

Local Culinary Travel Pattern Development Model in Lerep Tourism Village, Semarang Regency

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Abstract

Culinary tourism activities focus on finding food topics that have never been known or repeating the activity of enjoying the food. Satisfaction for culinary connoisseurs requires a pattern that regulates travel activities to enjoy local food with a tourism approach in the form of narratives, creative content, living culture, and using the power of culture as an icon of culinary tourism destinations. This study aimed to obtain a model for developing Local Culinary Travel Patterns in mapping the foodie tourist market segment and local food production in Lerep Village, Semarang Regency. The research method used in this research is exploratory-descriptive qualitative, exploring the potential of culinary tourism in Lerep Village. The findings showed that creating a local culinary travel pattern model provides a view for tourism actors and prospective tourists to determine tourist activities, especially the local culinary world with strong regional cultural characteristics. This model is also a guideline for tourism village managers with a regional culture with culinary specialization, which is appointed as brand awareness to elevate the identity of the tourist village with traditional culinary icons.

Keywords: Culinary Tour, Local Culinary, Travel Pattern

A. Introduction

Global economic growth is considered highly dependent on the tourism industry. The economies of many countries will be affected by how the tourism industry grows or declines (Yakup & Haryanto, 2019). Tourism activities are temporary and carried out voluntarily and without coercion to enjoy sights and attractions. This will develop as a source of state income and tourism growth (Nurhajati, 2018). As the second largest source of foreign exchange after oil and gas exports, tourism is the subject of coordination because it can play a significant role in absorbing job opportunities and empowering micro-enterprises in large numbers in tourist destinations and other areas that produce tourism products (Mihalic, 2014).

Tourism is a vital component of national development. It is carried out systematically, planned, integrated, sustainable, and responsibly while maintaining religious values, community culture, environmental sustainability, quality, and the national interest. Tourism development is needed to encourage the equal distribution of business opportunities, reap the rewards, and prepare for the difficulties of changing local, national, and global existence (Fathimath, 2015). Tourism in the context of understanding a culture, is a very good potential to be developed in an area. The effects caused by the development of tourism that utilizes culture as the main basis in the cultural heritage preservation program to be saved from disruptive innovations in the current era of globalization (Rahmi, 2016). The tourism village development model focusing on cultural preservation aims to raise a sense of caring for the community that owns the culture to pay more attention to their culture (Ardianti & Eprilianto, 2020).

The published local culture becomes a creative tourism potential that creates the attraction of culture to make it more interesting to learn through packaging an event with the theme of a cultural festival held through the active role of the local community. One of the tourism themes that a tourist village can run is culinary tourism. Culinary tourism is one of the attractions of both local and foreign tourists who are on vacation with the aim of tasting various foods (Sari et al., 2019). Various tourist attractions in Indonesia currently rely heavily on culinary tourism (Wibowo et al., 2021). According to the Ministry of Tourism in Simasima et al. (2017), travel patterns are interconnected structures, frameworks, and travel paths from one destination point to another that contain information about facilities, activities, and services that provide travel options for industrial and individual tourists. To influence decision-making on their journey. The more varied pattern of travel offered is expected to increase the interest of tourists to travel in Indonesia. The Local Culinary Travel Pattern development model has four main dimensions, namely foodies tourists, passion food, food habits, and orientation destinations, supported by 12 indicators that follow, namely

inspiration, choice, experience, initiative, concern, satisfaction, behavior, expression, feeling response, reaction, and interpretation.

Culinary tourism has recently become increasingly popular among tourists; this is not only due to the influence of promotions carried out through TV itself but also by food vloggers. Various menu foods, especially regional specialties, are becoming popular. Even previously rare or never known menus have suddenly become what many people are looking for. This is an opportunity to develop culinary tourism in Indonesia because it has ethnic and cultural diversity, which impacts culinary diversity in one area if the tourist village is not (Adhitya et al., 2021).

One of the villages is currently struggling after being closed for a long time due to Covid-19. To increase their potential, Lerep Village has a monthly event in the form of a village culinary market held every Sunday, according to the Javanese calendar. The rural culinary market is an attraction for tourists to enjoy various types of environmentally friendly rural cuisine.

Based on this, it gave rise to an idea to create a role model or special guide to the pattern of culinary-based travel that is angled on the uniqueness of regional cuisine by applying the 4-cluster method (culinary + education, culinary + camping, culinary + adventure, and culinary + outbound). This study aims to determine the character of tourists motivated to travel based on searching for traditional foods they want to taste. Hopefully, the results of this clustering will contribute to the government's better understanding of the character of tourists with specialization in local culinary orientations and policies in handling local culinary festival activities.

