

Local's Participation in Evolving Gastronomy Tourism in Ubud and Beyond

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Abstract

The Ministry of Tourism has chosen Ubud to represent the UNWTO gastronomy destination prototype. The locals' involvement in creating an inclusive gastronomy destination deserves consideration because they have a significant stake and direct role in integrating its culinary characteristics to create a distinctive gastronomy destination. By evaluating the local's readiness and identifying the potential of its gastronomic features, this study seeks to investigate the locals' participation in developing gastronomic tourism in Ubud and beyond. Through interviews with key informants, such as local leaders, governments, organizations, and associated practitioners, and observations, this research determines the level of locals' participation by evaluating their readiness. In addition, interviews with local's representatives at 13 tourism villages in Ubud and beyond, who are members of BUMDes Bersama Gianyar Aman, were also conducted. Data analysis was performed through the Community Readiness Model approach and analyzed using qualitative descriptive analysis techniques. The results showed that the local readiness level is at the fourth stage. Even though it is still in the pre-planning stages, the locals are prepared to develop gastronomy tourism. The leadership dimension is primarily influencing the level of local's readiness. Meanwhile, the dimension of community efforts needs to be improved in responding to local's readiness by increasing involvement in various efforts.

Keywords: Gastronomy Destination, Local's Participation, Community Readiness Model, Tourism Village; Ubud.

A. Introduction

The phenomenon of culinary tourism developed centuries ago when traders traveled to various parts of the world to obtain various kinds of spices and other food products (Diaconescu et al., 2016). However, in the last decade, the popularity of culinary tourism has grown and skyrocketed as one of the varieties of cultural tourism tourists favors. This is because of its character, which provides pleasure and satisfaction and is provocative, stimulating tourists to explore their five senses (Gheorghe et al., 2014; Privitera et al., 2018).

Culinary, which accounts for 30 percent of the total tourist expenditure in Indonesia, is one of the sub-sectors of the creative economy. This sub-sector has an impact on the national GDP of Rp. 382 trillion (41.40 percent) of Rp's total economic and creative sub-sectors. 923 trillion, or 7.4 percent of the total value of the national GDP in 2016 (Statistical Data for Bekraf and BPS 2016). Observing the excellent opportunity for its sustainability, the Ministry of Tourism has designed three strategies, one of which is establishing culinary tourism destinations in Indonesia to be branded as UNWTO prototype gastronomic destinations.

The first destination the Ministry of Tourism chose among the other four areas was Ubud, Gianyar Regency. Ubud was chosen because the area is the world's best endorser for the tourism sector. This destination is considered to meet several criteria and has superior potential, which at the same time summarizes and displays aspects of gastronomic tourism in the region, namely: culinary as a lifestyle; cultural implications (elements of history, culture, and the story behind the dish (storytelling)); use of local products; and nutrition and health (Putra et al., 2018). Ubud's gastronomic assets are also enhanced by the surrounding area, which is full of and interconnected with cultural heritage values in culinary terms.

Putra et al. (2018) stated that Ubud has the potential for unique gastronomic commodities. The same thing was expressed by Ubud figures, namely Anak Agung Rai and Anak Agung Gede Raka, through interviews in 2019, that Ubud and its surroundings are areas that have all the main elements of gastronomy, namely culinary diversity and specialties of dishes that are thick with cultural heritage values; combined with religious values, artistic, and authentic cultural traditions of society. In addition, the added value of Ubud as a prototype of a gastronomic destination is enhanced by the availability of growing industries and amenities.

Based on the Gianyar Regency Tourism Office (Putra et al., 2018), 117 restaurants in 2017 and 176 in 2016. Meanwhile, TripAdvisor noted that there were 947 restaurant choices in Ubud and its surroundings, and 62 percent offer Indonesian dishes. In recent years, holding various culinary festivals such as the Ubud Food Festival and Ubud Royal Weekend also made it a popular gastronomy

destination. In addition, the coffee agrotourism industry and cooking classes have also grown, complementing the wealth of gastronomic tourism activities in the Ubud area and its surroundings.

