
Value Chain of Gastronomic Tourism in Ubud, Bali

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Abstract

Abstract. Gastronomic tourism as one form of sustainable tourism has not yet developed in Indonesia. Gastronomic tourism is a bridge between the past and the future to preserve food culture. In 2019, Ubud Bali is chosen to become a world-class gastronomic destination complied with UNWTO standard. The research aims to identify the elements of gastronomic tourism and gastronomic value chains as tourist attractions in Ubud, Bali. Focused discussion, interviews and observations are used to compile data and information then, descriptively analyzed. Research results show that gastronomic elements that can be used as tourist attractions in Ubud include food tours, visits to food producers, home cooking activities and home dining experience, cooking classes in restaurants, and events in traditional cuisine. These elements are interconnected in the value chain of gastronomic tourism, from upstream to downstream, from planting food to promotion and commercialization. The activities of gastronomy tourism in Ubud involves many forms of tourism, such as: agricultural tourism, organic tourism, educational tourism, historical tourism, and food tourism (cooking class).

Keywords: value chain, gastronomic tourism, Ubud Gianyar.

I. INTRODUCTION

Tourism in Indonesia has become the primary and important sector that contribute direct, indirect and induced impact to other sectors involved. One of the key successes of tourism in a destination is the capability of destination management to create authentic tourism products. Lately gastronomy tourism chosen as one of the main tourism products is product enriching culinary tourism and it is estimated that 41.69 percent of gross domestic product (GDP) for creative economics contributed from the culinary sector. In creating further awareness for tourists visiting Indonesia for gastronomy motives Ministry of Tourism has announced five national foods which are: rendang, sate, soto, gado-gado and nasi goreng Those menus are used as a tool for gastronomy diplomacy and the menus have been served at . Indonesia restaurants overseas in 47 cities in 21 countries. Indonesia has a lot of culinary destinations which will become gastronomy destinations. Among those is Ubud, a small town in Gianyar Region, Bali, which is situated approximately 15 km from the sea, and 40 km from a mountain. Since the 1930, Ubud has been famous for its cultural centric, where many international artists came to Ubud and interact with local artisans. The popularity of Ubud amongst international artists, parallel with its enchanting natural beauty and richness of history, has attracted and stimulated tourism development in Ubud. Tourism plays an important role economically due to since the year 2004, the growth of tourists approximately 12 percent annually and has achieved 3.8 million tourists, consists of 27 percent are domestic and 73 percent international tourists. The countries of origin the later are from Australia, France, Germany, Japan, and China (Gianyar, 2019). The Number of accommodations has increased to 395 rooms from stars to homestay accommodations. Undoubtedly the growth of F&B establishment is likewise and has reached to the incremental of 439 restaurants from traditional types to modern/contemporary. Tourism Regional Office of Gianyar states that Ubud competitive advantage is its nature and culture, but also is very well developed due to the support of tourism facilities availability. Ubud to international tourists is well known for its craft center, wellness center, its biodiversity, as well as its harmony collaboration and strong commitment amongst stakeholders in the Ubud area. For instance, the regional government has issued a policy of prohibiting the use of plastic shopping bags (regional regulation issuance), reusable waste processing, and organic product utilization. At present, the proceeding of Ubud to become a world class gastronomy destination with UNWTO standards is still ongoing Gastronomy is a combination of culinary, culture, and tourism blend into one product, and also act . as a vehicle for tourism development sustainability in a tourism destination (Mohanty et al., 2011) Gastronomy can be viewed/interpreted as food contemplation activities, beyond cooking and preparation and also to associate food and drink

in a prime manner. Gastronomy is a creator of cultural identity at the same time as the key of tourists' experience. (Antón et al., 2019). Gastronomy is a bridge from past to the future to protect cultural identity and transform it to the future generations-Polat, 2020). Food can be categorized into four components: 1) local culture, 2) (Polat & Aktaşpromotional tools, 3) the development of local products to boost local economy, 4) food is influenced by eating patterns from the locals and tourists (Hall, 2006). Based on those backgrounds stated above, this article is to lift the discussion of gastronomy as the new tourism attraction in Ubud. The discussion will be shaped into elements of gastronomy activities which can be linked to gastronomy value chain. The essence of gastronomy is from the culture and tradition of a specific area, such as Ubud. Culinary as part gastronomy is associated in transferring knowledge and information in relations with culture,tradition, and local communityidentity. Therefore, the role of gastronomy tourism is essential for tourism development.Hence, the [11]problem formulation in this research is what are gastronomy elements that can be develop in Ubud and how gastronomy value chain can be built as a tourist attraction?

