

## FRAMING THE SUNDANESE GASTRONOMIC TOURISM EXPERIENCE IN A POP-UP RESTAURANT

Syifa Ainurrohmah<sup>a\*)</sup>, Beni Ismarizal<sup>a)</sup>, Dewi Turgarini<sup>a)</sup>, Caria Ningsih<sup>a)</sup>

<sup>a)</sup>*Universitas Pendidikan Indonesia, Bandung, Indonesia*

<sup>\*)</sup>*Corresponding Author: syifaanrhmh8@upi.edu*

*Article history: received 09 May 2023; revised 18 June 2023; accepted 08 July 2023*

*DOI: <https://doi.org/10.33751/jhss.v7i2.8576>*

**Abstract.** The purpose of this study was to find out how the consumer experience at pop events in the city of Bandung enjoys Sundanese gastronomic tourism. The data from this study consisted of 22 informants, using qualitative methods. The results of this study found two findings, namely (1) Sundanese gastronomic tourism as a tourist attraction in sustainable tourism (2) Sundanese gastronomic tourism in pop up events as the development of innovative local food products. The implication of this research in the field of tourism is that it can become a gastronomic tourism business development.

**Keywords:** sundanese gastronomic tourism; sustainable tourism; pop up events; dining experience; local food; product innovation.

### I. INTRODUCTION

Now restaurants, cafes, and others have now experienced an expansion of function, from originally only offering food and drinks to overcome hunger, now also serves as a support for one's lifestyle. Many consumers have changed their current behavior, they are more interested in hedonistic gratification related to emotional qualification and focus on fulfilling emotional satisfaction. Consumer behavior patterns are now shifting from "goods-based consumption" to "experience-based consumption". The experience of traveling when visiting a tourist destination cannot be separated from food consumption during the stay of tourists. Food becomes an important part of traveling, so a visit to a restaurant tends to be a peak experience for tourists. But today, there are still consumers who tend not to be interested in local food. (Hariyadi & Dewanti [1]). According to the criteria or characteristics of traditional food is the use of endogenous ingredients used in cooking, namely the presence of unique and local raw materials. Because the ingredients and seasonings are unique, the taste and aroma they produce are unique as well. Local and traditional essentials are culinary practices based on certain methods and skills in order to survive and be protected from the onslaught of advanced industries or technological developments. Traditional food culinary tourism serves to increase people's income and absorb labor so that preservation is needed by maintaining, utilizing, and developing it. Xiaomin, n.d. [2] Tourists participating in gastronomic tourism also make a positive contribution to the local economy, by supporting restaurants, traditional markets, and local producers. Thus, gastronomic tourism not only satisfies appetites and desires for adventure, but also provides significant social and economic benefits to local communities, but with consumers still having the view

that local food is old school food, and daily food for fulfillment, regardless of its main role, traditional food seems underestimated by the community. Instead locals choose cuisine from mass-marketed international food products, such as McDonalds and other global chain foods. (Wilk [3])

Previous research by Inari on local food experiences in the context of travellers has provided valuable insights. However, the study had limitations in the context of locality in Finland. Therefore, it is important to continue this research with a focus on consumer experience in enjoying Sundanese gastronomic tourism in pop up restaurants. Previous research by also revealed the importance of attraction elements and attributes in the development of travel tourism destinations. However, there is currently no research that in-depth discusses consumer experiences when enjoying Sundanese gastronomic tours in pop up restaurants. Therefore, this research will fill this knowledge gap by focusing on consumer experience in enjoying local food in Bandung City. Aaltojärvi [4] (Turgarini [5]). This study aims to explore preferences about how consumers experience eating at pop up events as Sundanese gastronomic tourism. It is hoped that the results of this study will provide new insights into preferences regarding local food and provide a solid basis for the development of products or culinary tourism destinations that are more attractive and according to consumer preferences. Currently, food is used as one of the elements used as an imaging tool to attract tourists to come to an area. (Pérez Gálvez [6])

Eating culture and the development of consumption patterns are described as a broader scope of gastronomy Culinary becomes an activity that prioritizes creating new experiences obtained by taste, making local food as an object, traditional seasonings and the use of packaging. Furthermore, gastronomy became a science that studied the cultural

component with food as the center. Mentioning that the relationship between food and culture is formed because of the relationship between a place and the taste and aroma of the food produced can be seen based on the place of origin. (Alamsyah [7]) Elizabeth, [8] Taqwani [9]. The definition of gastronomy in Encyclopedia Britannica quoted by is: "Gastronomy as: "the art of selecting, preparing, serving, and enjoying fine food". According to him, cultural growth accompanies gastronomy. Regional specialties that present new experiences when eating these foods are related to gastronomy. Starting from production, distribution to presentation which is highlighted as one of the cultural industries and participates in the development of tourism in an area. While gastronomic tourism is one way to enjoy and preserve directly in the field of food and beverages. In this study we want to highlight consumer experiences in Sundanese gastronomic tourism, we show how respondents interpret their experiences by using what elements are included in gastronomic tourism. (Richards [10])

