

## IMPLEMENTATION OF IMPROVING TOUR GUIDE SKILLS IN GASTRONOMIC TOURISM IN BANDUNG CITY

Debi Rusmiati <sup>a\*)</sup>, Dewi Turgarini <sup>a)</sup>, Caria Ningsih<sup>a)</sup>

<sup>a)</sup>Indonesian University of Education, Bandung, Bandung, Indonesia

<sup>\*)</sup>Corresponding Author: debbyr88@upi.edu

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**Abstract.** Gastronomy of cities in the world initiated by UNWTO criteria since 2004 aims to promote cooperation between cities around the world. The capital of a city in making its city a gastronomic tourism trend is not only to have potential but in terms of packaging must also be considered. Tourists who visit with the aim of tasting are incomplete if not accompanied by information related to the philosophy and history contained. It is necessary to intervene from a tour guide who provides information so that tourists have a new experience. The ability of the tour guide not only provides information related to the place but also needs interpretation and knowledge of philosophy, ethics and culture. This study seeks to answer these problems by describing the skills of gastronomic tour guides. This research uses the Analytical Hierarchy Process (AHP) method by interviewing 26 panelists in the city of Bandung. The results of AHP data processing show that the criteria for on-site management expertise have the highest weight to be owned by gastronomic tour guides in the city of Bandung. Furthermore, the alternatives that have the highest weight are looking for unique experiences, in-depth information related to regional gastronomic tourism, general information about gastronomic activities, and gastronomic knowledge and expertise and managing activities in a structured manner. Based on the results obtained, the skills of gastronomic tour guides are different from other tour guides. Special guidelines for gastronomic tour guides are needed so that it is hoped that Bandung City will further improve the quality of gastronomic tourism services in the city of Bandung to become a culinary city for tourists and can become one of the cities that are in demand by gastronomic tourists. This research can be a recommendation for gastronomic tour guides to pay attention to the skill aspects of gastronomic tour guides.

**Keywords:** skills; tour guide; gastronomic tour; AHP method

### I. INTRODUCTION

Gastronomy cities in the world initiated by UNWTO criteria since 2004 aims to promote cooperation between cities around the world that have the characteristics of creativity covering seven creative fields namely handicrafts & folk arts, design, cinema, gastronomy, literature, media and music. This creative city is committed to developing and sharing experiences to be more inclusive and sustainable in building partnerships between the public and private sectors. The growth of these gastronomic cities from 2004 to the present amounted to 35 gastronomy cities. The city, which is designated as a gastronomic creative city, needs to participate in the selection held annually by UNSECO by submitting proposals by answering several predetermined criteria. The criteria determined to become gastronomy cities such as the existence of gastronomy that develops into a characteristic of an area / city, the existence of gastronomic communities of various restaurants / chefs / traditional, the presence of ingredients that are typical in traditional cooking, the survival of traditional cooking techniques in the midst of modernization, the existence of traditional food markets, the existence of traditions or festivals related to gastronomy or award contests, respect for the environment and sustainable forests and foster community appreciation, nutrition, educational institutions, and biodiversity conservation

programs. But when viewed from the requirements of gastronomy cities, Indonesia already has this plus Indonesia has a wealth of spices.

The development of culinary in Indonesia in the past cannot be separated from the touch of foreign influences, this is due to past events regarding colonization. So as to produce a diversity of food products starting from food processing techniques and how to serve food. Gastronomic roots in Indonesia start from Upaboga. If you look at the archaeological traces that the picture of food is inseparable from the life of Ancient Java. Boga itself is an absorption of vocabulary, namely bhoga or Bhogi which means pleasure (Rahman [1]). It depicts the lavishly prepared presentation of food for kings and consorts. The opulence at banquets during the Dutch East Indies was symbolic of the ruler's way of showing his greatness. The abundant cuisine at the banquet of the Kings is a tradition held annually in the palace environment. At that time, the regents of each region brought tribute and in the procession the regents brought cooks and local specialties and presented them to the Kings. That is why the dishes in the king's banquet are abundant in number and type (Rahman [1]). Creative tourism activities in the field of gastronomy are not just visiting tourist attraction sites to gain experience, but actively interacting in activities to gain knowledge to self-development and interaction with the local community. The interest of tourists to travel with the

motivation of visiting or relaxation from daily activities turns into a tourist trip that can provide different experiences, knowledge, acquire new specific skills or even self-enrichment.