II. LITERATURE REVIEW

A. Gastronomy Tourism Concept

Making a trip or journey has always been an exciting activity to relieve stress as well as gaining new experience, which is impacted economically, socially, culturally and environmentally. On the other hand, tourists as the main actor have well knowledge about tourism, select destinations based on their needs and wants, as well as financial allocation. When tourists have more money to spend, more spare time, likely they would have many alternatives to activities they want to take. Nowadays, many tourists demand for a quality holiday, new experience and gastronomy tourism may fulfill those demands (Gheorghe et al., 2014). Gastronomy trip is aimed for those who plan/design their trip to enjoy local food and also determine some activities related to food accordingly. Just recently, gastronomic is introduced in Indonesia and has become one of the holiday alternatives. When gastronomy is being related to tourism in a more detailed manner, then it will contribute to a bigger influence tourism stakeholders.on[1]Gastronomy Tourism is a phenomenon which can stimulate visits.Its activities can attract food experience, [1]quality, variety, and uniqueness of local [1]products.For destination, it is also beneficial, where 1/3 of tourist's spending pattern goes to food and drinks necessity. Gastronomy tourism can be defined as an activity taken for holiday and recreation, including primarily visiting local food producers (farmers, fisheries, etc.), food festivals, cooking

class, taste local food and all activities related to food(Hall, 2005). In other words, what difference in gastronomy is that it offers an experience and a process of cultural education. Culinary is not merely a product, but an attribute of a tourism product. In Indonesia, gastronomy tourism considers a novelty and an essential element to develop an attraction and tourism development, by merging/blending culture, local products and a lifestyle into experience. This kind of tourism product offers an opportunity to enhance the image of Indonesia through gastronomy diplomacy. The terms of Gastronomy Triangle of Indonesia can be elaborate in three aspects, which are

1. Food as the center of gastronomy tourism. Indonesian food is influenced by a rich culture and history and the food presentation refers to rituals, as well as using local spice richness.

2. Culture: a distinct culture can be very attractive and can be addressed through storytelling to preserve the legacy of a culture for future generations. Rituals and ceremonies are melted in ways of cooking, especially when producing an authentic dish.

3. History is one of the important aspects in the transferring process of culinary. Story behind the food is essential which consists of an event or a situation, or a cultural assimilation (Kingdoms of Sriwijaya, Majapahit, Mataram, and many others) or spice route.



Figure 1. Indonesian Gastronomy Triangle

Source: AGI (2018)

Gastronomy In a certain area is deeply identified by its environment (geography, seasons, topography) and also culture (history, religions/beliefs, ethnicity, traditions, rituals, and many others).Destination Management [7]Organization Or so called DMO faces a challenge to decide gastronomy identity to be included in the development of gastronomy

tourism, therefore the attribute would be diverse in some areas (Chang & Mak, 2018). Gastronomy tourism is a trip to a destination which comprises the richness of culinary resources, recreational experience, as well as leisure activities, for example by visiting farmers, breeders, fishermen, food festivals, cooking classes, enjoying culinary experience (Sandybayev, 2016).

