

Gastronomy Tourist's Experience: Evidence from Gudeg "Yu Djum" Yogyakarta

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Abstract

This research aims to analyze the tourist experience of Yogyakarta gastronomic tourism, especially in Gudeg Yu Djum. This review adopts a quantitative descriptive method and involves 100 respondents as a sample. Meanwhile, data collection was carried out from February to May 2020. The results showed a positive response from respondents in this study related to the experience of eating at Gudeg Yu Djum. Most of the respondents have a special purpose for gastronomic tours, others made gastronomic tours as side trips from primary trips such as nature and cultural tourism. The order of the highest level of impression in developing the gastronomic experience starts from authenticity, sociability, emotions, deliberate and incidental gastro-tourists, travel stages, foodie risk-taking, and Interdependent co-created tourist-host relationship. The theoretical implication in this study is to determine the order of the sub-variables starting from the most decisive in building gastronomic experience. Additionally, the practical implication is that it can provide rich information as an insight for culinary entrepreneurs, particularly to establish a post-pandemic gastronomic tourism business. Since the sample size is limited to one type of restaurant, further research is expected to cater to more restaurants representing gastronomic tourism in Yogyakarta, as well as other cities.

Keywords: Gastro-Experience, Gastronomy Tourism, Gudeg, Local Culinary, Tourist Experience

A. Introduction

The restaurant or gastronomic business plays an important role in the development of the tourism industry (Aybek & Alphan, 2021; Celebi et al., 2020; Kowalczyk & Derek, 2020). This product has been popular in various countries in the world, especially those that make gastronomy a major tourist attraction. Some countries that have been widely known include France, the USA, Australia, several countries on the continent of southern Africa and Asia (Batat, 2021; Sormaz et al., 2016). Although it has a broad market segment, in Indonesia, this type of tourism is not popular yet. This phenomenon is inversely proportional to its potential, where Indonesia is known for its diverse culture, including in terms of food (Situngkir et al., 2015; Yudhistira & Fatmawati, 2020; Yuliarti, 2020). Each region has proven to have a different approach, technique, and philosophy to food. This fact certainly shows how this potential can be developed as a gastronomic tourism commodity.

One of the tourist destinations known for its diversity of gastronomic tourist attractions is Yogyakarta (Hidayat & Ferdiana, 2012; Kristanti et al., 2019; Widjaja et al., 2018; Wijaya et al., 2021). Before the Covid-19 pandemic hit the world, including Indonesia, tourists often visited this area for various purposes, including hunting for food, both traditional and modern. Gudeg is one of the foods that has become the identity of the city of Yogyakarta (Abela et al., 2017; Aditya, 2013; Wachyuni & Wiweka, 2020). Although this food is also available in several other areas, the image of Gudeg has been so attached as a typical food of Yogyakarta (Kurniawati & Marta, 2021).

Currently, various restaurants have appeared that offer a menu of processed young jackfruit with coconut milk and teak leaves as the main dish. However, some of them cannot be categorized as gastronomic tourism due to the product they offered not provide the tourist experience. One of the Gudeg restaurants that can be categorized as a gastronomic tourism destination is Gudeg Yu Djum (Solikha, 2018). This restaurant not only provides food but also offers the experience of enjoying Yogyakarta specialties with authentic techniques. In addition, this restaurant is also known to maintain the philosophy that has been created by its founder. Therefore, many tourists, both international and domestic, often make this restaurant one of the attractions that must be visited. In addition, they also often use Gudeg as a souvenir to share their experiences. This phenomenon is believed to be one of the promotional media that encourages the sale of Gudeg Yu Djum (Solikha, 2018).

Although several researchers have studied Gudeg in Yogyakarta from various perspectives, such as nutritional content, history, and even risk management (Abela et al., 2017; Kurniawati & Marta, 2021), a specific study investigating tourist gastronomy experience on specific local dishes such as Gudeg

remains scarce. The experience of tourists enjoying Gudeg Yu Djum provides rich information related to how they feel about one of the gastronomic tourism products in Yogyakarta. This information is also very useful for business actors, particularly restaurants and travel companies that offer gastronomic tourism products in improving the quality of their products. Therefore, this study aims to examine the gastronomic tourism tourist experience in Yogyakarta, especially in Gudeg Yu Djum. The research findings can provide rich information for culinary entrepreneurs, especially to enhance their business in the post-pandemic period. Since the sample size is limited to one type of restaurant, further research is expected to cater to more restaurants representing gastronomic tourism in Yogyakarta, as well as other cities.

