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Development of gastronomic tourism in the Bakas Klungkung tourism village

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ABSTRACT

Bakas Village is located in Klungkung Regency, Bali, Indonesia, and is known as a tourist village. Bakas Village offers visitors an authentic cultural and natural experience. Even though it may not be as big as culinary tourism destinations in larger areas, Bakas Village can provide a unique Balinese gastronomic tourism experience. Gastronomic tourism is a fun way to travel, while experiencing cultural diversity through food. Gastronomic tourism has a unique appeal because it allows tourists to explore new flavors and tastes. The development of gastronomic tourism in Bakas Village, Klungkung Regency, has local culinary potential as the main tourism attraction. This research aims to identify internal and external factors that influence the development of gastronomic tourism in Bakas Village, Klungkung Regency using a qualitative descriptive method through SWOT analysis (strengths, weaknesses, opportunities, threats). The results of this research found that by creating authentic culinary experiences through collaboration with industry players, involving local communities, utilizing digital technology, and partnerships with local educational institutions, Bakas Village can increase the visibility and attractiveness of gastronomic tourism.



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Introduction

Villages play a strategic role in development, because they provide important national food needs. Villages are often major food production centers because agriculture and agribusiness activities in villages provide the majority of food for the national population. Food crops, livestock and other agricultural activities contribute directly to a country's food security (Bertan, 2020). Villages are also home to the majority of the working population in the agricultural sector (Okumus et al., 2018). Rural labor makes a significant contribution to production and the national economy (Sharma & Wattana, 2024). Increasing the productivity and welfare of workers in the village will support overall economic growth (Rojas-Rivas & Cuffia, 2022). In terms of the village economy, it includes various sectors such as agriculture, trade and crafts (Sujood et al., 2023). Local economic empowerment in villages can create jobs, increase income and reduce poverty levels (Tran et al., 2022).

Villages are not only limited to economic aspects, but also include community empowerment (Abdulla et al., 2022). Increasing access to education, health and infrastructure in villages can improve the quality of life of their residents (Leal-Londoño, 2023). Villages are also closely related to natural resources such as forests, rivers and

agricultural land (Bondarenko et al., 2021). Wise management of these natural resources in villages can support environmental sustainability and maintain ecosystems that are important for ecological balance (Wondirad et al., 2021). By understanding the strategic role of villages in development, the government and related parties can design policies and programs that support village growth and prosperity, thereby having a positive impact on overall national development (Cheng, 2023).

Despite this, village life has not yet fully developed so many villagers have lost interest in working in a rural environment, because the agricultural sector still does not generate sufficient income. This causes the migration of rural residents to cities to increase. In an effort to advance villages and provide decent employment opportunities, the development of the tourism sector has emerged as one promising solution (Dixit & Prayag, 2022). (Kokkranikal & Carabelli, 2024) found that the development of village tourism can make a positive contribution to community welfare.

Community participation, especially from Micro, Small and Medium Enterprises (MSMEs), is an important key in efforts to explore the tourism potential of an area (ref). Community participation can have a positive impact on both tourism development and the welfare of local communities (Moral-Cuadra et al., 2022). According to (Kaur & Kaur, 2024) community participation in optimizing catering services can be an effective strategy for developing existing accommodation facilities in homestays. Involving the community and MSMEs in homestay catering services not only improves the quality of the tourist experience but also has a positive impact on the local economy (Aydın, 2020). This is in line with the concept of sustainable tourism which pays attention to the welfare of local communities and the preservation of local culture.

Apart from that, integrating local crafts and processed products as souvenirs is a very positive step and can provide multiple benefits for local communities and tourism (Kattiyapornpong et al., 2022). Therefore, developing local souvenir markets around tourism destinations can create a mutually beneficial relationship between local communities and the tourism industry (ref). As such, it can be a way to stimulate local economic growth while preserving and promoting cultural heritage. According to (Duarte Alonso et al., 2022), utilizing the community optimally will have a positive impact on the tourism development process.

The development of community-based tourism has become a significant trend and has succeeded in attracting tourist interest because it is able to combine natural attractions, local wisdom and typical village culinary delights (Lin et al., 2022). According to (Stone et al., 2022), by combining natural attractions, local wisdom and typical village culinary delights, community-based tourism development is able to provide memorable experiences for tourists while empowering local communities and preserving the natural and cultural riches of the destination. According to (Panas et al., 2022), combining natural attractions, local wisdom and typical village culinary delights is the key to the success of tourist villages, thereby creating a complete and interesting experience of life and traditions of the local community.

According to (Vicky, 2020) culinary is a cultural resource that can be developed into a tourist attraction. By developing local culinary delights as a tourist attraction, a destination can create a holistic and satisfying experience for visitors (Kesgin, 2023). Therefore, managing and promoting local culinary delights is often an important strategy in developing tourism in an area. According to (Kalenjuk Pivarski et al., 2023), witnessing the ability to cook traditional dishes from the stage of preparation, processing and serving is a very attractive cultural attraction, able to attract visitors' interest in visiting an area.

Culinary tourism or also known as gastronomic tourism plays an important role in providing visitors with an experience of the culture of a destination. The uniqueness and authenticity of culinary sensation experiences is believed to make a significant contribution to the attractiveness of gastronomic tourism. Gastronomic tourism is a form of travel that indulges the taste buds and explores the culinary riches of a region (Pamukçu et al., 2021). More than just tasting food, this tour opens the door to culinary heritage, cooking traditions and the stories behind each dish. With its increasing popularity, gastronomic tourism has become a window for visitors to explore unique cultures through taste (Nistor & Dezsai, 2022). One of the attractions of gastronomic tourism is diversity where each location has its own unique culinary delights, thus creating unlimited culinary adventures from street food to luxury restaurants, visitors are invited to explore various flavors and cooking techniques (Ullah et al., 2022).

Gastronomic tourism also offers the opportunity to interact with local people, visiting traditional markets, meeting expert chefs or even taking cooking classes is one way to get to know a culture more deeply through a culinary perspective (Vukolić et al., 2023). Not only does it create precious memories but also enriches knowledge about the daily life of local people (Cordova-Buiza et al., 2021). Apart from culinary satisfaction, gastronomic tourism also has a positive impact on the local community's economy (Moral-Cuadra et al., 2020). Increased visitor interest in local culinary delights can encourage the growth of small and medium scale culinary

businesses and support the sustainability of culinary heritage which is sometimes neglected (Carral et al., 2020) (Duxbury et al., 2020).