The process of developing an inclusive gastronomy destination prototype is also continuous with creative economic activities in tourism villages. Therefore, this policy continued in the development of tourism village products in the Ubud area and its surroundings. The tourism village is a place to develop gastronomy potential, which includes various things about food and culture and is in tune with the concept of sustainable tourism and CBT. Guan et al. (2019) stated that developing local products and resources, such as gastronomy diversity that puts traditional cooking techniques and eco-friendly products in rural tourism, can generate economic income for rural communities. In addition, holistic gastronomy destinations must create quality local food products (Setiawan, 2019). Making it happen requires support from related stakeholders with a cooperative approach (Ottenbacher and Harrington in Guzel & Apaydin, 2016). One of these stakeholders is the locals or community because the primary key of gastronomy destinations lies in integrating food and local attributes. Hence, the community has a significant role (Tellstroem et al. in Guzel & Apaydin, 2016). Therefore, the readiness of the community to provide cooperative support is a matter that deserves attention. One of them is through serving iconic dishes to tourists and complementing the stories behind them, both through cooking class activities, homestays, and activity packages in tourism villages, so that they can form an authentic image and identity to partner with other global gastronomy destinations (Everett & Aitchison, 2008; Montanari & Staniscia, 2009).

Community readiness is also seen as an essential aspect because the development of gastronomy destinations as a policy is not only about infrastructure, resources, and other tourism products but also about fundamental things, namely the economic benefits obtained by the community while strengthening national identity (Esti, 2013). Thus, readiness is a foundation for the community in tourism villages to follow up on development activities that will be carried out in the future to develop Ubud and beyond as a gastronomy destination prototype, which is also in line with the "breath" of the creative economy in tourism villages. The study of community readiness is an essential step in formulating actions to be taken in the future because it can involve several aspects at once, for example, social aspects, economic aspects, and local wisdom (Kurniati et al., 2014).

Carrying out a "new" step in society is not easy because this step involves not only the ability of the government but also related stakeholders and, most importantly, the community. Therefore, it is necessary to reflect on the community's perspective by examining participation through its readiness to find out whether the community accepts and supports it. Therefore, this research was

conducted to identify and examine the level of community readiness for realizing Ubud as a UNWTO gastronomy destination prototype through developing tourism village products.

B. Literature Review

UNWTO summarizes that a gastronomy destination has (1) food that has historical and cultural elements; (2) food can be told (storytelling); (3) derived from local products; (4) food becomes part of the lifestyle; and (5) contains complete nutrition. Therefore, based on the lifestyle aspect, gastronomy tourism must be based on various forms of consumption and able to display all aspects and approaches, including the community's daily lifestyles, such as how to eat with their families and to develop trends.

From the historical and cultural elements perspective, gastronomic tourism is a "tool" to promote cultural and biological diversity, which is its main component. In addition, it is essential to create a holistic gastronomy experience by pairing it with landscape, cultural, and historical materials. Gastronomy tourism is also concerned with the storytelling aspect, thus making it an exciting thing for gastro-tourists. Stories must be innovative, constructing a narrative about the food at the destination and seeking a point of view to reflect its uniqueness. In competitive globalization, innovation must be sustainable, but maintaining identity and authenticity at the heart of the story is equally important.

In addition, in gastronomy tourism, local products are required to display different raw materials and components, such as agriculture, fisheries, livestock, market, and distribution, as well as related aspects in traditional cuisine, thus making it a strategic element (3rd UNWTO World Forum on Gastronomy Tourism, 2017).

Community Readiness

Readiness is a community foundation in following up on development activities that will be carried out, in this case, gastronomy destination. Readiness is a good ability in terms of the physical (energy and health) and mental (interest and motivation) of a person and community to take action and the extent to which the community is prepared for it (Dalyono, 2005); Plested et al., 2006).