B. Literature Review

Culinary tourism is a tour influenced by the desire to visit places of manufacture, food festivals, restaurants, or a location to try food (Prabhawati, 2021). Sheridan & Anom (2019) culinary tourism is divided into several types: food festivals, street food, food producers, and restaurants. Culinary tourism is an activity of tourists looking for unique and impressive food and drinks. In other words, culinary tourism is not merely a desire to taste delicious food, but what is more important is the uniqueness and memories generated after enjoying the food. Culinary tourism is a growing segment of the tourism industry and is often associated with various cultural activities.

According to Tyas (2017), traditional food or local culinary is a food product that is often consumed by a group of people or served at celebrations and, at certain times, passed down from generation to generation, made according to recipes from generation to generation, made without or with a little engineering, and has certain characteristics that distinguish it from other regional cuisines.

Traditional food means that it can be said as a local identity because of its existence which is part of the culture of the community, such as certain procedures in processing food ingredients, its role in community culture and celebration procedures, as well as recipes that are maintained from generation to generation (Kristiana et al., 2020).

According to Liyushiana (2019), the material for the seminar on Indonesian travel patterns, in general, Travel Patterns can be divided into six categories, namely: (1) Single Point, namely tourists visiting a destination or tourist attraction and returning with the same route, while this pattern is named Direct Route or Single Destination; (2) Base Site, i.e., tourists go to one main destination as a base camp and then visit other destinations or tourist attractions that become secondary, this pattern is called Base Camp Day Trip; (3) Stop Over is a tourist visiting the main destination, where during the trip there is a tourist attraction that is visited while heading to or returning to the main destination, this pattern is named End Route Stop Over; (4) Chaining Loop, where tourists visit several destinations or tourist attractions without repeating. Stop at a destination or tourist attraction between circular paths that are not necessarily related; tourists visit tourist attractions related to the destination. This pattern is named Full Orbit Round Trip; (5) The Destination Region Loop is a combination of a single point and chaining loops known as the Regional Tour Destination Area Loop; (6) Complex neighborhood is a combination of several or all of the patterns of travel, tourists go from one destination to another without repeating, this pattern illustrates the complexity of tourist movement patterns that allow variations and mixtures of different travel patterns. This pattern is better known as the Multiple Destination area loops.

C. Research Methods

The method used is a qualitative research method. The research method used in this research is exploratory-descriptive qualitative, exploring the potential of culinary tourism in Lerep Village. Sugiyono (2019) argues that qualitative research methods are based on the post-positivism philosophy, used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument, and sampling data sources are carried out purposively. Snowball, collection techniques with triangulation (combined), data analysis is inductive or qualitative, and qualitative research results emphasize meaning rather than generalization. The data collection used is interviews and field observations. The location of this research is in the tourist village of Lerep. The number of presenters is three people.

Researchers conducted interviews and data collection with representatives of the Lerep Village Government employees by asking for information and data

regarding the list of domestic and foreign tourist visits during the current period. The visit data provided is for the period from 2017 to 2020. Meanwhile, data collection carried out through literature is looking for information in journals and books about food tourism and culinary travel patterns. Based on the data obtained, the criteria used in this study are the name of the type of food, processed food products, food attractiveness, mapping of culinary destinations, and tourist satisfaction. A large number of incident data will be processed into the category of unique culinary destinations and rarely use culinary tourism travel patterns. Moreover, the application in this research will use a guidebook..

D. Result

Lerep Village, before becoming a Lerep Tourism Village, is an area with environmental problems, namely environmental pollution due to cow dung produced by cattle farmers in Lerep Village. This condition invites special attention from the Lerep Village apparatus to change the lifestyle and habits of its citizens to start appreciating and preserving nature both in terms of physical and air. The desire to realize the Lerep Tourism Village is stated in the Lerep Village Medium-Term Development Plan contained in the Lerep Village Regulation Number 4 of 2015 concerning the 2016 Village Government Work Plan.

In addition, the enactment of Law Number 6 of 2014 concerning Villages has an impact on the local community's economy. This is in line with the positive response from the Lerep Village Government itself, by making a policy to utilize village funds to make the village developed, independent, and prosperous, and aims to improve the welfare and quality of life of the village community. Because with the Village Law, the village has the right to plan and determine the direction of development that is deemed important to meet the needs of the village community (Niravita et al., 2021). Lerep Tourism Village offers domestic and foreign tourists natural beauty as well as the provision of several attractions, accommodations, and facilities to support all tourist activities. At the same time, in Lerep Tourism Village, all of which are managed professionally between village officials and the community.

In developing culinary tourism activities in the Lerep Tourism Village, it is feasible to apply a local culinary travel pattern development model based on local wisdom, which is transformed into local menus created by the Lerep community. This model is very helpful for tourists in determining visiting decisions and the role of local tourism actors in the Lerep Tourism Village. Readiness of tourist villages in developing tourism potential through packaging events titled cultural festivals, a tourist village must focus on processing regional culinary potential. It must have an attraction to attract tourist visits; it must have four main components, namely, the tourist village must have something to see (attraction),

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something to do (activity), something to buy (buy), and something to learn (participation). The development of the Lerep Tourism Village impacts the economy of businesses and tourism services (Syaiful, 2021). With the development of a tourism village, it can increase the income of business operators and tourism services of stages that must be practiced by tourist villages in developing the existing cultural potential includes several factors, namely mapping potential regional cultures, increasing the capacity of culturally aware communities, financial management with a culture of accountability and structuring a cultured humanist environment (berdesa.com).