The Bakas Klungkung tourist village is a tourist village that has the potential for a unique culinary specialty called Laklak Pangangon. Laklak Pangangon culinary is a typical dish from the Bakas Tourism Village in Klungkung, Bali. Laklak itself is a type of traditional Indonesian cake made from rice flour dough which is molded into small pieces and baked. Laklak Pangangon culinary is very dependent on the uniqueness or variations of the village and reflects the cultural heritage and culinary traditions of the local community, such as the ingredients used and the method of preparation. The development of gastronomic tourism is also recognized as a promising business opportunity, especially in Bakas Klungkung Village.

Gastronomic tourism has been widely researched in various villages throughout Indonesia as an effort to improve the economy of local communities. Research conducted by (Sufa et al., 2020) in Sidoarjo Regency aims to make gastronomic tourism a strategy in developing tourism. The results of this research found that creating effective synergy between MSMEs that are members of ASMAMINDA is very important to increase the attractiveness of gastronomic tourism in Sidoarjo. This research also found that synergy between society and MSMEs needs to be realized in various aspects, starting from product management, promotional strategies that will be used. (Antara & Trimandala, 2023) found that gastronomic tourism with traditional cuisine in Sanur, Bali has the potential to be attractive as a gastronomic tourism brand. This can be seen from the customers who eat at traditional stalls, not only local people, but also domestic and foreign visitors. This research aims to map typical Balinese culinary restaurants so that the development of gastronomic tourism can develop evenly in Sanur.

There are steps that can be taken to support the development of gastronomic tourism in Bakas Klungkung Tourism Village (1) Developing a unique and interesting menu can be the main attraction. Villages can innovate by creating signature dishes or giving a modern twist to traditional dishes to attract tourists; (2) Involving training for culinary managers in villages can improve their skills and knowledge in managing culinary businesses. This could include improvements in restaurant serving, cleanliness and management; (3) Building a culinary brand in tourist villages and carrying out effective marketing can help improve the image and attractiveness of culinary delights in the eyes of tourists. This could involve online promotions, attendance at culinary events, or partnerships with travel agents; (4) Collaborating with external parties such as famous chefs, food bloggers, or culinary media to increase exposure and get positive reviews about village culinary delights; (5) Prioritizing the use of local raw materials can provide additional advantages. This not only supports the local economy but also emphasizes the authenticity and quality of raw materials; (6) Maintaining sustainability in culinary creations can provide sustainable appeal. This includes adapting to culinary trends, maintaining authenticity, and continuous improvement in quality and (6) Creating broader culinary experiences, such as cooking tours, visits to local markets, or special culinary events, can increase the appeal of gastronomic tourism in the Village Bakas Tourism. Through innovation and joint efforts, Bakas Klungkung Tourism Village can overcome obstacles and strengthen its position as an attractive and unique gastronomic tourism destination.

Method

This research focuses on developing gastronomic tourism in Bakas Village, Klungkung, using a qualitative descriptive research approach with SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The SWOT approach will help identify internal and external factors that influence the development of gastronomic tourism in the village. The main contribution of this research lies in a deeper understanding of the potential attractions and obstacles that can influence the development of gastronomic tourism in Bakas Village. In this way, it is hoped that a sustainable gastronomic tourism village development model can be designed, providing benefits to both local communities and visiting visitors. Following is steps taken in this research;

Data collection

Observation

Data collection was carried out by observation to directly observe the observed situation or conditions related to gastronomic tourism in Bakas Village by observing the local food preparation process, raw material processing and presentation as well as paying attention to responses and interactions. traveler with food and environment around.

Interview

The purpose of the interview is to obtain views, opinions and direct experiences from stakeholders related to gastronomic tourism by identifying relevant respondents, such as culinary entrepreneurs, local communities or tourists.

Studies Document

Studies documented aim For collect the data already There is related with tour gastronomy in the Village Bakas from various source with do identification documents related like report development tourism, regulation government , or documentation local. Analysis the document is also purposeful For get information related to culinary history, policies, or gastronomic tourism potential.

Identification Internal Factors (Strengths, Weaknesses)

Internal strength analysis (Strengths) is the first step in preparing a SWOT matrix to evaluate positive factors that influence the success of developing gastronomic tourism in Bakas Village, Klungkung with several aspects that can be evaluated in an internal strength analysis (1) What is Village Bakas own food typical or recipe unique and difficult traditional found elsewhere; (2) The extent of authenticity culinary local can interesting attention tourists; (3) How much active public local involved in conserve recipes and traditions culinary; (4) Is There is community or supportive group development tour gastronomy; (5) How level involvement perpetrator business culinary local in promotion and development tour gastronomy; (6) Is There is collaboration between perpetrator business culinary and community For increase experience tourists; (7) To what extent are tourists can experience uniqueness experience culinary delights in the Village Bakas; (8) Is there innovation or draft new in presentation differentiating food destination This from the other; (9) Is perpetrator business culinary local own adequate skills and knowledge in cooking and serving tourists; (10) To what extent are they capable face demands of the tourist market developed gastronomy; (11) Is there strong cooperation between perpetrator industry culinary and sectors local tourism; (12) Is There is support from parties related, like hospitality, transportation, or provider service tour other; (13) How condition facilities and infrastructure supporter tour gastronomy, like restaurant, place cook traditional, or culinary markets; (14) Extent of facilities This fulfil standards and facilitating experience tourists.

Analysis Internal strength aims for identify aspects positive that can be maximized and strengthened in development tour gastronomy in the Village Bakas. Analysis results This can become base For designing effective development strategies.