The Community Readiness Model allows users to identify characteristics related to public awareness of the surrounding issues and community readiness to face changes. The Community Readiness Model is a model for assessing community change that is integrated with the culture of the community, its resources, and the level of community readiness to face an issue more effectively. This model identifies the dimensions and stages of community readiness. An essential point in this model is the assessment process, which analyzes community readiness by involving semi-structured interviews with a minimum of four to five

critical informants in the community. The key informants are relevant stakeholders, including representatives of the community itself.

Six different dimensions are used as sub-variables in this study to measure the level of community readiness, including; (1) Community efforts, which include efforts that have been and will be carried out by the community along with community leaders and stakeholders by synergizing such programs and activities, policy, etc.; (2) Community knowledge of the efforts, namely the level of knowledge about the efforts that have been and will be carried out; (3) Leadership, which is about how the response of leaders in the community, not only related stakeholders but also community leaders; (4) Community climate (community condition), namely how the situation and community respond to changes due to issues, such as policies, programs, effort activities, and so on; (5) Community knowledge about the issue, namely about the level of convenience of the community in obtaining information about the latest issues and changes; (6) Resources for prevention efforts, namely regarding the availability of resources to carry out and support the efforts made by relevant stakeholders, public figures, society, and society itself.

In the analysis, the average value (mean) of the six dimensions is calculated through a scoring process to identify the most influential and least influential dimensions in community readiness. Next, the final score will be obtained later to classify the level of community readiness into one of the nine stages of readiness. The nine stages of community readiness, according to Kelly et al. (2003), are (1) no awareness; (2) denial/resistance; (3) vague awareness; (4) pre-planning; (5) preparation; (6) initiation; (7) stabilization; (8) confirmation/expansion/development; (9) high level of community ownership. Each stage of readiness must have appropriate and effective efforts and goals to take the community to the next stage of readiness.

Community-Based Tourism

The key to gastronomic destinations lies in integrating local food and attributes owned by the local community (Tellstroem et al., 2006, in Guzel & Apaydin, 2016). In addition, according to Montarani and Staniscia (2009), in realizing sustainability, gastronomy destinations must prioritize local aspects of food so that gastronomic destinations can compete with global competitors. Furthermore, food is a local cultural asset of the community so it can display a distinctive gastronomy destination. Therefore, a gastronomy destination must be able to integrate authentic gastronomy products by prioritizing the local community aspects.

Gastronomy tourism has a concept that is in line with Community Based Tourism (CBT), as explained by the World Wildlife Fund International (2001), which defines CBT as a tourism model in which the community has direct

involvement in its development and management. Therefore, most of the benefits are received directly by the community. Suansri (2003) adds that CBT focuses on the sustainability of environmental, social, and cultural aspects into a single unit. This tourism model is managed and owned by the community to enable visitors to increase their awareness and learn about the community and its lifestyle. As Suansri (2003) expressed, CBT can be a tool for local communities to realize sustainable tourism development, starting from conserving natural resources and cultural preservation. At the same time, it also brings economic benefits.

C. Research Methods

In this study, the informant determination technique refers to the concept of the Community Readiness Model proposed by Kelly et al. (2003) and Plested et al. (2006), where the assessment of the level of community readiness is carried out using a semi-structured interview method involving representatives from the community itself and several relevant stakeholders. Therefore, the purposive sampling determined community representatives and the number of related stakeholders. Representatives of the community in this study were the village leader (kepala desa or who represented) and the head of the Pokdarwis in each of the tourism villages, including four villages in Tegallalang District, namely Kedisian Kenderan, Taro, and Tegallalang Village; three villages in Ubud District namely Lodtunduh, Mas and Petulu Village; one village in Sukawati District, namely Kemenuh Village; two villages in Gianyar District, namely Lebih and Sidan Village; one village in Payangan District, namely Kerta Village; and Keramas Village in Blahbatuh District; and Pejeng Kangin Village in Tampaksiring District. The results are the assessment and calculation of scores from the six variables and 18 indicators to assess the level of community readiness in each of the thirteen villages.