B. Literature Review

Gastronomic tourism

Gastronomy itself consists of the words "gastro" and "nomy" which comes from ancient Greek. "Gastro" arrives from the term Gaster, which means stomach. While "nomy" arrives from the term Nomos, which means a governing law. According to (Winarno & Winarno, 2017), gastronomy is a science that studies food and culture, which focuses on delicious food.

Meanwhile, according to Dixit, gastronomic tourism is exploring the speed of transformation that affects the interrelated fields of gastronomy, tourism, and the environment, thus forming the current format of visitor satisfaction, destination branding, and buyer decisions (Dixit, 2019). Based on some of these views, gastronomic tourism can be analogized as a tourist visit activity to an area or place that is driven by an interest in tasting, researching, and understanding the food or drink. Gastronomic tourism is also described as an experience of tourists who are motivated by the search for food and beverage

Gudeg

Gudeg is local food in Yogyakarta made from processed young jackfruit with coconut milk and teak leaves to produce a brown color. Gudeg is also served with rice, free-range chicken, eggs, tempeh, tofu, and krecek chili sauce, and thick coconut milk (Abela et al., 2017; Kurniawati & Marta, 2021). Although researchers have not agreed on the origin of this food, some argue that gudeg was made during the reign of Sultan Agung, where gudeg was used as a stockpile for soldiers when attacking Batavia. However, there is another opinion which states that gudeg was only known in 1819 based on the contents of *Serat Centhini*.

Generally, Gudeg is served by various types of places to eat, ranging from the scale of *lesehan* or stalls to restaurants. These foods can be grouped into four types, including: (1) Dry gudeg served with thick *areh* which is seasoned thick coconut milk; (2) Wet gudeg served with watery *areh*; (3) Gudeg Solo, namely

gudeg whose *areb* is white; (4) Gudeg Manggar, which is gudeg that uses coconut flower pistils.

Tourist experience

Tourism experience plays an essential role related to the tourist destination's competitiveness. It also provides a competitive advantage that is not easy to imitate but can last for a long time (Chen & Rahman, 2018; Lin et al., 2019; Pechlaner et al., 2012; Quadri-Felitti & Fiore, 2013).

Several researchers have tried to formulate several attributes as indicators, including foodie risk-taking, travel stages, deliberate and incidental gastro-tourists, emotions, authenticity, sociability, and interdependent co-created tourist–host relationships (Williams et al., 2021): (1) Deliberate and incidental gastro-tourist, the data show that there are two different types of gastronomic tourists, namely intentional and unintentional; (2) Travel stages, memorable occasion occurs in several stages of a journey, including planning, traveling, experiencing, or reflecting; (3) Foodie risk-taking, for the gastronomic traveler tasting unique and unusual foods and drinks, is more fun and more informative than sightseeing; (4) Interdependent co-created tourist-host relationships, gastronomic travelers crave sites to go that fulfill their curiosity about food or drink. To maintain sustainability, the locals of tourist attractions must complement their local customer base with out-of-region tourists; (5) Authenticity an essential part of tourist satisfaction is centered on authenticity, which means uniqueness; (6) Sociability, social interaction with fellow travelers or staff is an important component of the gastronomic tourist experience; (7) Emotions, emotions arise when traveling and when repeating travel stories. When tourists recall their most notable moment, they explain how some elements of the experience gave rise to pleasurable emotions.

Several studies have also proven that the quality of gastronomic products has a significant influence on tourist experience satisfaction. In addition, several other factors that can increase tourist satisfaction include the quality of the attractiveness of gastronomic and cultural destinations (Antón et al., 2019; Berbel-Pineda et al., 2019; Leong et al., 2017; Widjaja et al., 2020).