B. Destination Value Chain

Value chain activities include designing, producing, promoting, delivering, and supporting local products in a destination. Tourism value chain commences from the needs and wants to travel. Tourists have alternatives in choosing and buying their trips through tour operators, or self managed. Whatever the arrangements are, either individually or group tour via tour operator, the tourism value chain will be significantly differ, in terms of carrying capacity, tourism business and also flexibility in decision making process (Yilmaz & Bititci, 2006). Tourism value chain can be viewed from two aspects: destination logic and value chain logic. The prior destination is analyzed by the composition or sequence of service so that tourists will gain experience from their trips (Hjalager et al., 2016). Destinations with many tourism product variations are likely to open access to tourists from pre trips, arrival, during trip, departure, and post trips. In this case, the value chain involves numerous elements of tourism which can be off beneficials in every trip stages. In every stage, tourists have specific needs, and these needs can be provided by the tourist industry, either at the origin, transit points or destination area. Value chain logic, which is generally addressed by Porter as a tool to buy a company to recognize its identity to edcreate value to its customers, is even bigger than before. The activities are divided into two, primary and supporting activities to produce/to achieve values (Kotler, 2016). Primary activities include 1) inbound logistics to cater raw materials into process, 2) operate and convert raw materials into products, 3) outbound logistics of delivering products, 4) marketing and sales, 5) service. Supporting activities include 1) procurement, 2) technology development, 3) human resources, 4) Infrastructure such as operating cost, finance, accounting, legal, and good governance. Destination tourism value chain is based on the marketing discipline. Destination as a thorough service system, needs to observe behavior based on their needs and wants. Destination and company are different in tourist's management of the value chain. Involvement from the industry, other stakeholders, government policies, tourism authority, are greater and significant in creating destination tourism value chain. Unlike goods, tourism products cannot be transported from one place to another as mentioned by Porter. Tourists need to come physically to a destination, buy products and services, and enjoy the attractions, therefore, it is undoubtedly needing a bridge between tourists and producers. Tour operators play an important role in

creating this value chain. Tourism products cannot be evaluated before they are consumed, hence, producer behavior will create risk to tourists when producers are unable to give service or products as promised. Tourism has a strong ties with the public/community, as it will generate prosperity to the local people at the destination. (Song et al., 2013)

III. METHODOLOGY

This research is part of the process of making Ubud as a world class gastronomy destination based on UNWTO standards and it is also under priority program from the Ministry of Tourism RI in 2018. To answer problem formulation/identification, data collections is performed through Focus Group Discussions in Ubud which was attended by 33 key tourism players from hotels, restaurants, tour operators, associations, media, government, chefs, food producers, academicians, attractions, traditional markets operators et cetera. They shared views, knowledge and experiences regarding culinary and other aspects attached to culinary as an attraction. Topics were discussed including gastronomy as a culture/historical heritage and gastronomy tourism value chains. Continuing to the discussion, interviews were conducted with a list of structured questionnaires, by asking such as current tourism issues, innovations, community empowerment, and sustainability issues. The objectives of the interviews were to explore insight information about the involvement amongst parties to form a gastronomy value chain as an attraction. Results collections were processed by Excel and analyzed by using qualitative description based on answers from respondents/participants using Likert scale range from 10 (mostly agree) to 1 (mostly disagree). This descriptive analysis is used to examine the results from cus group discussion and interviews concerning gastronomy of elements as an attraction as well as value chain.

IV. FINDINGS AND DISCUSSIONS

A. Gastronomy Tourism Elements in Ubud

Gastronomy tourism as a new phenomenon has emerged as a new form of tourist product. Evidence shows that local food is one of the essential factors in a trip. Indicators of gastronomy tourism contain such as visits to local produce, gastronomy festivals, traditional markets, cooking class, local eateries, or tasty/food tour to name a few (Hall, 2005). The key elements for gastronomy tourism are heritage, gastronomy products, hospitality sectors, trades, events, activities, education and training gastronomy institutions (UNWTO, 2019) To