The interview was addressed to the determined informants through purposive and snowball sampling methods, such as community leaders, public figures, academia, government, and tourism industry players, including local culinary practitioners and entrepreneurs in the Ubud and beyond areas. In addition, interviews were conducted using an interview guide that was systematically arranged based on the concept of the Community Readiness Model by Plested et al. (2006) and research by Kurniati et al. (2014). The data analysis technique used in this study is descriptive qualitative analysis, including the stages of data reduction, data presentation, and conclusion.

D. Result and Discussion

The trend of culinary or gastronomy tourism, currently being discussed recently, has penetrated Ubud and Gianyar and has made it a "new" tourist attraction, even though culinary is an integral part of a tourism destination.

Culinary developments in Ubud have started since the presence of food stalls peddled by the local community as their livelihood and requests from tourism workers such as guides and drivers in Ubud. These food stalls later became consumed by tourism workers and the community, and tourists who passed by or came explicitly.

Several people actively develop gastronomy tourism in Ubud and Gianyar, as seen from the ownership of stalls or restaurants with authentic Balinese culinary types that they sell. Some have even become tourist restaurants, such as Babi Guling Bu Oka, Warung Pande Egi, Warung Makan Teges, and Nasi Ayam Kedewatan Ibu. Mangku, and so on.



Figure 1. Typical Serving of Nasi Campur at Teges Restaurant
Source: Researcher (2019)

Authentic Balinese products, namely Babi Guling, Nasi Campur, to Ayam Betutu dishes with selected spice flavors and recipes passed down from generation to generation, make them a magnet to attract tourists to dine while increasing the community's income and create jobs for those around them. The typical form of presentation is a plate with banana leaves, and a place to eat in the bale or the owner's house adds the culinary appeal (Figure 1).

In developing a holistic gastronomic destination and realizing it as an ecosystem from upstream to downstream, Ubud, which has received various predicates, indeed cannot 'stand alone' but have linkages and collaborations with other destinations in Gianyar Regency. Therefore, the tourism village is seen as the best space to realize efforts to improve community welfare by developing tourist attractions by optimizing various village potentials, one of which is gastronomy, to create an independent village and improve the tourism village's original income. This is intended so that the community is not only an object of a policy but also enjoys the 'tourism cake' by becoming a subject or actor in a tourism village forum.

Community Knowledge of the Efforts

The community knowledge of the dimension of the effort can be interpreted as a dimension that identifies and assesses the level of public knowledge regarding the efforts that have been made and will be carried out. This dimension is a fundamental factor in influencing community readiness because community knowledge and understanding of gastronomy destinations is an initial step to developing it. In addition, community knowledge about gastronomy destinations will also influence community interest in developing gastronomic potential in their area through tourism villages. Stakeholders have made efforts to increase knowledge and arouse public interest in developing gastronomic destinations in their regions through tourism villages to provide socialization and training. The socialization and training proved to have a significant role in increasing the knowledge of the community unfamiliar with gastronomy.

However, the lack of motivation and sensitivity possessed by the community and even village stakeholders, both village officials, BUMDes, and Pokdarwis, to participate in socialization, coordination, and training activities carried out for various reasons. In addition, there needs to be more sensitivity in seeking the latest information in the mass media and related agencies, even handing over full responsibility or power to specific units or individuals assigned without being accompanied by coordination activities in the village and subsequent feedback. Nevertheless, the socialization and training activities were carried out to generate a positive commitment to the success of the gastronomy acceleration program and strengthen Ubud and beyond as a world tourism destination.

Meanwhile, in the other six tourist villages (Taro, Lodtunduh, Mas, Kemenuh, Lebih, and Kerta Village), these gastronomic destinations' socialization and training activities increased the capability and enthusiasm to explore and develop the gastronomic potential in their respective tourism villages. Village officials, BUMDes, Pokdawis, and the community, flocked to create and explore their respective culinary specialties and the values of local wisdom behind these culinary delights to serve as brands or gastronomic icons in their tourism villages. Not only intended for commercial purposes but the packaging of the unique culinary potential of each village is also intended as a conservation effort so that it can be sustainable.

