state and prospects of the culinary tourism sector in Indonesia, as well as identify the factors that impact its growth as a viable industry. Additionally, the study aims to discover effective strategies for developing and capitalizing on the potential of the culinary tourism business in Indonesia, while considering the following aspects. Elements of marketing, sustainability, and engagement with the local community. Qualitative methods enable researchers to investigate the perspectives, understandings, and encounters of stakeholders, including industry participants, tourists, and local communities, in order to acquire more profound insights. Findings of the research To establish Indonesian culinary tourism as a lucrative global business opportunity, it is crucial to prioritize comprehensive marketing strategies, promote sustainability, and foster international collaboration. The culinary tourism industry can achieve sustainable growth, equitable economic benefits, and empowerment of local communities by leveraging digital technology, exploring collaboration opportunities with influencers, and implementing sustainable practices.

Keywords: *culinary tourism, business, food, Indonesia*

1. INTRODUCTION

The present trends and advancements in culinary tourism in Indonesia demonstrate intriguing dynamics and potential in enhancing the appeal of culinary destinations across the archipelago. With the overall expansion of the tourism industry, there has been a significant shift towards culinary tourism, which has garnered considerable attention from both local and international tourists. This phenomenon is evident in the growing public fascination with discovering the diverse array of traditional and indigenous gastronomic pleasures in every locality. Indonesia presents distinctive gastronomic encounters, showcasing a wide range of cultural and culinary diversity, encompassing both traditional dishes and contemporary culinary advancements. Sukardi et al. (2022) assert that social media and online platforms have significantly contributed to the promotion of culinary destinations, as both the general public and tourists widely share their culinary experiences.

This advancement promotes the expansion of the food and beverage sector, generates fresh business prospects, and exerts a favorable influence on the local economy. Furthermore, the incorporation of sustainability principles and a focus on utilizing locally sourced ingredients is progressively gaining popularity in the advancement of culinary tourism. This trend signifies a growing recognition of the significance of safeguarding culinary traditions and bolstering local communities. The culinary tourism industry generates employment prospects in both the formal and informal sectors. Culinary enterprises, encompassing establishments such as restaurants, food kiosks, and the broader food sector, offer substantial employment opportunities for a diverse range of individuals, including skilled chefs, culinary experts, waitstaff, and local farmers who serve as suppliers of raw ingredients. Due to the rising demand for genuine gastronomic encounters, tourists are expected to bolster the expansion of the local culinary sector, thereby fostering an economic

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network that encompasses numerous stakeholders. In addition, culinary tourism generates economic benefits by bolstering the local economy through increased purchasing power. Tourists who engage in the exploration of local gastronomic delights actively contribute to the sales of indigenous products and services. They patronize traditional markets, purchase local agricultural products, and endorse micro and small businesses in the culinary sector. This not only enhances the revenue of culinary entrepreneurs but also bolsters the economic viability of the local community. As per Sudjana et al. (2021), culinary tourism contributes to the economic growth of a region by boosting regional income and generating higher tax revenues. The influx of tourists drawn to a destination's gastronomic offerings will result in financial advantages for local authorities.

Tax revenue generated from tourism, restaurants, and other culinary establishments could be redirected towards infrastructure development, education, and other developmental initiatives, thereby contributing to the local economy's growth. The tourism sector offers significant growth potential for business opportunities in the food and beverage industry. The culinary diversity in Indonesia is a valuable asset for establishing a wide range of culinary enterprises. Restaurants, cafes, food stalls, and food trucks exemplify the wide range of culinary treasures in Indonesia and captivate the attention of tourists seeking genuine gastronomic encounters. This approach provides culinary entrepreneurs with the chance to showcase a diverse range of local foods that embody the vibrant culture and culinary customs of each location.