reveal . gastronomy tourism elements in Ubud, those indicators are adopted to become: culture heritage, food producers, events and activities in gastronomy. Cultural heritage is influenced by eagerness to visit a destination. A divergent/distinct culture heritage, uniqueness is viewed as a valued element that can enrich different tourist experiences accordingly and hugely desire to attract repeaters as well as a recommendation such experience (Antón et al., 2019). Interview results from Raja Ubud, the essence of Hindu's concept Tri Hita Karana has been the main foundation for Balinese in their daily life, as well as to introduce and develop gastronomy tourism. Tri Hita Karana represents three basic balances of harmony in life, God, Environment and Human. The Tri Hita Karana concept is strongly applied and adapted in every Balinese dish. Food offering to Gods, for health, for environment, and food for togetherness. Originally the term "Ubud" came from the word "Ubad" which means medicine. In the area of Campuhan, Ubud, can be found a variety of herbal medicines to be used as a traditional treatment. And now, the tradition continues, by using herbal plantations as a spice ingredient in every Balinese meal. Culinary culture heritage is introduced commercially through food tours. Findings from tour operators, it stated that gastronomy tourism value chain has been introduced commercially through food tours such as a visit to local producers (farmers, fishermen), traditional markets, food production, local restaurants, and street food hawkers. Trips to traditional markets is to get to know variants of spices, local ingredients and the way of bargaining. Taking a cooking class to experience the local way of cooking a Balinese dishes, including a visit to local farmers and gardens. Tourists are accompanied by a professional English-speaking tour guide, however, the knowledge and story telling about gastronomy is still lacking, despite, it is an important part in addressing gastronomy storytelling to tourists.

Visiting local producers can be enjoyable due to tourists not only tasting culinary delight but also appreciating nature in the surrounding as well. Ubud area offers sea, mountain, rice terrace landscape and plantation. From the discussions, it is said that rice is one of sacred ingredients because in every offering to Gods, rice is a must. It is unfortunate that many local producers have not organized trips to their business premises and have not met the minimum standard requirements to attract tourists to come. However, the local producers, aware of the existence of gastronomy tourism can be useful for their future business; therefore, they will start to design a small gastronomy tour with attractive packages. Potential local products that can be raised are rice, vegetables, spice, herbal, coffee, tea, and cocoa. Cultural activities that are interrelated with culinary and gastronomy are being introduced consequently, such as home cooking and home dining experience which can be transformed to learn about the authenticity of the traditional dishes. This authenticity or originality plays an optimum role in gastronomy tourism activities and becomes a domain

attribute for tourist's perception and motivation to visit a destination. (Ozdemir & Seyitoglu, 2017). Not only cooking class (home cooking) is performed in local houses, but also hotels, restaurants (highend, haute cuisine). For contemporary tourists, they are more appreciative and eager to experience "living as locals do", their culture, the interactions, communications, way of life, et cetera. Based on the findings, there are some obstacles, the hygiene issue. From the discussion, it is mentioned that traditional dishes and award-winning restaurants are the most preferred tourist choices. Restaurants can be even more popular by using local/spice ingredients. Ubud has 32 cooking class that can be offered to tourist as part of gastronomic experience. Also, there are [1]some culinary events as a media promotion innovation to introduce Ubud to the world as a gastronomy destination. International culinary events are attended by participants from all over the world, such as Australia.[1][1]Thematic culinary events such as spiritual culinary festivals, vegan event, traditional culinary bazaar, to name a few. From the interview results, respondents elaborate that events are a strong communication tools, however, some issues need to be improved, such as coordination amongst parties.[1]From the above discussion, it can be said that gastronomy tourism activities that can be executed in Ubud are: food tour, visit to local producers, home cooking, cooking class at hotels or restaurants, home dining, and international gastronomy events. Whilst results from interviews and focus group discussion, that support from local producers are great. They optimise gastronomy tourism to be executed in Ubud, it can bring prosperity, sustainability and incremental quality of life for the community. The price of gastronomy tourism is considered high, and tour operators can gain a profitable margin.