The gastronomic potential in each of these villages will collaborate with the natural and cultural potential of the tourism village as an added value in providing an element of experience and education to tourists, not only providing elements of leisure and relaxation. This collaboration is presented through various choices of tour packages as an effort from stakeholders in the village, whether a half-day tour, full-day tour, special interest tour, or an overnight tour, especially in the six villages. The informants agreed that an inclusive gastronomic destination

policy and all related matters could not be partially from developing a holistic tourism village. This gastronomic element is formed into tourist activities such as cooking experiences, as shown in Figure 2



Figure 2. Cooking Experience at Bali Budaya
Source: Researcher (2019)

Community Efforts

Various initiation efforts in realizing Ubud as the community carried out a UNWTO gastronomy destination prototype as a tourism village. One of them is establishing a forum called BUMDes Bersama Gianyar Aman which consists of Pokdarwis and BUMDes from each of the joined tourism villages. This forum will be used to pursue the development and marketing of tourism village products, including gastronomy. The informants stated that Pokdarwis are part of the BUMDes of each village in the tourism village unit, so management is carried out with a one-stop system. This one-stop coordination and management system is hoped to make it easier to calculate the village's original income, which is later used in developing villages.

The forms of community involvement are village officials, BUMDes, and Pokdarwis coordinating with several related stakeholders by submitting training proposals to the Gianyar Regency Government. The submission of the training proposal is in order to develop the potential of the village in the field of gastronomy as a turning point of socialization and training activities at ARMA Museum & Resort Ubud (Figure 3), which aims to provide capacity for human resources and support creative economic efforts in the culinary field.



Figure 3. Cooking Demo at Tour Guide Training Culinary Culture of Gianyar
Regency

Source: BPC ICA Gianyar (2019)

The development of tourism villages and gastronomy tourism must be connected to the involvement and role of traditional villages (*desa adat*). Therefore, the official village (*desa dinas*), in this case, the village apparatus, Pokdarwis, and BUMDes, also involves indigenous people and coordinates with an intensive approach so that understanding of tourism and gastronomy village policies can run in the same direction. In addition to traditional villages, collaboration is also carried out with local communities who have been engaged in providing tourism and gastronomy activities, such as Paon Bali Cooking Class in Petulu Village, Pemulan Bali Farm and Cooking School in Taro Village, Bali Budaya and Ubad Ubud Bali in Kemenuh Village, Dukuh Village Homestay in Desa Kenderan; the home-based business of Tape Silungan in Lodtunduh Village; to organic vegetable farming in Pejeng Kangin Village.

The informants agreed that the cooperation and involvement of business owners were carried out by providing holistic training to local communities. The training includes managing a business, such as finances and equipment; expertise in cooking, packaging, and communicating with tourists; etc. The training is also expected so local business owners will contribute to absorbing local workers and provide knowledge and expertise to the surrounding community to start similar businesses either individually, in groups, or managed by BUMDes.

In order to support the raw materials of typical culinary delights served to gastro-tourists, several informants agreed to develop local agriculture with their unique commodities. Therefore, in line with government policies to develop gastronomy destinations, the village apparatus has begun to revive its typical commodity agriculture, both with conventional systems in fields and by utilizing community yards for planting space. In addition to meeting the needs for raw

materials, the farm collaborated with cooking experiences with the concept from farm to table (Figure 4).



Figure 4. Vegetable Farm in Taro Village
Source: Researcher (2019)

Leadership

Qualified leadership in an organization or village governance is a critical requirement to support the successful development of a tourism village, including gastronomy. Leaders who are highly dedicated, broad-minded, and have integrity and intelligence are the key and spirit of policies set by relevant stakeholders, can 'permeate' into the community, and run in a positive direction. Similar to the community, the awareness and turning point of the leaders to develop gastronomy begins since the socialization and training tend to be bigger and stronger, thus enabling them to increase awareness and the same enthusiasm in exploring and developing gastronomic potential in tourism villages.