In addition to that, the notion of culinary tours or food tours is gaining popularity, creating business prospects for local culinary tour guides. Culinary tour guides offer tourists an engaging experience by leading them to renowned restaurants, allowing them to sample distinctive dishes, and sharing the narratives associated with each culinary creation. Culinary tour guides serve as both guides and sources of cultural and historical knowledge pertaining to local culinary delicacies. In addition to the primary food and beverage sector, there are potential prospects in ancillary sectors such as agribusiness and agro-industry. Local farmers can capitalize on opportunities to enhance demand for culinary raw materials by supplying premium agricultural products to culinary enterprises.

Hence, the inclusion of local farmers in the supply chain of the food and beverage industry is a crucial aspect of the potential business prospects that can be cultivated. As stated by Nur (2018), the advancement of culinary arts through creative and innovative approaches offers prospects for niche catering enterprises or inventive culinary experiences that cater to specific market segments, such as organic cuisine, healthy dishes, or contemporary reinterpretations of traditional meals. This catering enterprise has the ability to appeal to tourists who possess particular inclinations towards specific dietary habits or lifestyles. Hence, the business prospects in the tourism sector pertaining to the food and beverage industry encompass more than just offering genuine local cuisine. They also entail the integration of novelty, ingenuity, and cooperation among different participants in the distribution network. The culinary industry within the tourism sector possesses the capacity to greatly contribute to local economic expansion and the advancement of tourism destinations.

Despite the promising growth potential of culinary tourism in Indonesia, there are several factors that can hinder the development of this industry. Adhering to hygiene and food safety standards can present a significant challenge. Inadequate comprehension or application of proper food safety protocols can have detrimental effects on a region's gastronomic standing and diminish tourists' inclination to sample local cuisine. Hence, it is imperative to implement rigorous oversight and educational initiatives to ensure food hygiene and safety are upheld at every stage of the food supply chain. Insufficient infrastructure, particularly in culinary tourism destinations that are underdeveloped, can impede growth, as stated by Setyowati et al. (2022). Tourists may be hesitant to explore potential culinary destinations due to inadequate accessibility, insufficient supporting facilities, and limited transportation options. Enhancing infrastructure at the community level can heighten the appeal and convenience for tourists.

The third factor is the absence of efficient promotion and marketing. Certain gastronomic destinations may lack a robust marketing strategy to effectively showcase their distinctive culinary

offerings to a broader audience. Greater endeavors are required to establish a distinct local culinary brand identity and promote it efficiently across diverse platforms, encompassing social media, online platforms, and partnerships with travel agents. Additionally, regulatory and bureaucratic factors may pose as impediments. The presence of intricate regulations or insufficient assistance from local authorities regarding culinary business licensing can impede the progress of this sector. Collaboration is essential among the government, industry stakeholders, and other relevant parties to establish a favorable atmosphere for the expansion of culinary tourism. In addition, climate change and natural disasters can act as hindering factors, particularly for culinary destinations situated in regions prone to disasters. Severe weather conditions or natural calamities can harm the production of raw materials and impact the appeal of the destination.

Pramezwary et al. (2021) assert that culinary experiences significantly contribute to the appeal of tourism destinations, leaving a profound and indelible impression on visitors. Indigenous regional cuisines not only embody a region's cultural legacy, but also offer an unparalleled flavor that is difficult to encounter elsewhere. When tourists have the opportunity to savor traditional dishes that possess genuine flavors, they not only engage their senses, but also establish an emotional connection, thereby fostering a deeper understanding of the local culture and traditions. Moreover, gastronomic encounters foster immediate connections between tourists and the indigenous populace. Engaging directly with local producers, traditional market traders, or family restaurants allows tourists to interact with local individuals, listen to the narratives associated with each dish, and immerse themselves in the hospitality and warmth of the local culture. This facilitates favorable cultural interchange and enhances the tourist encounter with invaluable indigenous viewpoints.