C. Research Methodology

The quantitative descriptive study used by this review to explain the tourist experience of gastronomic tourism in Gudeg Yu Djum, Yogyakarta (Sugiyono, 2016). This method is used to explain gastronomic experiences from quantitative data in the form of questionnaires distributed to respondents. The sampling technique used the Roscoe guidelines (Sekaran & Bougie, 2016) where the sample size considered feasible in this study was between 30 to 500, which was then determined as many as 100 respondents. Meanwhile, data collection was carried out from February to May 2020 using google forms distributed via WhatsApp

broadcast messages. The variable used in this study was Tourist Experience. Research instrument were adapted from the indicators of tourist experience used, including travel stages, foodie risk-taking, deliberate & incidental gastro-tourists, interdependent co-created tourist host relationships, emotions, authenticity, and sociability, (Williams et al, 2021). The questionnaire adopted a five-Likert scale with (1) stating strongly disagree to (5) strongly agree. The quantitative descriptive statistical analysis was used as the final simple data analysis technique.

D. Result

Demographic Analysis of Respondents

The demographics information of the respondents, based on 100 questionnaires, including domicile, age, education level, and income. The demographic analysis of the respondents can be seen in the following table.

Table 1. Profile and Characteristics of Respondents

Demography	Options	Percentage (%)
Gender	Woman	58
	Man	42
Age	17-25 years old	74
	26-35 years old	12
	36-50 years old	12
	50-65 years old	2
Education Background	Senior high School	28
	Bachelor's degree	71
	Master's degree	1
Income per month	IDR 1.000.000 – IDR 2.000.000	33
	IDR 2.000.001 – IDR 4.000.000	16
	IDR 4.000.001 – IDR 6.000.000	21
	>IDR 6.000.000	30
Domicile	Jakarta	65
	Yogyakarta	2
	West Java	14
	Kalimantan	3
	Others	16

Source: Primary data

The table above illustrates that most respondents were women as much as 58%. Based on age, many respondents are young, aged 17-25 years as much as 74%. The last education of most respondents was undergraduate by 71%, and high school graduates by 28%. The data shows that some are already working, and some

are still students. This is also supported by the results of a survey of income per month, the majority of which are between IDR 1,000,000 - IDR 2,000,000, as much as 33%, while 30% of respondents have a monthly income of > IDR 6,000,000.

Culinary Selection Preferences by Tourists in Yogyakarta

As for investigating tourists' behavior when visiting Yogyakarta, a survey was carried out to uncover their culinary preferences as shown in Table 2 below.

Table 2. Culinary Selection Preferences by Tourists in Yogyakarta

Tourism Behavior	Option	Percentage (%)
Have you ever visited Gudeg Yu Djum?	Yes	100
Travel Destination	Culinary/Gastronomy tourism	34
	Natural tourism	30
	Culture tourism	28
	Education tourism	3
	Shopping tourism	1
	Others	4
Preferred Culinary Place	Café	13
	Restaurant	17
	Street food	60
	Food festival	10

Source: Primary data

Based on Table 2, the sample was taken from the respondents who have prior culinary tourism in Gudeg Yu Djum. The respondent's travel destination to Yogyakarta is mostly for culinary tours as much as 34%. While the second tourist destination is nature tourism (30%), followed by cultural tourism (28%) and others. Regarding culinary places, most respondents tend to visit street food (60%), followed by restaurants (17%), cafes (13%), and food festivals (10%).

Descriptive Analysis of Tourist Experiences on Yogyakarta Gastronomy: A Case Study of Gudeg Yu Djum

The tourist experience variable on gastronomy includes 7 (seven) sub-variables, including travel stages, foodie risk-taking, deliberate & incidental gastro tourists, interdependent co-created tourist-host relationships, emotions, authenticity, and sociability. The average value of the tourist experience variable on the gastronomy of Yogyakarta, particularly at Gudeg Yu Djum can be identified through the following table.

Table 3. Tourist Experience of Yogyakarta Gastronomy

Variable	Mean Value
Deliberate & incidental gastro-tourist	4.09
Travel stages	4.05
Foodie risk-taking	3.98
Interdependent co-created tourist-host relationship	3.70
Authenticity	4.18
Sociability	4.14
Emotions	4.11
Total	4.04

Source: Primary data

According to the descriptive analysis result, most respondents agree with the statement in this study which represents 7 (seven) variables. This finding explains that all variables explain their experience when trying Gudeg Yu Djum. Taking from the highest average score, authenticity plays an essential role in building the gastronomic experience. This was followed by sociability, emotions, deliberate & incidental gastro-tourist, travel stages, foodie risk-taking, and finally the Interdependent co-created tourist-host relationship. Yogyakarta is one of the gastronomic tourist destinations in Indonesia. This is because there are many variations of local culinary in Yogyakarta, both in the form of snacks, main dishes, and desserts. This study provides information on how tourists experience gastronomy in Yogyakarta, especially related to the experience of consuming Gudeg Yu Djum.