However, there are still leaders who do not have the awareness yet to follow the efforts of stakeholders even though they are aware of the efforts, even handing over full responsibility or power to specific units or individuals who have been assigned without being accompanied by coordination activities in the village and subsequent feedback. These coordination and feedback activities need to be carried out so that leaders, in this case, village officials, can design and publish a policy in the village to develop tourism villages, including gastronomy. This is because village officials have the domain, duties, and responsibilities to issue policies and advocate so that the community can implement these policies.

The informants stated that socialization and coordination were necessary for the community to raise public awareness and support for a policy. The socialization technique carried out by each leader can vary according to his leadership style, both formally socializing through meetings and informal socialization, such as during community service activities, traditional activities, and

so on. The informants agreed that the most appropriate socialization technique to be applied to the community was informal socialization techniques, one of which was during traditional activities. This is because the people in Bali, in particular, are very submissive to the *perm* (indigenous regulation) and uphold the norms and customs so that when the *kulkul* (sound instruments which are generally made of wood or bamboo) has sounded as a sign to gather, the community will be alert to come. When the opportunity arises, the village officials will ask the traditional leaders for time to provide socialization. In addition, the village officials come to the field through traditional activities and community service work; socialization is also carried out through local leaders in Banjar (an administrative area in Bali, at the same level as Rukun Warga).

The approach is taken to community leaders and institutions, then leads the community to support the initiation. The informants agreed that building positive cooperation between the official and traditional villages is a must so that tourism village activities can run well. Various pieces of training, both empowerment and human resource development, are carried out to increase skills, competencies, and public awareness. The design of the training program is carried out with an intensive process, so the benefits of the training activities do not just stop at that time; there are sustainable benefits to increase community capacity. The training materials provided in terms of culinary and gastronomy, such as exploring the culinary potential of each village or banjar to be packaged as an attraction and complement to dining for tourists or at homestays; maintaining the hygiene of the dish; not using artificial sweeteners, preservatives, and artificial colors in the processing of dishes; not using repeatedly used cooking oil or other materials that are no longer suitable for use; using local and organic raw materials; and others.

The government did not intervene that seemed to be whimsical, but provided support for all the positive efforts made by the tourism village; cooperate in providing training by involving a team of experts according to the needs of the village, both through the government program and programs proposed by the village official as an effort to be involved in supporting government policies. This is because only the village knows its needs, so the hope is that the training provided right on target have a positive and sustainable impact.

The informants agreed that developing tourism villages, including gastronomy, was only somewhat partial to other developments, such as agriculture. Therefore, developing tourism villages and agriculture is an inseparable units, as is gastronomy. To unite, the informants made it a nature tourism package by improving access to the trail, which is used for tourism and agricultural access. The agricultural element is closely related to gastronomy as the forerunner of dishes and storytelling, for example, about Subak (a social organization that explicitly regulates the rice field irrigation system in Bali) and

various ceremonies carried out before the planting to the harvesting process. Merger various elements, including agriculture, will further strengthen the gastronomy aspect in tourism villages, not only about picking raw materials and cooking until ready to serve but also the philosophical value behind it.

Community Climate

A group of people already have the motivation to contribute; support the efforts made by the village officials and other parties; able to develop unique culinary, as well as packaging and marketing businesses in the culinary field such as restaurants, food stalls, home cooking, cooking classes, and other cooking experiences. The business in the culinary field has been occupied and initiated by the community before the tourism and gastronomy village policy as a support and tourist activity and tourist amenity needed by tourists.

Community support and contributions start from simple but meaningful things, namely the preservation of typical culinary arts such as Tape Silungan in Lodtunduh Village, which has been "guarded" for generations by a resident of Banjar Silungan named Wayan Gumia. Wayan Gumia and the four other families he employs can survive amid the onslaught of time and raw materials that are increasingly difficult to find in their area. Not only a typical snack business, but the community also opened a specialty beverage business in the form of loloh (herbal medicine), such as turmeric, Teleng flowers, etc.