In addition, tourism destinations renowned for their gastronomic abundance can also serve as a draw for discerning culinary enthusiasts. Individuals in search of gastronomic exploration frequently exhibit a willingness to embark on extensive journeys in order to delve into distinctive tastes and varied culinary techniques. To attract market segments that prioritize culinary experiences, tourism destinations can effectively appeal to them by providing a diverse range of specialty dishes and presenting them with innovative and imaginative approaches (Kusumaningtyas & Lestari, 2020). The significance of gastronomic experiences in the appeal of tourism destinations is also evident in contemporary social media trends. Tourists frequently document their gastronomic experiences through digital platforms, such as Instagram and Facebook.

Photographs showcasing captivating and unusual culinary creations possess the ability to visually captivate viewers, thereby broadening the influence of a gastronomic location and arousing the curiosity of prospective travelers. Therefore, tourism destinations that effectively incorporate culinary experiences into their offerings not only deliver gastronomic satisfaction but also generate intricate and multifaceted narratives. Culinary experiences play a crucial role in establishing a remarkable destination attraction by blending flavors, local narratives, and cultural engagements to craft an engaging and indelible tourism experience. The objective of this research is to assess the present state and prospects of the culinary tourism sector in Indonesia, as well as identify the factors that impact its growth as a viable business. Additionally, the study aims to discover effective strategies for developing and capitalizing on the potential of the culinary tourism industry in Indonesia, while considering the following aspects. Elements of marketing, sustainability, and engagement with the local community.

2. IMPLEMENTATION METHOD

The research titled "Culinary Tourism Development Strategy in Indonesia as a Business Potential" suggests that qualitative methods are a suitable approach to gain a comprehensive understanding of the context and dynamics of the culinary tourism industry in Indonesia. Qualitative methods enable researchers to investigate the perspectives, understandings, and encounters of stakeholders, including industry participants, tourists, and local communities, in order to acquire more profound insights. In this context, Sugiyono (2018) suggests utilizing an

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extensive literature review approach to examine key stakeholders, including culinary business owners, renowned chefs, and government officials involved in the tourism sector. Literature reviews of this nature can offer a comprehensive comprehension of the difficulties, prospects, and patterns encountered by the culinary tourism sector. Furthermore, content analysis can be employed to assess pertinent literature, articles, and other materials in order to acquire a comprehensive understanding of advancements in the industry. Observing culinary establishments and engaging in tourism activities can be a highly effective approach for obtaining contextual comprehension. These observations offer researchers a pragmatic perspective on the gastronomic experiences acquired by tourists and the dynamics of their interactions with local communities. By employing qualitative methods, this research can gain insights into cultural subtleties, preferences, and market dynamics that may not be quantifiable. This approach allows for the comprehensive exploration of the social, cultural, and economic aspects of culinary tourism, which can serve as a strategic foundation for creating sustainable business growth.

3. RESULTS AND DISCUSSION

The rich variety of culinary traditions in Indonesia serves as a solid basis for the growth and promotion of culinary tourism. Indonesia, renowned for its multitude of ethnicities, religions, and traditions, boasts a culinary landscape characterized by a vast array of flavors, locally sourced ingredients, and a vibrant culinary legacy. This distinctiveness generates a significant allure for tourists seeking a genuine and engrossing gastronomic encounter. Tourists are not only encouraged to sample a diverse range of delectable cuisine, but also to gain insight into the historical significance, cultural values, and traditional practices associated with each dish. As per the findings of Sufa et al. (2020), culinary tourism in Indonesia encompasses more than just the exploration of flavors. It also involves delving into the profound narratives and cultural essence that are reflected in each dish.

Hence, the presence of diverse culinary cultures is a priceless resource that enhances tourists' experiences and propels the growth of the tourism industry as a whole. An essential aspect of comprehending the growth potential of the culinary tourism industry in Indonesia is to investigate consumption patterns and individuals' inclinations towards gastronomic pleasures. The popularity of local food, themed restaurants, and culinary activities has witnessed notable advancements, indicating shifts in consumption patterns and a growing fascination with culinary experiences. The ongoing expansion of this sector is further bolstered by the proactive involvement of social media. Social media offers a potent platform for promoting and popularizing culinary destinations. Users of social media platforms have the ability to share their gastronomic experiences, endorse distinctive dining establishments, and generate popular culinary fads. Hence, social media serves as both a potent marketing instrument and a means of cultivating a favorable perception of culinary destinations among local residents and tourists. Participating actively in social media can greatly contribute to the expansion of the culinary tourism sector in Indonesia.