B. Gastronomy Value Chain as an attraction

Tourism encompasses many actors, and these parties need to compromise on creating products, services, activities as well as experiences for tourists. Destination always supported by many suppliers. The quality of interactions from these actors not only affected from the tourism perspective, but it will be reflected to other supporting firms. This shows that tourism provides a multiplier effect either from direct or indirect. gastronomy tourism can be viewed as a chain process from upstream (from planting) to downstream (promotion and commercialization). From every phase, there are some activities can be done, such as visit agriculture, education tourism, organic tourism, history tourism, until home cooking, all of these involving many actors from food production process until food consumption. The downstream process such as providing raw materials for food, and the tourism activity taken called agrotourism. Tourists can plant seeds in the rice field, plant a tree, catch fish. All of these activities undoubtedly will contribute a better-quality life for the local people in the area of

agriculture, fishermen, and many others. Tourist involvement can also be done during the reaping, picking and harvesting stage. The raw materials will be used as a basic ingredient for processing traditional food as the authenticity of food of Ubud. In every stage, the tour guide will tell the story behind the food, the historical background in the form of storytelling. This whole stage will complete the tourist experience. Another step/stage of the value chain is trading, where tourists can be taken to markets to shop as well as interact with sellers through the bargaining process. Then the ingredients bought will be used during home cooking class either at house or hotel/restaurant. The session of someone's cooking class itself, brings direct impact to the local community from exchanging culture, knowledge, language, values, and way of life. Tourists gain an authentic experience from local people. Many tourists are willing to take part to experience the way the locals live.



Figure 2. Value Chain of Gastronomy Tourism in Ubud
Source: Data Compilation (2019)

Based on focus group discussion, the role of all parties in creating gastronomy tourism value chain is important. It has to be well planned, coordinated, executed and managed in order to achieve a sustainable gastronomy destination environment. It is needed for the government to issue a policy to strengthen the position of gastronomy destinations. As a starting point is to build a strong collaboration between all parties involved, in this case the Pentahelix. The complexity of gastronomy tourism value chain demand contribution and consistency, and commitment. Below is the table that show coordinators and contributors role:

Stages in Value Chain	Actors
Provision and distribution of raw materials	<ol style="list-style-type: none"> 1. Local Produce (farmer, breeder, etc.) 2. Culture Heritage Guardians 3. Seller in traditional market
Authentic and traditional cooking process	<ol style="list-style-type: none"> 1. Hotelier and homestay owner 2. Restaurateur and food stall owner 3. Home cook and chef
Provision of travel services	<ol style="list-style-type: none"> 1. Tour operators 2. Hotelier and homestay owner 3. Restaurateur and food stall owner 4. Tourist information center officers
Management of event and gastronomy tourism activities	<ol style="list-style-type: none"> 1. Cooking class organizers 2. Food related festival (event) organizers 3. Food guides 4. Attraction operators
Destination management	<ol style="list-style-type: none"> 1. Nation-wide by Ministry of Tourism

Stages in Value Chain	Actors
	<ol style="list-style-type: none"> 2. Regional level by Tourism and Cultural Officials 3. Non-government by Bali Tourism Promotion Board 4. Academician/

Source: Data Compilation (2019)

Trip process gastronomy tourism is considered as a process of value chain in gastronomy from pre-trip until on post-trip. In the case of Ubud, many sectors involved in designing this value chain, such as tourism sector, education, agriculture, transportation, trade, small medium enterprise (SME), creative economy, health

V. CONCLUSION

There is an opportunity for Ubud to become a world class gastronomy destination with a standard from UNWTO, knowing Ubud potentiality, beautiful landscape, historical, immense heritage, beautiful rice terrace, and many others. Ubud food illustrates not only delicacies, but also heritage authenticity, natural resources perfection, quality local ingredients, traditions, and so forth. Culinary process is based on the Tri Hita Karana concept, which can strengthen the value of the food. Penta Helix needs to take charge to create a gastronomy tourism value chain from upstream to downstream. This process is the unity of all parties that can be

implemented through networking and collaboration between public and private sectors. Study about gastronomy tourism is still a novel and new phenomenon to broaden the horizon comprehensively as a new form of tourism. Culinary tourism is the pioneer, and this can be explored more deeply as well as benefits to all actors who are involved in gastronomy tourism. Local government and DMO can utilize research findings to take a role in developing gastronomy tourism. This research has a limitation in terms of time and data source, especially when collecting data and collection information which occur during structured discussion and interviews to all actors in gastronomy tourism. Arguments from the perspective are needed to be explored to complete this tourists research. Tourist segmentation and tourist characteristics can be explored for further research.

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