The community also opens a business by providing food and drink, such as restaurants and food stalls promoting local Balinese culinary delights as a choice menu. Various restaurants and stalls have been established for one to two decades, such as Warung Makan Made Sutini and Warung Makan Made Legit in Lodtunduh Village, serving a Nasi Campur (a dish composed of rice with side dishes and main menus such as chicken and pork).

Most of the tourist villages that are used as research objects also have natural potential, namely vegetable plantations, coffee and rice fields, and both wet and dry fields, such as Taro Village. In Taro Village, especially in white ox conservation, an agricultural business is engaged in cultivating various varieties of bananas. In addition, there are vegetable plantations. Horticulture cultivation, such as chilies, tomatoes, and so on, is also carried out by the locals in Lodtunduh Village.

It is different in Pejeng Kangin Village; the community develops organic vegetable commodities planted in its yard or home page. Agricultural activities are also owned by Kerta Village, namely fruit plantations such as oranges and vegetables; there are even purple sweet potatoes and sticky taro rice, which are now rarely found. Coffee is also the main commodity in Kerta Village, starting from planting, harvesting, and processing to packaging it into coffee grounds, which is carried out by the community. There is also developing agro-tourism, for

example Teba Sari Agrotourism in Loddunduh and Basanta Agro Organic, Bali Pulina, Alas Arum, Kumulilir, and various agrotourism along Ceking area, Tegallalang Village.



Figure 5. Story Telling about Balinese Cuisine at Paon Bali
Source: Researcher (2019)

The community also provides various cooking experience activities. Some well-known ones are Pemulan Bali Farm & Cooking School in Taro Village; Bali Culture and Ubad Ubud Bali in Kemenuh Village; Paon Bali Cooking Class in Petulu Village; and Ubud Village Plate in Pejeng Kangin Village. Each of these cooking experiences has its characteristics, such as Bali Budaya, which offers mebat (the activity of cooking food together which prioritizes mutual cooperation) wearing traditional Balinese clothes and tools such as a wooden cutting board wood-burning stove with a Balinese menu. Then, Ubad Ubud Bali, which offers cooking class activities with vegan and vegetarian menus typical of Bali and Indonesia, and Ubud Village Plate, which offers home cooking activities using home-style utensils and cooking typical home-cooked menus as well as organic menus. Furthermore, the Paon Bali Cooking Class (Figure 5), which takes place at the owner's Balinese house, presents a set menu of Balinese dishes and Indonesia in a modern way as well as Pemulan Bali Farm & Cooking School; the difference lies in the organic farm to table concept that applied by Pemulan.

There are still obstacles in the community in developing gastronomy tourism, and the availability of funds is a somewhat complicated problem. First, the funds needed for developing tourism and gastronomy villages as a policy from the government are relatively large. This is because the village still depends on official village funds and monetary support from the provinces and districts. In contrast, the original village income must be increased to boost the development of tourism villages. Second, most of the community also does not have an awareness of the importance of empowerment and coaching activities to acquire

soft skills and hard skills because the community is still focused on the use of village funds to repair main roads, footpaths, bale banjars (place to gather), and so on. Third, the significant obstacle is the level of consistency and the pessimism of the majority of the community about whether the efforts to develop this tourism and gastronomy village can run well and have a high income. The effort and funds spent will be fully returned in a "short time." It is not, but developing a tourism village takes patience, high dedication, and a relatively long time. Fourth, finding and determining volunteers assigned to Pokdarwis and dedicated to building a tourism and gastronomy village is a significant obstacle for some villages. This is because Pokdarwis is a social institution that requires high dedication and volunteerism. There is no salary system in its operation, especially at the time of initial initiation.

Community Knowledge about the Issue

The dimension of community knowledge about issues indicates the level of convenience of the community in obtaining information about current issues and changes. Based on the findings, it can be summarized that information related to the latest issues, changes, and policies related to tourism and gastronomy villages is already accessible, mainly through mass media, online and conventional, and social media. However, sometimes the information in the mass media must be completed and updated, even though most only discuss monotonous issues.