Zach Kupperman, co-founder of Dinner Lab Inc. calls pop-ups 'social dining' where the focus is feedback from guests to help chefs develop menus for future use. An Eventbrite survey shows that pop-up dining events attract seasoned diners – individuals who crave new and exciting dining experiences and not just amazing food. According to the existential restaurant, it is a restaurant devoted to trying new foods and innovative dining experiences. (Taylor [11]). Pop up restaurants have also been discussed in several studies on the dining experience in the country of Finland. For example, some consumers say they feel a warm experience in a restaurant pop up to the province such as a guest being warmly welcomed by the host, they also find it interesting when the chef conveys the narration to the food plate. Social interaction between consumers and chefs during meals provides an interesting experience in the dining event. This is what makes researchers interested in combining authentic chef attitudes at pop up dining events to convey stories about what is on the plate to consumers, namely stories about food and its philosophy which is one component in the gastronomic tourism of the archipelago, Aaltojärvi [4] Turgarini [5]

## II. RESEARCH METHODS

This study aims to find out the experience of Sundanese gastronomic tourism consumers in pop-up restaurants in the city of Bandung, researchers decided to use qualitative research methods. Qualitative research is an effort to present the social world, and its perspective in the world, in terms of concepts, behaviors, perceptions, and problems about the human being studied (Moleong [12]). In this study, researchers used group interviews to examine and understand the attitudes, views, feelings and behaviors of both individuals and groups of people. Researchers use an explanatory case study approach. According to a study, it is said to be suitable to use a case study if the case is said to be important in testing a theory that has been well compiled, the case presents an extreme or unique case, the case is a case of disclosure. (Yin

[13]). Data obtained through (1) interviews are a process of interaction between interviewers and information sources or interviewees through direct communication (A. Muri Yusuf [14]), (2) observation is a process that is preceded by observation and then recording systematic, logical, objective, and rational of various phenomena. , (3) documents about people or groups of people, events, or events in social situations that are particularly useful in qualitative research (Kristanto [15]) (A. Muri Yusuf [14]). The interviews were conducted from August 19, 2022 - October 23, 2022. Twenty-two speakers, including men and women aged 18 to 53 years, were invited to be resource persons in the study. Each resource person was a few people who were local and non-local, because we wanted to broaden the view of the experience of eating local food. Everyone has a different experience, some people already have experience eating local food with the pop up concept, some have the first experience.

## III. RESULTS AND DISCUSSION

*Sundanese gastronomic tourism as a tourist attraction in sustainable tourism*

During a pop-up event where guests responded to a discussion the cook had from the beginning of the process how some food was shown how to make it, a 24-year-old woman responded to the interview by saying:

"Looking at the methods used when cooking, as well as the ingredients used, in addition to feeling authentic as local food, we see its usefulness also in future tourism, this gastronomic tourism, especially Sundanese gastronomy which is currently underway can be an environmentally friendly tourism, with the use of eating mats, namely banana leaves and the use of cooking ingredients when the menu is given the finishing touch or vegetables are used from plants that grow in their own garden"

The findings of this study clarify the sustainability of previous research findings on locality or consumer preferences towards local food i.e. not just food but encompassing places, people, cultures and the global. In this study consumers respond further about these places, people, cultures and global, that gastronomic tourism with its food products and the use of local food ingredients and cooking methods that are believed by consumers can reduce waste from tourism activities themselves.

*Sundanese gastronomic tourism in pop up events as a development of local food product innovations.*

Some guests also responded about how the food was served. As the 21-year-old woman says:

"For me this is a unique experience in enjoying local food, what is gastronomic tourism is new for me, food that originally looked less attractive and even unattractive became very beautiful (he commented on the dessert consisting of typical Sundanese market snacks, with cassava raw ingredients, namely Putri Noong)"

It can be concluded from the statement that he revealed that the appearance of local food products that he initially did not respect became very attractive because of the

development of local food products, this is what makes local food level up and can be an attraction for gastronomic tourism.