Identification Factor External (Opportunities, Threats)

Identification of external factors (Opportunities, Threats) in the context of gastronomic tourism development in Bakas Village, Klungkung, is the second step in the SWOT analysis. There are several aspects that can be evaluated to identify external opportunities and threats:

Opportunities

The following are external opportunities that can be identified in developing gastronomic tourism in Bakas Village, Klungkung; (1) Development trend positive in interest traveler to tour gastronomy and improvement popularity of food programs local in a television show culinary or social media; (2) Opportunity For collaborate with agent travel, tour operators and hotels for create package tour culinary as well as potency cooperation with party related in industry tourist For promotion together; (3) Opportunity For develop product derivatives, such as cooking workshops traditional, culinary tour, or purchase product local food and Improvement income through sales of culinary merchandise or product locally processed; (4) Sustainability and use material standard local can become mark add and power pull for traveler as well as enhancement interest consumer to experience ecotourism friendly culinary environment; (5) Opportunity for hold a culinary festival annual or special events that can be interesting touristy and interesting attention traveler with organizing thematic events, such as race Cook traditional or exhibition culinary; (6) Collaboration with perpetrator business local, farmer , or producer For support supply material standard and promotion together as well as build network with shops local or market for promote product culinary; (7) Develop encouraging programs involvement active public in development tour gastronomy and hosting activity participatory, like class cook together or meeting public about inheritance culinary; (8) Utilize social media and digital platforms to promote culinary local and imported tourists and opportunities For increase exposure via websites, applications, or culinary virtual tours; (9) Explore opportunity menu and concept diversification culinary For fulfil appetite diverse travelers and adapting trend global culinary or enter innovation local For increase attractiveness; (10) Perfecting facility restaurant, place cook traditional, or culinary area others and offers superior service and a focus on experience customers to increase tourist satisfaction.

Threats

Factor external that can identified as threats in development tour gastronomy in the Village Bakas, Klungkung; (1) Existence destination tour more culinary delights famous or offer similar experiences and Competition from destination around who have power pull more prominent; (2) Risk change appetite consumer to type culinary certain things are possible no in line with local menus and changes trend available food reduce interest traveler to culinary traditional; (3) Risk to change climate can influence availability material standard local culinary delights and potential loss consequence disaster natural or weather extremes that can be bother experience

tourists; (4) Risk change regulations or policy government related licensing business culinary or rule health and cleanliness food as well as enhancement tax or cost operational that can be influence profitability perpetrator business culinary; (5) Fluctuation price material standard or risk availability is influenced by factors external like change in policy trading international as well as Dependence on supply from area certain areas that may be affected by global events; (7) Risk uncertainty economics that can influence power buy tourists and Improvement cost journey or decline level visit consequence recession economy; (8) Potential impact from condition less security stable or situation politics is not safe as well as change in policy immigration or instability politics can influence visit tourists; (9) Threat of man from pandemic or crisis health can result decline drastic in amount visit tourists and policy restrictions possible journey limit mobility tourists; (10) Development technology that can be obtained quickly change method traveler search and reserve experience culinary and change social in preference food or style the life that can be influence choice culinary; (11) Limitations infrastructure like transportation and accommodation available limit accessibility traveler as well as lack of facility supporters, like place parking or public toilets, which can influence comfort visitors. Important For identify and manage threat this with designing mitigation strategies and plans effective response for increase resilience and sustainability gastronomic tourism in Bakas village.

Results and Discussions

Strengths

Location

The tourist attraction of the Laklak Pengangon coffee shop is in the Bakas Village area, Banjarangkan sub-district, Kulungkung. Bakas Village is famous for its agriculture trekking route that passes through vast expanses of rice fields. Bakas Village also has spiritual tourism where visitors can do "hugging" to cleanse themselves. The natural beauty and culture of Bakas has the potential to be a tourist attraction for visitors to visit. The following is the researcher's interview with the Laklak Pengangon coffee shop:

“Researcher: Good morning, I would like to thank you for being willing to answer several questions regarding the Laklak Pengangon Coffee Shop tourist attraction. First of all, could you explain a little about the history and concept of this coffee shop?”

Manager: Of course, we are very happy to share information. Kedai Kopi Laklak Pengangon was established with a very simple but authentic concept. The Laklak Pengangon coffee shop wants to provide a unique coffee drinking experience for visitors, amidst the natural beauty of Bakas Village.

Researcher: Very interesting. How is this coffee shop related to the tourism potential in Bakas Village?

Manager: Kedai Kopi Laklak Pengangon is strategically located in the Bakas Village area which has a lot of tourism potential. Laklak Pengangon coffee shop is located near the famous agricultural trekking trail, which offers expansive and beautiful views of rice fields. We were also part of a spiritual tourism experience in Bakas Village, where visitors can enjoy a "hug" ritual to cleanse themselves of all burdens.

Researcher: What is the main attraction of this coffee shop for visitors?

Manager: In addition to our high quality coffee, we offer a different coffee experience. Visitors can enjoy coffee while enjoying the enchanting natural views. The Laklak Pengangon coffee shop also often holds small events such as local art performances or lectures about local culture to add to visitors' tourism experience.

Researcher: Lastly, what do you hope for the development of this coffee shop in the future?

Manager: Laklak Pengangon coffee shop hopes to continue to be part of the growth of tourism in Bakas Village. Laklak Pengangon coffee shop wants to continue to inspire visitors with our unique experiences, while still preserving nature and local culture. With good cooperation between us, the local community and the government, we are confident that this coffee shop will continue to develop and become a sought-after destination for tourists.

Researcher: Thank you very much for your time and sharing information with us.

Manager: Thank you for this opportunity. "Hopefully the Laklak Pengangon coffee shop can become part of a memorable tourist trip for visitors."

From the results of this interview, it can be concluded that the Laklak Pengangon Coffee Shop tourist attraction has a unique coffee drinking experience concept and a strategic location in the tourist area. However, there is additional information regarding small events that are held periodically to improve visitors' tourism experience, as well as the management's hope to continue to contribute to sustainable tourism growth. This shows that there is a greater effort to enrich the tourist experience and contribute to the development of Gastronomic Tourism in the Bakas Klungkung Tourism Village.