The capital of a city in making its city a gastronomic tourism trend is not only to have potential but in terms of packaging must also be considered. Tourists who visit with the aim of tasting are incomplete if not accompanied by information related to the philosophy and history contained. It is necessary to intervene from a tour guide who provides information so that tourists have a new experience. On a trip, the role of a tour guide is needed. Tour guides not only organize and lead the trip but provide information related to the attractions visited and provide a role in increasing understanding of tourists packaged with interpretation so that tourists get experience and value from the food served. The phenomenon in the field, tour guides have a great contribution in terms of guiding tours in practice, tour guides in general are not necessarily appropriate in handling gastronomic guidance, this is related to what competencies must be possessed by a gastronomic guide. A tour guide not only provides information related to the place but also needs interpretation and knowledge of philosophy, ethics and culture. Caria and Nuraeni [2] suggest that there are 9 alternative strategies where the most prioritized strategy is to create innovative products including culinary aspects with halal food branding, the environment, events and various souvenir and clothing accessories to avoid visitor saturation. In line with this, (Fitri Cahya Ningrum and Dewi Turgarini [3] explained that gastronomy is not just culinary but gastronomy there are nine elements that are related to each other including cooking, raw materials, tasting, serving, learning and researching food, seeking unique experiences, knowledge of nutrition, traditional and social historical philosophies as well as ethics and etiquette.

The nine elements of gastronomic components are the basic foundation in terms of gastronomic guidance, but an in-depth explanation is needed regarding the competence of gastronomic guidance. The nine elements of this gastronomic component include Cooking, Raw Materials, Tasting, Serving, Learning to write food, seeking unique experiences, nutritional knowledge, philosophy, history, social traditions, and finally ethics and etiquette. Based on the nine gastronomic components where the tour guide can handle guests according to the gastronomic component such as the tour guide explaining that a meal must contain all nine components of the tour guide. Several previous studies have implemented the packaging of gastronomic tourism. As in the research, Hajiman and Caria Ningsih [4] explained the gastronomic tourism routes that have been carried out in East Belitung related to the Bedulang eating tradition, where the packaging of the gastronomic package route combines with several other tourist attractions. Apart from that, previous research Sinthiya et al. [5] explained the gastronomic tourism routes in Panjalu Village carried out by tourists such as visits to the Jawadah Takir manufacturing site, tasting Jawadah Takir and combined with other attractions such as visiting museums and enjoying nature in Panjalu Village.

This is of course also reinforced from another study from Keskin et al. [6] which states that the role of this tour guide is very important in presenting tourism products related to gastronomy to tourists and gastronomy is considered very important in bringing gastronomic values in an area to tourists. While another study (Başoda et al. [7]) the competence of gastronomic tour guides there are nine points which contain the competence of regional tourism knowledge, regional culinary culture, gastronomic education and local cuisine, information about cooking, knowledge about socio-cultural-demographic, mastering handling about gastronomic tourists, information about tour packages and the ability to handle gastronomy. The ability of gastronomic tour guides is classified into three parts, namely expertise, event specialization, and how to handle at the guide place (Başoda et al. [7]). Observing the problems in the field, the reality is that the implementation of guiding activities in the city of Bandung has not yet established competency standards based on academic and emperic studies on the type of gastronomic tourism. Therefore, research on the implementation of improving the skills of tour guides in gastronomic tourism in Bandung City will contribute to the capacity development of the tour guide profession. The guiding phenomenon in the city of Bandung and the potential of gastronomy in the city of Bandung, it is interesting to be examined related to the competency standards of special gastronomic tour guides. It is important to catch up that in other countries have declared and applied as creative cities of gastronomic tourism. The city of Bandung also has gastronomic potential, and there needs to be packaging from tour guides.

A tourist trip today is not just visiting instagramable attractions, but food is also important when tourists visit an area. Tourists are often curious about local culinary found in an area visited. Food becomes a support in tourist travel activities both from the taste and history of the food. This is a new trend in tourist travel where gastronomic tourism is widely raised in several countries. But it is necessary to distinguish between culinary and gastronomic, according to Soeroso & Turgarini, there is a difference between culinary and gastronomic. Culinary comes from the Latin "Culinarius" or "culina" which means kitchen (Soeroso & Turgarini [8]). When viewed from this understanding, this culinary is said to be related to food cooking techniques carried out in the kitchen. While gastro or gaster means stomach while nomos means knowledge and law, gastro can be interpreted as cooking and nomi which means the rules of the legal system about a particular field. They also agreed that in gastronomy there are nine gastronomic elements which are related to each other, namely (1) cooking / culinary; (2) raw materials; (3) tasting; (4) serving; (5) learning, researching food; (6) seeking unique experiences; (7) knowledge of nutrition; (8) philosophy, history, tradition and social; (9) ethics and etiquette.