This suggests that the adoption of consumption patterns and the utilization of information technology can be crucial in propelling this industry towards long-term and steady development. As stated by Harsana et al. (2020), the development of culinary tourism as a potential business is influenced by various factors, such as the impact of regulations and government support. Food hygiene and safety regulations can greatly influence the reputation and long-term viability of the culinary sector. Effective regulations can establish a secure and reliable atmosphere for tourists, fostering a favorable stimulus for the expansion of the culinary industry. In addition, the government's implementation of culinary tourism promotion policies also enhances the appeal of culinary destinations. Government support encompasses not only regulatory measures, but also endeavors to foster the development of inclusive tourism infrastructure.

The development of infrastructure that enhances accessibility to culinary destinations, such as well-constructed roads and efficient public transportation, can play a crucial role in stimulating the expansion of the culinary tourism sector. These steps establish favorable conditions to foster the

growth of culinary enterprises, particularly in rural or isolated areas that possess distinctive culinary capabilities. In addition, government assistance can manifest as training and skills enhancement programs for local culinary entrepreneurs. As per the research conducted by Ardiansyah et al. in 2021, this training program has the potential to enhance the caliber and durability of culinary enterprises. Additionally, it aims to foster the development of traditional and local expertise within the culinary industry. Recognizing the significance of the government's involvement in establishing a favorable setting, these factors can greatly contribute to stimulating the development of culinary tourism as a substantial business opportunity in Indonesia.

Another noteworthy aspect to consider is the engagement of local communities in the advancement of the culinary tourism sector. The active participation of the local community, particularly the actors in the local culinary industry, can serve as a fundamental support in fortifying this industrial foundation. Engaging them in the decision-making process concerning food product development and the establishment of culinary destinations can yield a favorable influence on the industry's sustainability and foster substantial social responsibility. Local communities not only contribute to culinary development, but also enhance the tourist experience. Engaging in cooperation with local communities can yield food products that are more genuine and distinctive, thereby enhancing the attractiveness to travelers in search of diverse and genuine culinary encounters.

In the study conducted by Dewi et al. (2021), it is emphasized that sustainability encompasses not only environmental factors but also the preservation of local culinary culture and traditions. Moreover, the active participation of local communities in the development of the culinary tourism sector can generate a significant economic influence within the community. By empowering local culinary entrepreneurs, they can become stakeholders who directly participate in reaping the economic advantages of the industry's expansion. This encompasses the augmentation of financial resources, generation of employment opportunities within the vicinity, and fostering economic growth at the community scale. Local community involvement necessitates particular focus on aspects of sustainability and social responsibility.

To establish a sustainable culinary tourism industry, it is imperative to ensure that its progress and expansion do not inflict any negative consequences on the local communities or the surrounding environment (Agung & Firsto, 2019). CSR (Corporate Social Responsibility) initiatives undertaken by culinary business actors can serve as a strategic measure to actively contribute to local communities. These initiatives may include training programs, environmental conservation efforts, or other social initiatives. In summary, the participation of local communities is a crucial element in upholding sustainability and enhancing the appeal of the culinary tourism sector in Indonesia. This fosters a symbiotic relationship among stakeholders in the industry, tourists, and local communities, thereby enabling the attainment of equitable, all-encompassing, and enduring economic expansion.