Tourist Attraction

The tourist attraction of Bakas Village has several tourist attractions that can support gastronomic tourism. Based on observations, things that visitors can do include trekking along the rice field paths, taking selfies, trying a swing. Then, something that visitors can see includes views of rice fields, the evening sunset, and Mount Batur which is very clearly visible. Furthermore, something that visitors can buy includes local food. The following is an interview with research subjects at Bakas Village Tourism Object, Klungkung;

- “Researcher : Good morning, thank you for the opportunity to conduct an interview regarding the Bakas Village tourist attraction. First of all, can you give a general description of this tourist attraction?”*
- Manager : Of course, with pleasure. The Bakas Village tourist attraction is located in Klungkung Regency and offers a unique tourist experience amidst beautiful nature. Bakas Village is known for its beautiful rice fields and stunning natural panorama.*
- Researcher : Interesting. What activities or things can visitors do at the Bakas Village tourist attraction?”*
- Manager : Visitors at the Bakas Village tourist attraction can do various activities, such as trekking along the rice field paths, taking selfies, and trying out the swings available around the tourist area.*
- Researcher : What about the things that visitors can see or enjoy there?”*
- Manager : Visitors will be pampered with views of the vast and green rice fields, especially when the sun sets in the afternoon. Apart from that, from Bakas Village, visitors can also enjoy a very clear view of Mount Batur.*
- Researcher : Very interesting. Are there any types of food or local products that visitors can purchase as part of a gastronomic tourism experience?”*
- Manager : Of course. Bakas Village has a variety of local foods that visitors can enjoy, such as typical Balinese food or traditional Klungkung food. Visitors can buy this local food to add to their gastronomic tourism experience in Bakas Village.*
- Researcher : Thank you for the information. Are there any hopes or plans for further development for the Bakas Village tourist attraction in the future?”*
- Manager : We hope that the Bakas Village tourist attraction can continue to develop and become a more popular tourist destination in Klungkung. We also plan to continue to improve the quality of service and add facilities that can enhance visitors' tourism experience.*
- Researcher : Thank you very much for your time and information.*
- Manager : Thank you for this opportunity. “Hopefully the Bakas Village tourist attraction can become a pleasant destination for visitors.”*

Bakas Village Tourist Attraction is a tourist destination that offers a unique experience amidst stunning natural beauty. Several important points can be concluded from interviews with tourist attraction managers: (1) Location and Natural Beauty: Bakas Village is located in Klungkung Regency and is famous for its beautiful rice fields and stunning natural panoramas. Visitors can enjoy views of the vast and green rice fields, especially at sunset in the afternoon, as well as enjoying the very clear view of Mount Batur. (2) Activities for Visitors: There are various activities that visitors can do at the Bakas Village Tourist Attraction, such as trekking along the rice field paths, taking selfies, and trying out the swings available around the tourist area. This provides a varied and interesting experience for visitors. (3) Gastronomic Tourism Experience: Bakas Village also offers a gastronomic tourism experience with a variety of local foods that visitors can enjoy. Visitors can buy typical Balinese food or traditional Klungkung food to add to their tourism experience. (4) Development Plan: Bakas Village Tourist Attraction Management hopes to continue developing this tourist destination so that it becomes more popular in Klungkung. They also plan to improve the quality of service and add facilities that can enhance visitors' tourism experience. With its beautiful natural potential and the variety of activities on offer, the Bakas Village tourist attraction has a great opportunity to continue to develop and become a popular tourist destination for visitors”.

Local Culinary

The existence of local culinary delights is a potential tourist attraction. There is a shop on the edge of the productive rice fields selling local food and drinks. Many tourists visit from morning to evening, in the morning visitors visit for breakfast before trekking, in the afternoon visitors visit to rest after doing activities and in the afternoon visitors visit to enjoy the beautiful sunset. The following is an interview regarding local culinary attractions in Bakas Klungkung Village;

- “Researcher : Good morning, thank you for agreeing to talk to me about the Bakas Village tourist attraction. I am interested in finding out more about the existence of local culinary delights in this tourist area. Can you explain more about that?”*
- Manager : Of course, with pleasure. In Bakas Village, the existence of local culinary delights is a potential tourist attraction. There is a shop on the edge of the productive rice fields that sells local food and drinks to visitors.*
- Researcher : Interesting. What is the pattern of tourist visits to the shop?”*

- Manager : Many tourists visit from morning to evening. In the morning, visitors come for breakfast before trekking around the rice fields. In the afternoon, they visit to rest after a day of activities. Meanwhile, in the afternoon, visitors come to enjoy the beautiful sunset around Bakas Village.*
- Researcher : Is there a favorite type of local food or drink at the shop?*
- Manager : Yes, there are several local foods and drinks that are visitors' favorites, such as nasi jinggo, Balinese jaje, Balinese coffee, and fresh drinks such as young coconut ice. These foods and drinks provide an authentic culinary experience for visitors.*
- Researcher : What are your hopes or plans for further development regarding local culinary delights at the Bakas Village tourist attraction?*
- Manager : We hope to continue to increase the variety of local culinary menus offered to visitors, as well as improve the quality and service at the shop. We also plan to further promote the existence of local culinary delights as one of the main attractions of the Bakas Village tourist attraction.*
- Researcher : Thank you for the information. That's very interesting.*
- Manager : Thank you for this opportunity. "Hopefully the Bakas Village tourist attraction will continue to be a pleasant destination for visitors."*

Interviews with Bakas Village tourist attraction managers revealed that the existence of local culinary delights has great potential as a significant tourist attraction. The following are the key points that can be concluded from this interview (1) Culinary Tourism Potential: Local culinary is one of the potential aspects to attract visitors to Bakas Village. The existence of a shop on the edge of the rice fields that sells local food and drinks adds to the attraction of this tourist attraction. (2) Tourist Visit Patterns: Tourist visit patterns to local culinary shops tend to range from morning to evening. In the morning, visitors come for breakfast before trekking or other activities. Meanwhile, in the afternoon, they come to rest after a day of activities or enjoy the sunset around Bakas Village. (3) Favorite Food and Drinks: Several local foods and drinks such as nasi jinggo, Balinese jaje, Balinese coffee and young coconut ice are visitors' favorites. This shows that visitors are looking for authentic culinary experiences that can only be found in Bakas Village. (4) Development Plan: The management has plans to continue to increase the variety of local culinary menus, quality and service at the shop. Apart from that, they also plan to further promote the existence of local culinary delights as the main attraction of the Bakas Village tourist attraction.