Gudeg is a local culinary that has become an icon of the city of Yogyakarta until Yogyakarta is called the City of Gudeg. Along with the development of the times, gudeg which used to be only sold on lesehan or street vendors became a stall and even restaurants. Meanwhile, Gudeg Yu Djum is one of the well-known gudeg restaurants that was established in 1951 (www.gudegyudjumcenter.com, 2021)(Yu Djum, 2021).

Deliberate & Incidental gastro-tourist

The first sub-variable is related to the status of traveling, deliberate & incidental gastro-tourist (X1). Table 4 shows that many respondents agree (3.98) that they visit Yogyakarta for gastronomic tourism, however, a higher mean score (4.20) is shown in the second statement, which indicates that most respondents agree that they initially visited Yogyakarta, not for sightseeing. gastronomy, instead

of traveling to nature or culture, but finally trying gastronomic products in Yogyakarta.

Table 4. The mean value of the Deliberate & Incidental Gastro-Tourist sub-variable (X1)

Sub-variable	Statement	Mean
Deliberate & Incidental Gastro-tourist (X1)	I visited Yogyakarta for a gastronomic tour (X1.1)	3.98
	I visited Yogyakarta because I wanted to travel (nature, culture, recreation, etc.) apart from gastronomic tourism but then Enjoy gastronomic products in Yogyakarta (X1.2)	4.20
Total X1		4.09

Source: Primary data

Travel Stages

Travel stages describe the stages of the journey, most respondents agreed that they planned a gastronomic trip to Yogyakarta, doing the trip they had planned. Furthermore, they also agree that they are always satisfied with their gastronomic travel experience. The descriptive analysis of the travel stages (X2) sub-variables can be observed in the following table.

Table 5. The Mean Value of Travel Stages (X2)

Sub-variable	Statement	Mean
Travel stages (X2)	I planned my gastronomic trip to Yogyakarta (X2.1)	4.00
	I went on a gastronomic excursion that was as per my previous plan (X2.2)	3.98
	I am always satisfied with my gastronomic travel experience to Yogyakarta which is in line with my expectations (X2.3)	4.16
Total X2		4.05

Source: Primary data

Foodie Risk Taking

The third sub-variable is foodie risk-taking (X3) which explains the courage of tourists to try new foods. Table 6 shows that many respondents quite agree that

they always consume Yu Djum's gudeg when they want to buy Gudeg in Yogyakarta. Meanwhile, respondents agreed that they dared to consume other brands of gudeg other than Yu Djum's gudeg.

Table 6. The mean value of the foodie risk-taking sub-variable (X3)

Variable (x)	Statement	Mean
Foodie Risk-Taking (X3)	During my travels to Yogyakarta, I always eat gudeg Yu Djum (X3.1)	3.83
	While traveling to Yogyakarta, I dare to try to eat gudeg other than Yu Djum's gudeg (X3.2)	4.13
Total X3		

Source: Primary data

Interdependent Co-created Tourist-host Relationships

The fourth sub-variable is interdependent co-created tourist-host relationships (X4). This sub-variable explains the dependency relationship between the host and the tourists who come to visit. Table 7 shows the average value of the Interdependent co-created tourist-host relationship (X4) sub-variable.

Table 7. The mean value of the interdependent co-created tourist-host relationship sub-sub-variable (X4)

Variable (x)	Statement	Mean
Interdependent co-created tourist-host relationship (X4)	I have a good relationship with the employee of the gudeg restaurant Yu Djum (X4.1)	3.56
	I often give compliments or feedback on gudeg Yu Djum (X4.2)	3.81
Total X4		3.64

Source: Primary data

Authenticity

The fifth sub-variable is Authenticity which explains the authenticity of food that has been preserved until now. Table 8 shows that most respondents agree that they prefer Yu Djum's gudeg because of its original taste. Furthermore, many respondents also agree that Yu Djum's gudeg has an authentic and distinctive taste.