The following results from forming a local culinary travel pattern development model in tourist villages.

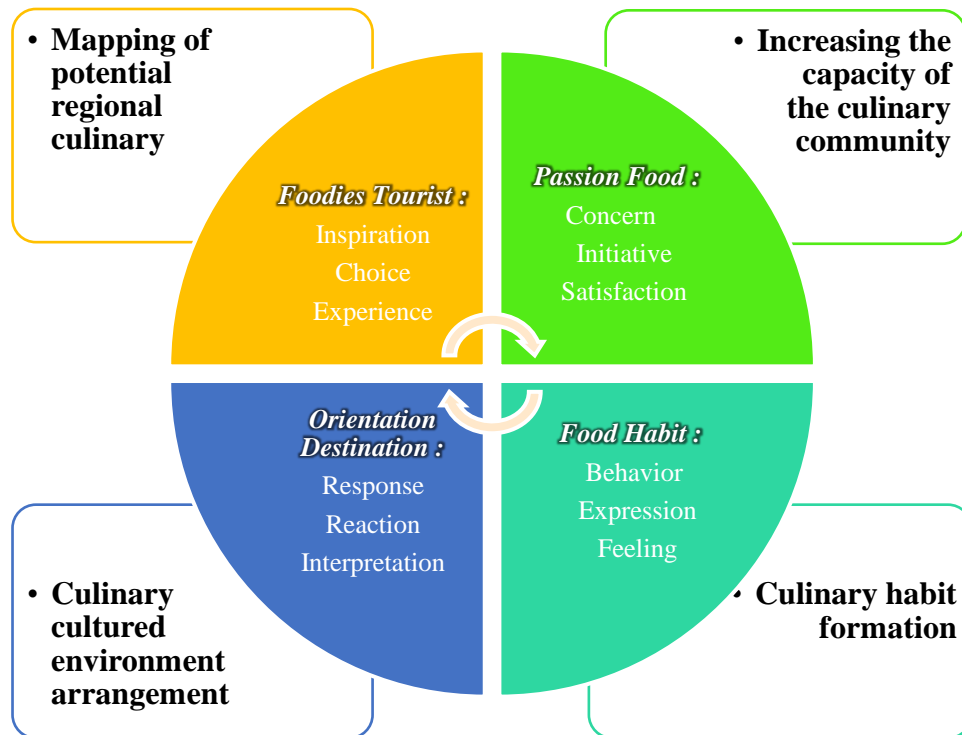


Figure 1. Model Ffor Developing Local Culinary Tourism Patterns in Tourist Villages

The explanation of the meaning of the Local Culinary Travel Pattern development model is as follows: (1) Tourist villages that have met the identification of readiness related to the foodie's tourist, which consists of inspiration, choice, and experience, can then carry out the process of mapping potential regional culinary; (2) Tourist villages that have fulfilled the identification

of readiness related to the aspect of passion food which consists of caring, initiative, and satisfaction with food processing, can carry out the process of increasing the capacity of the community to care about culinary; (3) Tourist villages that have fulfilled the identification of readiness related to the food habit, which consists of packaging behavior, expressions, and feelings towards processed food products, can carry out the process of forming culinary habits; 4) Tourist villages that have met the identification of readiness related to the orientation destination, which consists of responses, reactions, and interpretations, can carry out the process of structuring a sophisticated culinary environment.

E. Discussion

Based on research conducted with a local culinary travel pattern development model in the Lerep Tourism Village, Semarang Regency. The method used is a qualitative research method. Creating a local culinary travel pattern model provides a view for tourism actors and prospective tourists to determine travel activities, especially the local culinary world with strong regional cultural characteristics. This model is also a guideline for tourism village managers with a regional culture with culinary specialization, which is appointed as brand awareness to elevate the identity of the tourist village with traditional culinary icons.

Long-term planning regarding the development of culinary tourism in tourist villages by combining the concept of digital culinary travel by carrying out a menu ordering application. Information regarding traditional foods to be enjoyed and the creation of thematic culinary festivals with various travel package options to suit the budget and passion of tourists in obtaining authentic food preferences. These two concepts can increase the branding of a tourist village, which is better known and has the highest popularity in the selection of destinations to enjoy culinary tourism packaged in the tourist village tour package.

E. Conclusion

Creating a local culinary travel pattern model provides a view for tourism actors and prospective tourists to determine travel activities, especially the local culinary world with strong regional cultural characteristics. This model is also a guideline for tourism village managers with a regional culture with culinary specialization, which is appointed as brand awareness to elevate the identity of the tourist village with traditional culinary icons.

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