Weaknesses

Local culinary offerings

Culinary presentation does not have standard standards. Visitors who buy culinary delights do not get the same portion or taste. However, the culinary delights served are quite good. Even though the culinary delights served by this shop are of good quality, inconsistent serving standards can be an obstacle in providing a satisfying experience for visitors. The following is an interview with the Bakas Village Tourism Object, Klungkung;

- “Researcher : Good morning, thank you for your willingness to talk to me about the Bakas Village tourist attraction. I would like to gain a further understanding of the local culinary situation in this tourist area. Can you tell me more?”*
- Manager : Of course. In Bakas Village, we realize that culinary presentation does not yet have standard standards. This means that visitors who buy culinary delights do not always get the same portion or taste every time they visit. However, we believe that the culinary delights we serve are quite delicious.*
- Researcher : How does this affect the visitor experience at the Bakas Village Tourist Attraction?*
- Manager : Even though the culinary delights we serve at this shop are of good quality, inconsistent serving standards can be an obstacle in providing a satisfying experience for visitors. Visitors may feel disappointed if they don't get the same experience every time they visit.*
- Researcher : Do you have a plan or strategy to improve the consistency of culinary presentation at this shop?*
- Manager : Yes, we are considering various plans to improve the consistency of culinary presentation in this shop. One of the steps we are considering is establishing standard standards for culinary presentation so that every visitor gets a uniform experience. We will also provide training to our staff to ensure that the serving process is carried out consistently.*
- Researcher : What are your hopes regarding this improvement?*
- Manager : We hope that by improving the consistency of culinary presentation, we can provide a more satisfying experience for visitors at the Bakas Village Tourist Attraction. We want to maintain our reputation as a quality culinary destination and ensure that every visitor is satisfied with their culinary experience here.*
- Researcher : Thank you for the information. I am confident that these steps will help improve the visitor experience in Bakas Village.*
- Manager : Thank you for this opportunity. We hope to continue to improve the quality of our services for visitor satisfaction in the future”.*

Interviews with Bakas Village tourist attraction managers revealed problems in serving local culinary delights that do not yet have standard standards. Even though the culinary delights served at the shop are considered to

be of good quality, inconsistencies in presentation can reduce the satisfying experience for visitors. With awareness and improvement efforts made by the management, it is hoped that the culinary experience at the Bakas Village Tourist Attraction can become more consistent and satisfying for every visitor in the future.

Menu Options

The Laklak Pengangon coffee shop can enrich the customer experience by increasing the menu variants served. Involving creativity in menu development, both in terms of dishes and drinks, is key to attracting and retaining customers. An initiative to research local markets, understand consumer tastes, and adjust menus according to culinary trends can be an effective first step. Laklak Pengangon can also come up with seasonal or thematic menu ideas to provide a fresh feel on a regular basis. The following is an interview with the Bakas Village Tourism Object, Klungkung;

- “Researcher : Good morning, thank you for being willing to talk to me about the Bakas Village tourist attraction. I want to gain a deeper understanding of the strategies carried out by Kedai Kopi Laklak Pengangon to enrich the customer experience. Can you tell me more?”*
- Manager : Of course. Laklak Pengangon Coffee Shop does have a strategy to enrich the customer experience by increasing the menu variants served. We believe that creativity in menu development, both in terms of dishes and drinks, is the key to attracting and retaining customers.*
- Researcher : How are these strategies implemented in daily practice?*
- Manager : We take initiatives to research local markets, understand consumer tastes, and adjust menus according to current culinary trends. Apart from that, we are also active in coming up with seasonal or thematic menu ideas to provide customers with a fresh feel on a regular basis.*
- Researcher : What is the main aim of expanding menu variants and generating new ideas?*
- Manager : The main goal is to increase customer satisfaction and maintain their interest in Kedai Kopi Laklak Pengangon. By providing a variety of interesting and unique menu choices, we hope to meet customers' various tastes and provide a different experience every time they come.*
- Researcher : How have customers responded to this effort?*
- Manager : The response is quite positive. Customers enjoy seeing the variety of menus served and they are often interested in trying the new menus we offer. This also helps enhance our image as a dynamic and innovative coffee destination.*
- Researcher : Thank you for the explanation. It seems that this strategy has had a positive impact on the Laklak Pengangon Coffee Shop.*
- Manager : Yes, we hope to continue developing and improving the customer experience in the future”.*

An interview with the manager of Kedai Kopi Laklak Pengangon revealed that they have a strategy to enrich the customer experience by increasing the menu variants served. The following are several key points that can be concluded from the interview: (1) Menu Development Strategy: Kedai Kopi Laklak Pengangon implements a menu development strategy by taking the initiative to research local markets, understand consumer tastes, and adjust the menu according to ongoing culinary trends. (2) Main Goal: The main goal of increasing menu variants and coming up with new ideas is to increase customer satisfaction and maintain their interest in the coffee shop. By providing a variety of interesting and unique menu choices, they hope to cater to customers' various tastes and provide a different experience every time they visit. (3) Customer Response: Customer response to this effort has been quite positive. They are happy to see the variety of menus served and are interested in trying the new menus on offer. This also helps improve the image of Kedai Kopi Laklak Pengangon as a dynamic and innovative coffee destination. (4) Future Expectations: Management hopes to continue developing and improving the customer experience in the future, by continuing to implement menu development strategies and enriching the customer experience.

Infrastructure

Infrastructure or amenities play an important role in efforts to develop tourist attractions, and one aspect that visitors often pay attention to is toilet facilities. The existence of good toilets is a crucial factor in meeting the needs and comfort of visitors. Clean, well-maintained and easily accessible toilet facilities not only provide physical comfort, but also create a positive impression of the destination. The following is an interview with the Bakas Village Tourism Object, Klungkung;

- “Researcher: Good morning, thank you for agreeing to talk to me about the Bakas Village tourist attraction. I want to gain further understanding about the importance of infrastructure and amenities in developing tourist attractions. Can you tell me more?”*
- Manager : Of course. One aspect that visitors often pay attention to at a tourist attraction is the toilet facilities. The existence of good toilets is a crucial factor in meeting the needs and comfort of visitors. Clean, well-maintained and easily accessible toilet facilities not only provide physical comfort, but also create a positive impression of the destination.*
- Researcher: How does Bakas Village face this challenge?*

Manager : We pay close attention to this. We have invested in repairing and maintaining toilet facilities around the Bakas Village tourist attraction. We ensure that toilets are available in strategic locations and are easily accessible to visitors. Apart from that, we also maintain the cleanliness and order of the toilet facilities on a regular basis.