Table 8. The average value of the authenticity sub-variable (X5)

Variable (x)	Statement	Mean
Authenticity (X5)	I prefer Yu Djum's gudeg because the taste is original (original) (X5.1)	3.56

Source: Primary data

I think Yu Djum's gudeg has an authentic and distinctive taste (X5.2)	3.81
Total X5	4.18

Sociability

The sixth sub-variable is sociability which explains the experience of tourists in social interaction during a gastronomic tour. Table 8 describes that many respondents agree that they often recommend Yu Djum's gudeg restaurant to their relatives. They will share their experiences on social media as a form of social interaction. They also agree-strongly agree that they travel more often with friends or relatives than alone.

Table 8. The average value of the sociability sub-variable (X6)

Variable (x)	Statement	Mean
Sociability (X6)	I often recommend Yu Djum's gudeg restaurant to my relatives (family, friends, and relatives) (X6.1)	4.20
	I share my experience eating gudeg Yu Djum on social media (X6.2)	3.95
	I often travel with friends or close relatives rather than traveling alone (X6.3)	4.28
Total X6		4.14

Source: Primary data

Emotions

Finally, the seventh sub-variable is emotions. Emotions that arise during a gastronomic trip and can repeat the story of the trip. Table 9 shows that most respondents agree that they feel happy when they eat gudeg Yu Djum and they feel satisfied after eating gudeg Yu Djum. Furthermore, they also agreed that they would return to Gudeg Yu Djum every time they traveled to Yogyakarta.

Table 9. The mean value of emotions sub variable (X7)

Variable (x)	Statement	Mean
Emotions (X7)	I always feel happy when I eat gudeg Yu Djum (X7.1)	4.14
	I feel satisfied after eating gudeg Yu Djum (X7.2)	4.06
	I will visit Gudeg Yu Djum again every time I travel to Yogyakarta (X7.3)	4.18
Total X7		4.11

Source: Primary data

E. Discussion

Respondent Profile and Characteristics

The majority of this review's respondents were between 17-25 years, as many as 74%. Generation Z is those born in 1995-2010. Generation Z has the characteristics of preferred social activities compared to the previous generation, caring for the environment, and being easily influenced by products or brands. Most respondents in this study were women. This shows that female tourists have a high interest in culinary at the destination. This finding is also supported by research, that there is a tendency for culinary tourism to be preferred by women compared to men (Harsana, 2011).

Furthermore, related to the last education of the respondents, most respondents are undergraduate and high school graduates. This shows that some of the respondents have worked, and some are still students/students. Therefore, most of them still have a low income as part-time workers, but some of them have high incomes. Meanwhile, when viewed from the origin of domicile, most respondents are *Jakartans*, this is because Yogyakarta is a gastronomic tourist destination that is quite close and easily accessible by tourists. Furthermore, there are tourists from West Java, Kalimantan, and others such as Sumatra and Sulawesi. This shows that distance is not a barrier to enjoying gastronomic tourism in Yogyakarta.

Regarding the purpose of travel, most respondents agree that gastronomic tourism is the main purpose of visiting Yogyakarta. Then, followed by nature and cultural tourism. This finding explains that most tourists do visit to enjoy local culinary in Yogyakarta. According to (Wachyuni & Priyambodo, 2020), those who have a strong interest in food and beverages at a destination are called gastro-tourists (GT). It can be concluded that as many as 34% of the respondents belong to the Gastro-tourist style. Others, those who carry out sightseeing activities but also enjoy culinary delights at the destination.

Meanwhile, if you identify the culinary places of choice for tourists when visiting Yogyakarta, most of them choose street food. Yogyakarta does have many *lesehan* or street food places that give a different sensation or ambiance when enjoying it apart from their low prices. Street food conveys messages about the cultural heritage, identity, history, and traditions of a region. Furthermore, the second option is a restaurant which is a place to eat that has several more adequate and more comfortable facilities, usually also has other supporting facilities such as Wi-Fi, toilets, and parking lots. However, because it has many facilities, the food

usually has a higher price than street food. Café is the third choice and next is the food festival.

Gastronomic Experience of Travelers at Gudeg Yu Djum

Based on the results of descriptive analysis, most respondents gave a positive response to the statements that represent each sub-variable. The highest value of the sub variable is authenticity, which means that tourists agree that Yu Djum's gudeg has an authentic and distinctive taste. Authentic culinary products provide a memorable experience for tourists. According to (Wachyuni & Priyambodo, 2020), gastro-tourists are looking for authentic food to be enjoyed at their destination. Experience is the most important thing, even when compared to the value of health.