In the age of globalization and increasing interconnectedness, promotions, digital marketing, and international collaboration have become crucial elements that can expedite the expansion of the Indonesian culinary tourism industry as a lucrative business opportunity. Efficient promotional assistance will have a significant impact on enhancing the exposure of Indonesian culinary products in the global market. This entails the implementation of innovative marketing strategies, leveraging social media platforms, and engaging in global exhibitions or prestigious culinary festivals. Highlighting the distinctiveness, variety, and genuineness of Indonesian culinary delights can serve as a distinctive feature that sets Indonesian culinary destinations apart from others. Utilizing digital marketing is essential for effectively reaching a worldwide audience. The presence of online platforms and travel applications facilitates the exploration of diverse Indonesian culinary destinations, enables the planning of trips, and allows virtual interaction with culinary experiences for foreign tourists. Industry stakeholders must utilize digital technology to broaden their influence and secure their position in the digital awareness of international travelers. International collaboration has the potential to greatly enhance Indonesia's culinary tourism sector,

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as stated by Rahman and Isa in 2023. This entails cooperating with foreign governments, industry partners, and international tourism organizations. Engaging in culinary exchange programs, participating in international events, and collaborating with renowned restaurants or chefs from different nations can generate fresh avenues for promoting Indonesian culinary delicacies on a global scale. To harness the full potential of Indonesian culinary tourism on the global scale, a comprehensive strategy is necessary. To bolster the industry's global standing and enhance its appeal to foreign tourists, it is crucial to secure comprehensive government backing, implement cutting-edge marketing strategies, leverage digital technology, and foster international collaboration. To effectively capitalize on the potential of the culinary tourism industry in Indonesia, it is imperative to highlight the importance of digital engagement when devising a marketing strategy. In addition to social media, the incorporation of an informative and interactive website and a user-friendly travel application will provide travelers with broader prospects to discover the gastronomic splendor of Indonesia.

Utilizing a multimedia strategy, such as incorporating culinary videos that demonstrate the step-by-step process of creating local dishes and the accompanying narratives, can enhance the visual and storytelling aspects, thereby enhancing the overall culinary tourism experience. As stated by Triwidayati (2020), marketing strategies have the ability to go beyond just promotions and can also investigate opportunities for collaboration with diverse stakeholders, such as the creative industry. One possible approach is to engage in partnerships with filmmakers or photographers from the local community to create captivating and unforgettable content, thereby adding an artistic element to culinary promotions. Furthermore, employing storytelling-based campaigns can effectively emphasize the process of raw materials' journey from the field to the table, thereby enhancing the culinary experience with added value and authenticity.

Continuously updating and adjusting to current marketing trends, like incorporating augmented reality (AR) or virtual reality (VR) technology, is crucial. This allows for the creation of an engaging culinary simulation experience that immerses individuals even before they reach the destination. This strategy, which is becoming more interactive and connected with digital preferences, has the potential to generate greater engagement, broaden its reach, and enhance Indonesia's culinary image as an appealing destination. Collaborating with local and international influencers can greatly enhance a holistic marketing strategy. Engaging tourists in visits to specific gastronomic destinations, encouraging them to share personal anecdotes, and delivering genuine content can generate a ripple effect in heightening tourists' curiosity and eagerness to savor Indonesian culinary delicacies. This initiative emphasizes not only direct marketing, but also the establishment of a community consisting of actively involved food enthusiasts. Sustainability factors play a crucial role that cannot be overlooked in developing the potential of the culinary tourism industry in Indonesia. The adoption of sustainable practices is the primary basis for gaining a competitive edge in the culinary sector.

Rahman (2023) asserts that utilizing local and sustainable raw materials is an effective measure to bolster the local economy and mitigate the environmental consequences of the supply chain. In addition to that, implementing intelligent and inventive waste management practices is also a vital component in establishing a sustainable culinary industry. Introducing sustainability certification in the culinary industry can serve as a powerful tool to demonstrate dedication to environmental conservation. This certification can encompass various aspects, including the choice of eco-friendly raw materials, the utilization of renewable energy, and the implementation of responsible waste management strategies. Obtaining sustainability certification enables culinary entrepreneurs to establish trust among both local and international tourists who are growing more concerned about environmental matters.