Researcher: How do visitors respond to these improvements?

Manager : The response has been very positive. Visitors are happy with the toilet facilities which are clean, well maintained and easy to reach. They feel that their comfort as visitors takes priority, and this increases their positive impression of the Bakas Village tourist attraction as a whole.

Researcher: Are there any further development plans regarding infrastructure and amenities in Bakas Village?

Manager : Yes, we continue to strive to improve the quality of infrastructure and amenities in Bakas Village. We will continue to pay attention to feedback from visitors and make necessary improvements and improvements. Good infrastructure and amenities are an integral part of a satisfying tourism experience for visitors.

Researcher: Thank you for the explanation. It seems that Bakas Village really pays attention to the needs and comfort of visitors.

Manager: Yes, we are committed to continuing to improve the visitor tourism experience in Bakas Village. Thank you for this opportunity".

The results of interviews with Bakas Village tourist attraction managers can be concluded that the importance of infrastructure and amenities in developing tourist attractions, with a focus on toilet facilities. Thus, Bakas Village needs to seriously pay attention to the needs and comfort of visitors, and is committed to continuing to improve the visitor tourism experience in the future.

Opportunities

Bakas Village tourist attraction

Bakas Village offers ecotourism activities that allow visitors to explore the natural beauty around the village through trekking, cycling and visits to local forests and rivers. The turtle conservation program known as "Surya Husada" and traditional farming activities add educational and conservation value for visitors. The following is an interview with the Bakas Village Tourism Object, Klungkung;

"Researcher: Good morning, thank you for the opportunity to talk to you about ecotourism opportunities in Bakas Village. I am interested in finding out more about the activities and ecotourism potential offered by this village. Can you tell me more?"

Manager : Of course. Bakas Village has very interesting ecotourism potential. We offer a variety of activities that allow visitors to explore the natural beauty surrounding the village. One of them is trekking, where visitors can enjoy enchanting natural views while walking through expanses of rice fields and green villages.

Researcher: What other activities does Bakas Village offer in the context of ecotourism?

Manager : Apart from trekking, visitors can also enjoy cycling around the village. Bakas Village has an interesting and safe cycling route, which allows visitors to explore the natural beauty of the village in a different way. In addition, visitors can also visit the local forests and rivers, which offer an authentic and enchanting natural experience.

Researcher: Are there other activities that add ecotourism value in Bakas Village?

Manager : Yes, Bakas Village also has a turtle conservation program known as "Surya Husada". This program allows visitors to learn more about sea turtles and participate in their conservation efforts. Apart from that, we also have traditional cultivation activities that add educational and conservation value for visitors, such as organic farming and making local handicrafts.

Researcher: How do visitors respond to ecotourism activities in Bakas Village?

Manager : Visitor response is very positive. They feel connected to nature and local culture, and have memorable and educational experiences. Ecotourism activities provide an opportunity for visitors to contribute to efforts to preserve the nature and culture of Bakas Village.

Researcher: Thank you for the information. It seems that Bakas Village has great potential in developing sustainable ecotourism.

Manager : Yes, we are committed to continuing to develop ecotourism in Bakas Village by paying attention to the balance between nature conservation and the welfare of local communities. Thank you for this opportunity".

From an interview with the manager of the Bakas Village tourist attraction, Klungkung, it can be concluded that this village has very interesting ecotourism potential. With various activities such as trekking, cycling, visits to local forests and rivers, as well as turtle conservation programs, Bakas Village offers visitors an authentic and enchanting natural experience. Visitors' responses to this ecotourism activity were very positive, they felt connected to nature and local culture and had a memorable and educational experience. Bakas Village is also committed to continuing to develop ecotourism by paying attention to the balance between nature conservation and the welfare of local communities. Thus, Bakas Village has great potential in developing sustainable ecotourism.

Promotion Via Social Media

Through social media, Bakas Village, Klungkung, can maximize the promotion of their culinary destination with various creative strategies. Compelling visual content, such as high-quality photos and videos of signature dishes, can be a major draw. Reviews and testimonials from satisfied customers are also an effective promotional tool to build the trust of potential visitors. The following is an interview with the Bakas Village Tourism Object, Klungkung;

“Researcher: Good morning, thank you for the opportunity to talk to you about promoting culinary destinations in Bakas Village via social media. I would like to gain further understanding of the promotional strategies used by this village. Can you tell me more?”

Manager : Of course. Bakas Village can maximize promotion of culinary destinations through various creative strategies on social media. One effective strategy is to use engaging visual content, such as high-quality photos and videos of signature dishes, as the main attraction.

Researcher: How is this strategy implemented in practice?

Manager : We are active in producing interesting visual content to show typical Bakas Village dishes to social media users. We present appetizing photos and short videos that interestingly illustrate the process of making dishes. This helps attract the attention of social media users and invites their interest in visiting our culinary destinations.

Researcher: Are there other strategies used in promoting culinary destinations in Bakas Village?

Manager: Apart from visual content, we also rely on reviews and testimonials from satisfied customers as an effective promotional tool. Positive reviews from customers who have enjoyed our dishes help build the trust of potential diners. We are also active in interacting with social media users, answering questions and providing additional information about our culinary destinations.

Researcher: How do visitors respond to promotions via social media?

Manager : The response is quite positive. We see an increase in visitor interest who come after seeing our promotional content on social media. They felt interested in trying the typical Bakas Village dishes after seeing reviews and testimonials from other customers.

Researcher: Thank you for the information. It seems that Bakas Village has succeeded in utilizing social media as an effective promotional tool for their culinary destination.

Manager: Yes, we continue to strive to improve and expand our promotional reach through social media. Thank you for this opportunity”.