And another 24-year-old female guest said about the taste of Princess Noong:

"In addition to its beautiful appearance, it also tastes really like the taste of Princess Noong which is usually sold, when the first bite we felt the sweet and original taste of cassava as soon as we chewed we found a distinctive banana flavor, like jackfruit banana, the sourness balanced, added more chocolate decoration on top when we took a bite to give a different texture and explore a truly unique flavor How Mother (Chef) seriously thinks about Princess Noong into a beautiful work"

Some things are also responded back by men who are non-local, he said:

"There are some interesting things that concern me, when from the beginning of the appetizer or even welcome drink in delivery, all food has its own story, but you (chef) missed, how to make that cake (Princess Noong) beautiful? I think that's the original form"

Followed by the response of an academic who is a non-local person as well:

"I only know when going to a place to eat is to eat, but this gastronomic tour lets me know how beautiful foods get to my plate"

This makes clear previous responses that gastronomic tourism can be an activity that can introduce local food to many people. Typical foods from the region such as Sundanese food can be introduced to non-local people even this Sundanese gastronomic pop up event can be a medium to preserve local food.

From interviews and responses during the meal, researchers found two new findings from consumer perceptions that felt eating at the pop up event as a Sundanese gastronomic tourism attraction, namely: First, the use of ingredients and cooking methods used in making Sundanese cuisine is very authentic authenticity, derived from the surrounding environment, as outlined in the findings of previous studies, In previous studies findings on how to understand local food with aspects of geographical proximity of its products such as some ingredients taken from the restaurant owner's own garden. But what is interesting in this study is that consumers respond to how it becomes a benefit for tourism itself. Tourism will continue to grow well in the future if the use of ingredients, one of which is foodstuffs, does not cause waste that cannot be decomposed and is detrimental to tourism itself. Noting that this gastronomic tourism can reduce the waste generated by many tourism activities. It is important that future reductions in greenhouse gas emissions should be aligned with national dietary guidelines and one such action could be a reduction in food waste from households. The reduction in greenhouse gas emissions has been stimulated by the economic benefits of reduced energy consumption across the supply chain and the wider impacts of climate change providing a focus for sustainable consumption of fast-moving consumer goods and also the reason why chef's cooking methods make consumers feel authentic, like a chef carrying a narrative on every plate

and like a guest warmly welcomed by the host. Some of the things revealed by consumers are the benefits of gastronomic tourism in sustainable tourism. Sustainable tourism is a form of tourism consistent with natural, social, and community values that allows hosts and guests to enjoy positive and rewarding interactions and shared experiences Aaltojärvi [4](Martindale [16]) (de Boer [17])Suwena &; Atmajaya, [18].

Second, the appearance of the product and how to serve displayed by the chef at the pop up event becomes a lot of consumer attention, when the original shape and reconstruction of a product becomes more beautiful and attractive. In gastronomic tourism, the products displayed are definitely food and beverages, these tourism products are key cards to attract tourists in visiting a tourist destination. In this study, it was found that gastronomic tourism can be an idea for developing product innovations, one of which is local food products. A statement about gastronomic tourism where local food is a tourist attraction offered. Traditional food has a great opportunity to offer as an increasing number of tourists care about local culture and heritage, traditional food can be one of the best ways to know about local culture and heritage. A tourist wants to visit an area to get a new cultural experience, or they just want to try the local dishes and get the different tastes that the area has. Then they will get to experience the local specialties of the region, from observing the production process to tasting local dishes made from raw materials that are only available in the region. This has now become one of the main reasons that can influence the preference of tourists to visit a region, moreover this food will become one of the resources in the region that can be an alternative sustainable tourism activity when the typical food culture of the region has become famous (Benur &; B. Bramwell [19]) (Sims [20]) (Sormaz [21])

From this research it can be concluded that the experience of eating local food is broader than the geographical proximity of ingredients or the perceived image of local food in the form of freshness, or quality, cultural context and interpretation of places, people, nationalities and globalism, but a cycle of sustainability of tourism itself, some things that come from nature are processed and are expected for preservation not only methods of processing cooking ingredients, Also the result, how beneficial is it for the environment and tourism itself. Roininen [22] Henchion & McIntyre [23] Aaltojärvi [4]

#### IV. CONCLUSION

As a result of this study, we found that the local food experience includes another dimension, namely in the sustainability of gastronomic tourism itself. The results convey the importance of the role of local food in tourism. These practices are connected with culinary tourism, where localities are created to attract tourists looking for "authenticity". In this case, "tourists" are locals or they live around, but their verbal experience of pop-up restaurants evokes a "tourist gaze" that has been used to describe how the

tourist experience is built and encountered (Urry [24]). In previous research, the manifestation of local food was broader than local food, place and human practices, but rather a global cultural framework and discourse, and in this study we found that the experience of eating is interpreted not only to that but to its sustainability in tourism itself. Gastronomic tourism with tourism products, of course, local food that uses food ingredients and some methods from the history of local food itself has become the attention of non-local people in this pop-up event, plus innovations from products that make consumers more interested in local food. The statement "oh can yes princess noong be this beautiful" can be interpreted that gastronomic tourism is a promising tourist attraction for the preservation of local food and local food ingredients used in it and cooking methods that prove its "freshness" as well as its benefits for the environment and tourism itself.