In this particular context, the assistance provided by the government and affiliated institutions assumes a significant role. The government's endeavor to promote and offer incentives to culinary industry participants who embrace sustainable practices will establish a favorable atmosphere. According to a study conducted by Ardiansyah et al. in 2021, implementing incentive

programs such as tax cuts or subsidies for businesses that prioritize sustainability can have a substantial positive impact. In addition, the cooperation among the government, financial institutions, and stakeholders in the culinary industry can foster economic circulation that bolsters the sustainable growth of culinary businesses. Through the establishment of a sustainable framework, the culinary industry seeks to attain not only financial gains but also make a positive impact on environmental conservation.

Over time, these practices have the potential to establish a state of balance and agreement between the expansion of businesses, the well-being of local communities, and the preservation of the environment. This can lead to culinary tourism becoming a sustainable and adaptable business opportunity. The participation of local communities is an essential factor that is integral to the development of the culinary tourism industry in Indonesia. Efforts to enhance the capabilities of local communities in this industry are not only a means to achieve social integration, but also the fundamental basis for establishing long-term viability and prosperity in the culinary tourism sector. Community engagement programs can be structured to encompass a variety of activities, such as interactive discussions, collaborative workshops, and instruction in entrepreneurial skills. Offering training to local communities on sustainable business practices, culinary business management, and effective marketing within this context can enhance their skills and knowledge. By adopting this approach, local communities can enhance their readiness to meet the requirements of the swiftly expanding culinary tourism sector.

Local empowerment encompasses more than just knowledge provision; it also establishes a forum for active community engagement in the decision-making process concerning the advancement of culinary tourism. Further support can be provided through collaboration with local communities, culinary business groups, and non-governmental organizations focused on sustainable development, as stated by Rahman and Isa in 2023. Hence, active participation from the community serves as a solid basis to guarantee that the culinary tourism industry not only yields financial gains, but also empowers and directly benefits local communities. Engaging in community participation not only fosters favorable interactions between tourists and hosts, but also yields culinary products and experiences that are more genuine and intimately connected to local knowledge. Consequently, this can enhance the appeal of Indonesian culinary destinations to tourists, thereby reinforcing the destination's reputation as an appealing and environmentally-friendly culinary hotspot. Hence, the engagement of local communities serves not only as a business tactic, but also as a strategic measure to foster sustainability and enhance the competitiveness of the culinary tourism sector on a global scale.

4. CONCLUSION

Overall, the culinary tourism business in Indonesia has enormous potential and can benefit the entire tourism industry. The diversity of Indonesian culinary culture, which includes numerous ethnicities, religions, and traditions, provides a solid foundation for the growth of culinary tourism. In the age of digital and globalization, effective marketing strategies through various channels, such as social media, websites, and travel applications, are critical to introducing the uniqueness of Indonesian culinary delights to a global audience. Analyzing consumption trends and people's preferences for culinary delights is an important step toward understanding the culinary tourism industry's growth potential in Indonesia. This continued growth is aided by the active role of social media, which not only serves as an effective marketing tool but also contributes to the positive image of culinary destinations. The government's involvement in this industry through regulations, culinary tourism promotion, and infrastructure development all have an impact on its growth. Local community involvement in the development of the culinary tourism industry is essential. Their active participation not only strengthens the industry, but also leads to more authentic culinary products and experiences. This involvement affects not only the economy, but also the long-term viability and preservation of local culture. To make Indonesian culinary tourism a viable business opportunity on a global scale, comprehensive marketing strategies, sustainability support, and

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international collaboration must be prioritized. The culinary tourism industry can grow sustainably, provide equitable economic benefits, and empower local communities by leveraging digital technology, exploring opportunities for collaboration with influencers, and implementing sustainable practices. Full support from the government, industry, and society is the key to success in maintaining and developing the potential of Indonesia's culinary tourism industry.

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