The results of interviews with Bakas Village tourist attraction managers have succeeded in utilizing creative and effective promotional strategies. They use engaging visual content, such as high-quality photos and videos of dishes, as the main attraction to grab the attention of social media users. Apart from that, they also rely on reviews and testimonials from satisfied customers as an effective promotional tool to build the trust of potential visitors. The response from visitors to promotions via social media is quite positive, with increased interest from visitors who come after seeing promotional content. Bakas Village continues to strive to improve and expand their promotional reach through social media. This shows their success in utilizing social media as an effective promotional tool for their culinary destination.

Threats***New Competitors Appear***

The presence of new competitors can result in price reductions and marginalization, especially if competitors offer lower prices to attract customers' attention. This could put pressure on prices and profit margins in Bakas Village. Changes in new culinary trends brought by competitors are also a factor that needs to be faced, because these trends can change visitor preferences and shift the focus of existing culinary destinations.

Increase In Raw Materials

Rising raw material prices in the culinary industry can be a serious challenge for businesses like the one Bakas Village may be facing. This increase can affect profit margins and operating costs, especially if not offset by adequate price adjustments. Culinary businesses often depend heavily on the availability and price stability of raw materials, and rising costs can create additional pressure.

Table 1. SWOT Analysis

	Strengths (S)	Weaknesses (W)
	<ul style="list-style-type: none"> • Location • Tourist attraction • Local culinary 	<ul style="list-style-type: none"> • Local culinary offerings • Lack of menu choices • Infrastructure
Opportunities (O)	SO Strategy	WO Strategy
<ul style="list-style-type: none"> • Bakas Village tourist attraction • Promotion via social media 	<ul style="list-style-type: none"> • Establish close collaboration with local producers to support the local economy and give a unique touch to dishes using typical local ingredients. Thematic or seasonal culinary programs are one strategy to provide variety and continuity in culinary offerings, while culinary education provides added value by presenting information about the history and culture behind each dish. • Utilizing <i>online platforms</i>, Bakas Village can increase its visibility, disseminate engaging visual content, and build an engaged community. Involvement in community activities and preserving Balinese culinary traditions is also an important part in maintaining the attractiveness and uniqueness of Bakas Village as a gastronomic tourism destination. 	<ul style="list-style-type: none"> • Maintain high quality standards in every dish. Consistency in presentation and taste will build a positive reputation and provide a satisfying experience to visitors. • Innovate by creating new menus, exploring signature dishes, or bringing variations to existing dishes. Adapting to the latest culinary trends and surprising visitors can increase the culinary appeal of Bakas Village
Threats (T)	ST Strategy	WT Strategy
<ul style="list-style-type: none"> • New competitors appear • Increase in raw materials 	<ul style="list-style-type: none"> • facing the threat of new competitors, Bakas Village needs to remain responsive to changes in the industry and continue to innovate. Efforts to maintain distinctive appeal, understand changing visitor preferences, and offer unique and authentic culinary experiences will be key to overcoming the negative impacts that may arise due to new competition in the gastronomic tourism market. • carry out price recalculations if necessary, so that price adjustments reflect changes in raw material costs. Open communication with customers regarding these changes can help maintain trust and understanding between them. 	<ul style="list-style-type: none"> • taking advantage of these advantages to remain the culinary destination of choice and maintain their market share. As a recognized destination, Bakas Village can take advantage of the momentum to continue to innovate and improve the quality of their services, ensuring that new competitors do not reduce the attractiveness that has been built. • Improving operational efficiency can also help overcome the impact of rising raw material prices. Re-evaluating inventory management processes, more efficient use of raw materials, and increasing productivity can help control operational costs.

Strengths**Location**

The Bakas Village tourist attraction, Klungkung, has several strengths that can attract visitors. The concept of a unique coffee experience provides added value that differentiates this village from other destinations. Its strategic location in a tourist area also makes it easily accessible to visitors, thereby increasing the potential for visits. In addition, adding information about small events that are held periodically is a smart strategy to enrich visitors' tourism experience. These events not only provide additional entertainment, but also create opportunities for visitors to become more involved in local culture and life. This can increase the overall attractiveness of tourist

destinations. Apart from enriching the tourist experience, the management's hope to continue to contribute to sustainable tourism growth shows their commitment to developing Bakas Village as a sustainable tourist destination.

This effort covers various aspects, from environmental preservation to local economic development. Thus, Bakas Village is not only focused on increasing tourist visits, but also on ensuring long-term positive impacts for local communities and the surrounding environment. Overall, these strengths show that Bakas Village has great potential to become a major destination for Gastronomic Tourism in Klungkung. By continuing to enrich tourism experiences, holding interesting events, and committing to sustainable tourism growth, Bakas Village can continue to attract visitors and make a meaningful contribution to the tourism industry in the region.

Tourist Attraction

The Bakas Village tourist attraction, Klungkung, offers a unique tourist experience amidst stunning natural beauty. From the results of interviews with tourist attraction managers, it can be concluded that several important points are the strengths of this destination. First, the location and natural beauty of Bakas Village is the main attraction. Located in Klungkung Regency, Bakas Village is famous for its beautiful rice fields and stunning natural panorama. Visitors can enjoy views of the vast and green rice fields, especially when the sun sets in the afternoon. Apart from that, the very clear view of Mount Batur adds to the natural charm of Bakas Village. Second, the variety of activities offered to visitors makes this destination attractive. Starting from trekking along the rice field paths, taking selfies in the middle of nature, to trying out the swings available around the tourist area. This diversity of activities provides varied and interesting experiences for visitors, so they can tailor activities to suit their individual interests and preferences.

Third, the gastronomic tourism experience is an additional attraction of Bakas Village. Visitors can enjoy a variety of local foods, ranging from typical Balinese food to traditional Klungkung food. This culinary diversity provides an authentic tourist experience and enriches visitors' culinary journey. Lastly, the development plans owned by the tourist attraction managers show their commitment to improving the quality and tourism experience in Bakas Village. By planning to improve service quality and add facilities, Bakas Village has the potential to become a more popular tourist destination in Klungkung. With beautiful natural potential, a variety of activities, unique culinary experiences, and clear development plans, the Bakas Village tourist attraction has a great opportunity to continue to develop and become a tourist destination that is in demand by visitors.