### REFERENCES

- [1] Hariyadi, P., & Dewanti, R. *Petunjuk Sederhana Memproduksi Pangan Yang Aman* (first edition). Dian Rahyat. 2011
- [2] Xiaomin, C. (n.d.). "City of Gastronomy" of UNESCO Creative Cities Network: From International Criteria to Local Practice. 2012
- [3] Wilk, R. R. "Real Belizean Food": Building Local Identity in the Transnational Caribbean. *American Anthropologist*, 101(2), 244–255. 2019. <https://doi.org/10.1525/aa.1999.101.2.244>
- [4] Aaltojärvi, I., Kontukoski, M., & Hopia, A. Framing the local food experience: a case study of a Finnish pop-up restaurant. *British Food Journal*, 120(1), 133–145. 2018. <https://doi.org/10.1108/BFJ-12-2016-0613>
- [5] Turgarini, D. Gastronomi Sunda Sebagai Daya Tarik Wisata Kota Bandung. *Universitas Gajah Mada*. 2018.
- [6] Pérez Gálvez, J. C., López-Guzmán, T., Buiza, F. C., & Medina-Viruel, M. J. Gastronomy as an element of attraction in a tourist destination: the case of Lima, Peru. *Journal of Ethnic Foods*, 4(4), 254–261. 2017. <https://doi.org/10.1016/j.jef.2017.11.002>
- [7] Alamsyah, Y. *bisnis kuliner tradisional*. PT Elex Media Komputindo. 2008.
- [8] Elizabeth. *JUMPA: Jurnal Master Pariwisata*. 2016.
- [9] Taqwani, M. D. *Analisis Kebudayaan Gastronomi dan Tindak Tutur Kajian Pragmatik pada Film Ratatouille*. 2012.
- [10] Richards. *Encyclopedia Britannica*. 2002.
- [11] Taylor, S., DiPietro, R. B., & So, K. K. F. Increasing experiential value and relationship quality: An investigation of pop-up dining experiences. *International Journal of Hospitality Management*, 74, 45–56. 2018.
- [12] Moleong, L. J. *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya. 2006.
- [13] Yin, R. K. *Case study research: Design and methods* (2nd ed.). Thousand Oaks, CA: Sage. 2002.
- [14] A. Muri Yusuf. *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Prenadamedia Group. 2014.
- [15] Kristanto, V. H. *Metodologi Penelitian Pedoman Penulisan Karya Tulis Ilmiah*. Deepublish. 2018.
- [16] Martindale, W. Using consumer surveys to determine food sustainability. *British Food Journal*, 116(7), 1194–1204. 2014. <https://doi.org/10.1108/BFJ-09-2013-0242>.
- [17] de Boer, J., Hoogland, C. T., & Boersema, J. J. *Towards more sustainable food choices: value priorities and motivational orientations: Vol. 18 No.7*. 2007.
- [18] Suwena, & Atmajaya. *Format Pariwisata Masa Depan dalam Pariwisata Berkelanjutan dalam Pausaran Krisis Global*. 2010.
- [19] Benur, A., & B. Bramwell. *Tourism product development and product diversification in destinations*. Tourism Management. 2015.
- [20] Sims, R. Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. 2009. <https://doi.org/10.1080/09669580802359293>
- [21] Sormaz, U., H. Akmese, E. Gunes, & S. Aras. *Gastronomy in Tourism* (Vol. 39). Procedia Economics and Finance. 2016.
- [22] Roininen, K., Arvola, A., & Lähteenmäki, L. (n.d.). "Exploring consumers' perceptions of local food with two different qualitative techniques: laddering and word association". *Food Quality and Preference*, 17, 20–30. 2017
- [23] Henchion, M., & McIntyre. "Regional imagery and quality products: the Irish experience". *British Food Journal*, 102, 630–644. 2000
- [24] Urry, J. The 'Consumption' of Tourism. *Sociology*, 24(1), 23–35. 2019. <https://doi.org/10.1177/0038038590024001004>