Tour guides are one of the frontline generators in advancing the tourism travel industry sector. As stated by (Christopher [9]) someone in charge of providing information and connecting tourists with tourist attractions. While according to (Cohen [10]) a tour guide as someone who shows

places or attractions and leads tourist trips. In both understandings, it can be concluded that a tourist guide is someone who leads a trip in which he is tasked with providing information related to the object visited.

Tour guides who have the right competence can provide added value in interpreting attractively (Suryana, [11]). Judging from the human resource study, this tour guide profession must have quality competence and performance. Apart from that, the industrial world certainly has hopes and needs for tour guides who have full of ability in guiding services. Abilities in the world of work are called skills (Manara [12]). Skill often refers to the technical abilities possessed by tour guides such as The ability to use a tool, process data, operate a computer and have certain knowledge. Such abilities are called hard skills or technical abilities (Manara [12]). In this hard skill is needed by tour guides in order to carry out a series of main tasks in achieving work goals. Apart from hard skills, the industrial world also needs tour guides who have soft skills. Soft skills are characteristic abilities possessed by individuals in responding to their environment. The Collins English Dictionary, Robles 2012 in (Manara [12]) defines soft skills as qualities that workers need that are not related to technical knowledge e.g. ability to interact with others and adaptability. So soft skills are intrapersonal abilities such as self-management skills and interpersonal skills as individuals interact with others. Soft skills are needed in the work industry because these abilities help individuals in applying knowledge. According to Shuayto in (Manara [12]) college graduates usually do not have the ability to transfer their knowledge to real work situations.

## II. RESEARCH METHODS

This research is included in qualitative research using the AHP (Analytical Hierarchy Process) approach. Analytical Hierarchy Process is a decision support method developed by Thomas L. Saaty (Munthafa et al. [13]). This decision support model breaks down complex multi-factor or multi-criteria problems into hierarchies. According to Saaty, 1993 in (Munthafa et al. [13]) that hierarchy is defined as a representation of a complex problem in a multilevel structure where the first level is the goal, the second level is factors, criteria, subcriteria and so on until the last level at the alternative level. As for deepening this study, researchers conducted interviews with nine (9) resource persons, based on the components contained in the concept of Miss Helix. Then field observation and data collection in the framework of pre-research which is carried out through three stages. The first stage is to analyze research related to gastronomic tourism guidance in the city of Bandung. The second stage was conducting pre-research by participating in a series of tourism activities organized by DPC HPI Bandung City, Story Bandung.id and Bandung Good Guide.

## III. RESULTS AND DISCUSSION

Based on data processing carried out by researchers using the Analytical Hierarchy Process (AHP) method from nine speakers, resulting in processed data as follows:

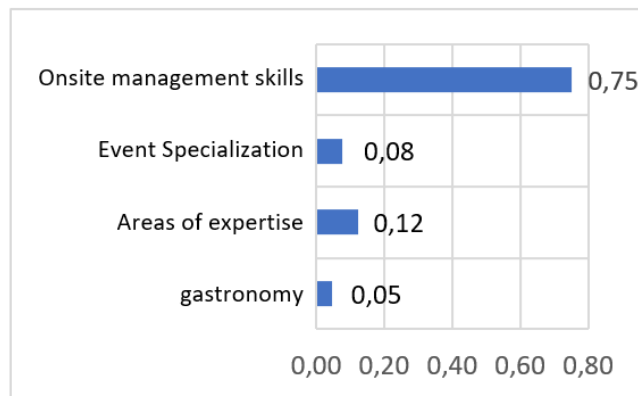


Figure 1. Image SEQ Image \\* ARABIC 1 Main Criteria Data Processing. Source: Processed by Researchers 2023

Based on the data above, there is the main criterion data obtained from Miss Helix that on-site management skills get the largest value weight, which is 0.75. Furthermore, the criteria for the field of expertise, event specifications, and gastronomy, it can be identified that the skills of tour guides in gastronomic tourism in Bandung City focus more on management skills in gastronomic tourist attractions. This expertise is an explanation of activities ranging from having gastronomic knowledge and managing activities in a structured manner, knowledge of historical destinations, knowledge of geography, knowledge of terrain, and routes to be addressed as well as knowledge of gastronomic organizations. Furthermore, for alternatives based on the four criteria above which were processed using the Analytical Hierarchy Process (AHP) method from nine speakers, resulting in processed data as follows:

### Gastronomic Criteria

Alternatives to the gastronomic criteria are nine components, including; 1) cooking, 2) raw materials, 3) tasting, 4) serving, 5) learning to research food, 6) seeking unique experiences, 7) knowledge of nutrition, 8) philosophy, history, social traditions, and 9) etiquette and etiquette [14]. The processed products using the AHP method from the nine components ara figure 2. The greatest weight was to seek unique experiences with a weight of 0.34, followed by knowledge of nutrition (0.21) and philosophy, history, social traditions (0.20). As for cooking components, raw materials, tasting has a weight below 0.03. Furthermore, the components of serving (0.08), etiquette and etiquette (0.09), and learning to research food (0.06) are still needed for tour guide skills in gastronomic tourism even though the value weight is small.