Local Culinary

Overall, the existence of local culinary delights in the Bakas Village tourist attraction, Klungkung, has great potential as a significant tourist attraction. With good and continuous management, local culinary delights can become one of the most important assets in attracting and satisfying visitors, as well as enriching the tourist experience in Bakas Village.

Weaknesses

Local culinary offerings

The results of research with Bakas Village tourist attraction managers revealed problems that arise in the presentation of local culinary delights, namely inconsistencies in presentation that do not yet have standard standards. Even though the culinary delights served at the shop are considered to be of good quality, this inconsistency can reduce the satisfying experience for visitors. With awareness of the problems and improvement efforts made by the management, it is hoped that the culinary experience at the Bakas Village Tourist Attraction can become more consistent and satisfying for every visitor in the future. This will help strengthen the image of the tourist attraction as a quality and attractive culinary destination for tourists.

Menu Options

With a planned strategy and positive response from customers, Kedai Kopi Laklak Pengangon has the potential to continue to grow and become one of the popular coffee destinations in Bakas Village. These steps can also help increase their competitiveness and contribution to the culinary tourism industry as a whole.

Infrastructure

The importance of managing infrastructure and amenities in developing tourist attractions as well as the commitment of Bakas Village management to continue to improve visitors' tourism experience. These steps are key in building a positive reputation and maintaining the sustainability of the Bakas Village tourist attraction in the future.

Opportunities

Bakas Village tourist attraction

Ecotourism development has a crucial role in supporting nature conservation, promoting local culture, and providing valuable experiences for visitors. By considering the importance of nature conservation, promotion of

local culture, valuable experiences for visitors, and empowerment of local communities, developing ecotourism in Bakas Village can be a smart and sustainable choice. With the right approach and a strong commitment to sustainable practices, Bakas Village has great potential to become an attractive ecotourism destination and have a positive impact on the environment and local communities. How important it is to develop ecotourism to support nature conservation, promote local culture, and provide valuable experiences for visitors. Thus, the results of this research confirm that Bakas Village has great potential in developing sustainable ecotourism, which not only provides benefits for the environment and local communities, but also for visitors who are looking for a unique and meaningful tourism experience.

Promotion Via Social Media

The success of Bakas Village tourist attraction management in utilizing creative and effective promotional strategies, especially through social media. This discussion confirms that the promotional approach used has provided positive results in attracting the attention of social media users and increasing visitor interest in the Bakas Village culinary destination. Thus, the results of this research illustrate the success of Bakas Village tourist attraction managers in utilizing social media as an effective promotional tool for their culinary destination. Awareness of the importance of high-quality visual content, visitor reviews and testimonials, as well as a commitment to continuously improving promotion via social media are key factors in the success of promoting the Bakas Village culinary destination.

Threats

New Competitors Appear

The presence of new competitors at the Bakas Village Tourist Attraction, Klungkung, reveals that the emergence of new competitors can result in several impacts that need to be dealt with wisely. One of the main impacts is the potential for reduced prices and profit margins, especially if competitors offer lower prices to attract customer attention. This could put pressure on prices and profit margins in Bakas Village, threatening the sustainability of local businesses. Apart from that, changes in new culinary trends brought by competitors are also factors that need to be considered. This new trend can change visitor preferences and shift focus from existing culinary destinations in Bakas Village. To remain competitive and maintain its appeal, Bakas Village needs to maintain its competitive advantage and continue to innovate in offering unique and interesting culinary experiences for visitors. In facing this threat, it is important for Bakas Village to carry out careful market analysis, understand visitor needs and preferences, and design effective marketing strategies to maintain its market share. Apart from that, collaboration with local business actors and the local government can also be key in overcoming threats from new competitors and changes in culinary trends. With the right steps, Bakas Village can remain competitive and develop in the culinary tourism industry.

Increase In Raw Materials

The increasing price of raw materials in the culinary industry at the Bakas Village Tourist Attraction, Klungkung, is a serious challenge that can affect various aspects of the culinary business in the region. These challenges can impact profit margins and operating costs, especially if not offset by adequate price adjustments. The culinary business tends to be very dependent on the availability and price stability of raw materials. Rising raw material prices can cause additional pressure on businesses, especially for small and medium scale businesses who may have limitations in absorbing these additional costs. This can lead to reduced profit margins or even financial losses for some businesses. To overcome this challenge, Bakas Village needs to take strategic steps. One way is to diversify sources of raw materials, looking for alternatives that are more affordable but still high quality. In addition, it is also necessary to conduct a thorough price and cost analysis to determine whether price adjustments are necessary to maintain business profitability.

Apart from that, collaboration with local farmers or raw material producers can be a solution to reduce the impact of rising raw material prices. Through good cooperation, Bakas Village can ensure a stable supply of raw materials and more controlled prices. Apart from that, innovation in business management is also important. The use of technology and operational efficiency practices can help reduce overall operational costs, thereby covering increased raw material costs. By taking appropriate and adaptive steps, Bakas Village can overcome the challenges of increasing raw material prices and maintain the sustainability of their culinary business amidst increasingly fierce competition.

Conclusion

The development of gastronomic tourism in Bakas Village, Klungkung, is a strategic step that can increase the attractiveness of local tourism. By emphasizing the diversity of traditional Balinese culinary delights, Bakas Village has succeeded in creating an authentic and engaging culinary experience. By maintaining the quality of the dishes, utilizing local raw materials, and collaborating with the local community, Bakas Village is able to

make a positive contribution to the local economy and preserve local wisdom. By remaining committed to preserving traditions, empowering local communities, and continuing to innovate in culinary offerings, Bakas Village can make the development of its gastronomic tourism an inspiring model for other tourism destinations. Thus, Bakas Village is proof that the development of gastronomic tourism not only creates culinary delights, but also becomes a pillar of sustainability, community empowerment and local cultural richness. Based on the conclusions above, suggestions that can be given are as follows. To develop the potential for gastronomic tourism in Bakas Village, Klungkung, it is recommended to organize culinary education programs, integrate ecotourism with culinary experiences, encourage the development of distinctive products, collaborate with industry players, utilize digital technology, and develop partnership programs with local educational institutions. These steps are expected to increase quality, visibility and positive impact across communities and regions.

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