Furthermore, the most memorable experience for tourists in this study is sociability. Food is a tool for social interaction with close friends and relatives. Enjoying a meal together becomes the experience they seek when traveling with their friends and relatives. Based on Mufidah (2012), there is a socialization process in eating together, and this is what makes eating activities more interesting. Tourists also tend to share their experiences of enjoying Gudeg Yu Djum with friends or relatives who are not traveling, through social media while at their destination or after returning from their destination.

The emotions sub variable has a high mean value after sociability. The feeling that arises from the experience of enjoying Yu Djum's gudeg becomes a deep impression for tourists. They were happy and satisfied with the food offered, they even agreed that they would return to Gudeg Yu Djum if they traveled to Yogyakarta. Research also shows that the feelings that arise during a gastronomic tour will deepen the impression that reinforces memorability. So that the experience formed can influence the next purchase decision.

Then, Deliberate & Incidental gastro-tourist also showed a high mean value. According to William and Yuan (2018), there are two types of gastro-travelers, namely deliberate gastro tourists who do travel to enjoy food and incidental gastro tourists, namely people who visit for other purposes, but also enjoy food. This sub variable explains that most tourists agree to visit Yogyakarta for gastronomic tourism. However, they more agree that they visit Yogyakarta, not for a gastronomic tour but nature, culture, and other tours. However, in the end, try gastronomic products in Yogyakarta. This explains that some of them are indeed gastronomic tourists, but others are not. (Wachyuni & Priyambodo, 2020) explained that there are three types of tourists on culinary tours according to their level of interest in traditional cuisine, starting from low interest, namely Non-Culinary Tourist, medium interest called Culinary Tourist, and high interest called Gastronomic Tourist.

As tourists who have a goal to enjoy local culinary at their destination, they tend to have planned their trip and realized it at the destination. With this plan,

they are satisfied with their gastronomic trip. These findings indicate that they have enough time to design their trip. Ideally, this time should be used by destination managers and culinary business actors in destinations to provide as much information as possible through digital media as the main search source. This information can provide a great opportunity to attract tourists to come and visit local culinary locations in destinations.

The fourth sub-variable that plays a role in creating the culinary experience is foodie risk-taking. This sub variable relates to the desire of tourists to try and take risks to enjoy new culinary delights at the destination. A person's attitude and interest in unfamiliar food are called food neophilia. Food neophilia plays an important role in encouraging someone to travel. The findings in this study explain that most respondents tend to be food neophilia. Thus, Yogyakarta as a potential gastronomic tourism destination needs to maintain its authenticity and culinary uniqueness as a destination attraction.

The last sub-variable is the interdependent co-created tourist-host relationship. Most respondents agree that they often give praise and input to Gudeg Yu Djum and have good relations with Gudeg Yu Djum's employees. This established relationship gives a good and memorable impression for tourists. This experience may also be shared with friends and relatives so that it greatly influences word-of-mouth recommendations. In addition, Oktaviyanti (2013) explains that there is a socio-cultural impact from the interaction between tourists and hosts, namely changes in cultural norms and values that can create new habits that attract tourist visits. From this study, it can be concluded that the order of the roles of the sub-variables in shaping the gastronomic experience starts with authenticity, followed by sociability, emotions, deliberate and incidental gastro-tourists, travel stages, foodie risk-taking, and Interdependent co-created tourist-host relationships.

F. Conclusion

The present study reported that tourists have a memorable experience during a gastronomic tour in Yogyakarta, one of which is after enjoying Gudeg Yu Djum. Memorable tourist experiences are developed from several sub-variables, each of which plays a role in shaping the level of impression. Data analysis shows that the order of the highest level of impression in shaping the gastronomic experience starts from authenticity, sociability, emotions, deliberate and incidental gastro-tourists, travel stages, foodie risk-taking, and Interdependent co-created tourist-host relationship.

The research finding benefits is business actors such as restaurants and travel agents who offer gastronomic tourism products in improving the quality of their products. The outcomes can also be alternative information for culinary entrepreneurs to adopt the strategies that meet the tourist demands experience. Further research is awaited to explore the broader research scope by involving

more restaurants that represent gastronomic tourism in Yogyakarta, as well as other cities.

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