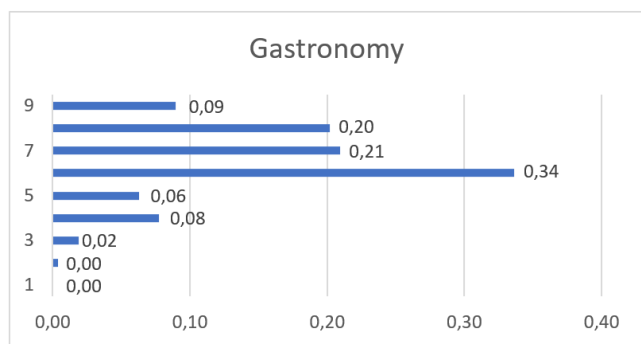


Figure 2. SEQ Image \\* ARABIC 2 Alternative Data Processing on Gastronomic Criteria. Source: Processed by Researchers 2023

The weight of this unique experience shows that gastronomic tourism is included in special interest tourism whose travel activities provide unique experiences to tourists. Furthermore, on the skill of knowledge about nutrition, the tour guide who handles gastronomic tours explains the nutrients contained in food. In the last skill, namely Philosophy, History and Tradition, the tour guide is inseparable from interpreting and explaining to tourists about the philosophy contained in food, history and social traditions in food.

*Field of Expertise Criteria*

Alternatives to the criteria for the field of expertise there are nine components, including; 1) in-depth information related to regional tourism, 2) gastronomy skills and sensitivity, 3) gastronomic education, 4) basic knowledge of gastronomy, 5) knowing social, cultural, and demographic conditions about the intended location, 6) knowing local culture and cuisine, 7) knowing information about gastronomic tourists, 8) mastering gastronomic tour packages, and 9) mastering gastronomic guide information [15]. The processed products using the AHP method from the nine components are:

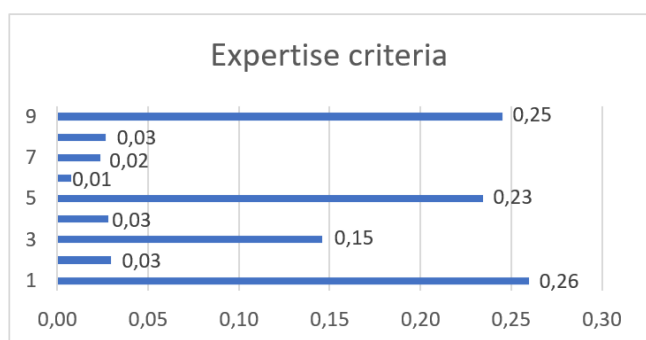


Figure 3. SEQ Image \\* ARABIC 3 Alternative Data Processing on Expertise criteria. Source: Processed by Researchers 2023

The largest weight is in-depth information related to regional gastronomic tourism with a weight of 0.26, mastering

gastronomic guidance information (0.25), knowing social, cultural, demographic conditions about the intended location (0.23), and gastronomic education (0.15). Furthermore, other components are below 0.05.

The skills of gastronomic tour guides in the criteria of the field of expertise are greater in the weight of mastering gastronomic guiding information. A tour guide before handling gastronomic tourism must prepare guiding information related to gastronomy equipped with further weight on the skills of knowing social, cultural, demographic conditions about the intended location. This skill is a more detailed point from the derivative of mastering gastronomic guidance information where the points that must be explained such as regional social conditions, culture in the intended area, and the demographics of an area, especially in the city of Bandung. Furthermore, gastronomic education skills, not only formal education that must be taken by a tour guide, but non-formal education such as certification, and training carried out by associations related to guidance. In practice, the Indonesian Tourist Association invites speakers related to gastronomy will be very useful to improve interpretation skills, and handle gastronomic tourism in the city of Bandung.

*Event Specification Criteria*

Alternatives to the event specification criteria are four components, including; 1) general information about gastronomic activities, 2) time management of gastronomic activities, 3) practicing local problems, and 4) special skills of local cuisine [16]. The processed products using the AHP method from the four components are:

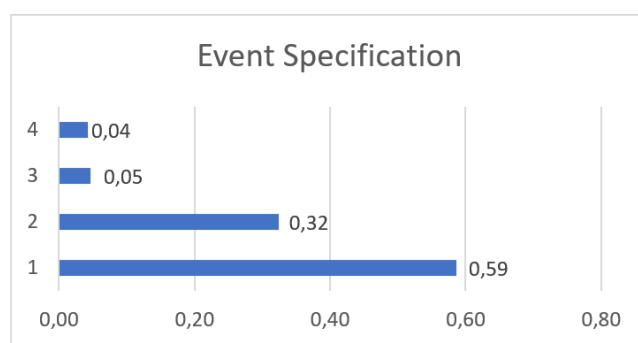


Figure 4. SEQ Image \\* ARABIC 4 Alternative Data Processing on Event Specification criteria. Source: Processed by Researchers 2023

The largest and very important weight for the tour guide's expertise in gastronomic tourism is general information about gastronomic activities with a weight of 0.59, followed by time management of gastronomic activities. While the components of practicing local cuisine and the special abilities of local cuisine have a very small weight of 0.05 and 0.04. Skills with the greatest weight are found in general information about gastronomic activities, indicating that the activities carried out on the trip will be different from other tourist activities. Activities carried out in gastronomic tourism will be emphasized to culinary activities that have



high historical value in the city of Bandung. The next skill with time management of gastronomic activities, shows that tourist travel activities are inseparable from proper time management, plus this gastronomic activity is closely related to food which should be accurate in consuming food must be carried out properly.

#### Onsite Management Expertise Criteria

Alternatives to the criteria for on-site management skills are five components, including: 1) knowledge and expertise in gastronomy and managing activities in a structured manner, 2) knowledge of historical sites, 3) knowledge of geography, 4) knowledge of terrain and routes, and 5) knowledge of gastronomic organization. The processed products using the AHP method from the four components are:

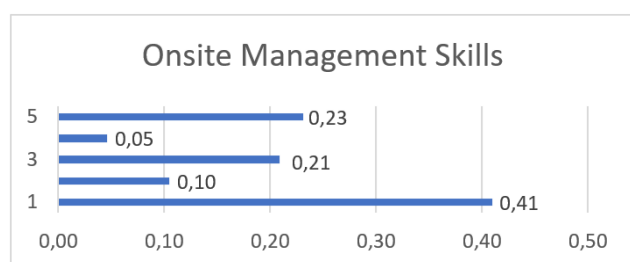


Figure 3. SEQ Image \\* ARABIC 5 Alternative Data Processing on Onsite Management Skills criteria. Source: Processed by Researchers 2023

The largest and very important weight for tour guide expertise in gastronomic tourism is knowledge, gastronomic expertise and managing activities in a structured manner with a weight of 0.41, followed by knowledge of gastronomic organization (0.23), and knowledge of geography (0.21). Alternative knowledge of historical sites and knowledge of terrain, and routes have very small weights of 0.10 and 0.05. Skills at the highest weight Knowledge and expertise of gastronomy by managing activities in a structured manner, in gastronomic tourism activities there will be cooking class activities, and eating food adjusted to the right meal time. The next tour guide skill is to provide knowledge to tourists about organizations that have involvement with gastronomy, as well as have knowledge of geography. These results show that geographical conditions will affect the food to be addressed.

#### IV. CONCLUSION

The skills of tour guides in gastronomic tourism in Bandung City from the results of analysis using the AHP method show that what is very important is needed is the criteria for expertise in managing in gastronomic tourism places or destinations in Bandung City. A tour guide must be able to explain activities from the ability of gastronomic knowledge, and manage activities in a structured manner, knowledge of historical sites, knowledge of geography, knowledge of terrain and routes to be addressed, as well as knowledge of gastronomic organizations. There are alternatives, each criterion processed using the AHP method

shows that looking for Unique experiences, in-depth information related to regional gastronomic tourism, general information on gastronomic activities, and gastronomic knowledge and expertise, and managing activities in a structured manner carry the highest weight. The expertise of the tour guide, and also the expectations of tourists who do gastronomic tours are very different from other tours. This is because gastronomic tourism is a special interest tour carried out by tourists who want to know in more detail about gastronomy in the city of Bandung. If each alternative that has the highest weight can be run well, and become the focus of the tour guide when carrying out his duties, it is possible that gastronomic tourism increases interest, and becomes one of the uniqueness, and excellence of tourism, the number of tourist visits, and increases the income of gastronomic tourism business actors in the city of Bandung.

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