Most communities do not still need awareness to dig up information on the latest issues, changes, and policies through mass media and social media. Meanwhile, a group of people involved in tourism generally already have the awareness to access issues, changes, and policies so that they can convey suggestions and criticisms to stakeholders in outreach, training, and organizational activities, to develop various kinds of efforts.

Then, the information provided by primary sources, namely the relevant government, still needs to be expanded only through socialization and training activities, as well as placing activity articles on the official website, where information is also quite limited. The limited availability of information is also accompanied by a need for more information placed in the community activity center so that it cannot make it easier for the public to see and read various changes and policies related to tourism and gastronomy villages.

On the other side, issues and changes that occur in the community have been identified and known by a group of people, in this case, stakeholders in the village, whether village officials, village institutions, BUMDes, and Pokdarwis such as obstacles or gaps in the community with the establishment of tourism villages and gastronomy development. Therefore, obstacles and issues in the community are discussed in various coordination activities, including between other tourism villages in the BUMDes Bersama Gianyar Aman.

The purpose of coordination and discussion of issues and changes in the community in inter-village forums aims to carry out joint, mutually beneficial discussions, share information, and provide input to each other according to stakeholders' experiences in their respective villages. In addition, each village can apply the approach to overcome these issues by modifying them according to the circumstances of the majority of the community. However, the leaders in the village are still trying to make it easier for the community to obtain information, mainly through socialization as the primary source, for example, by approaching when there are traditional activities.

Resources for Prevention Effort

Various resources are needed to support efforts in developing tourism and gastronomy villages and realizing central, provincial, and district government policies. These resources can come from internal or external of the village, such as the availability of funding or budget sources, support from entrepreneurs, and the community in providing time, place, and contributions in terms of voluntary and highly dedicated funding.

Seven villages defined that a group of the community had given their support and willingness but only took their time; they were not willing to volunteer as needed. In addition, the community still needs to be willing to donate and provide space or a place to carry out efforts. On the other hand, the other six villages indicated a group of people willing to volunteer their time as needed. However, they still needed to be willing to provide donations in the form of funds and space or place for implementing efforts. The volunteerism can be seen from his willingness to take the time needed to carry out socialization and coordination through meetings and expeditions and explore the potential for village and gastronomy attractions; to design, establish, and execute efforts.

Meanwhile, the other six villages indicated that the "big" entrepreneurs had begun to be willing to spend even a little time. This is due to the awareness and concern of entrepreneurs who still need to be committed to CSR programs, for example. Several informants stated that the village government and traditional leaders did not have the power to request contributions in the form of a certain amount of funds to entrepreneurs because it would be categorized as illegal levies. Village governments can only submit funding proposals that do not seem coercive.

Other local entrepreneurs, such as food stalls, restaurant owners, and owners of homestays and guesthouses, have also been willing to volunteer their time by providing perspectives to support the development of tourism villages and government policies through outreach activities and meetings. Forms of support include cooperating in terms of providing tourist amenities in tourism villages and training to the community. Homestay owners and others are also

willing to provide support in the form of voluntary time and thoughts to development efforts for the sake of tourism villages and provide a place to conduct culinary and hospitality training.

Analysis of the Stage or Level of Community Readiness

Tabel 1. Results of Calculation of the Average Scoring of Each Sub-Variable (Dimension) of Community Readiness

| Indicator | a | b | c | Value | Average |
|----------------|----|----|----|--------|---------|
| Sub Variabel 1 | 32 | 31 | 27 | 90/13 | 6,9 |
| Sub Variabel 2 | 31 | 36 | 13 | 80/13 | 6,2 |
| Sub Variabel 3 | 45 | 44 | 39 | 128/13 | 9,8 |
| Sub Variabel 4 | 35 | 31 | 35 | 101/13 | 7,8 |
| Sub Variabel 5 | 33 | 34 | 34 | 101/13 | 7,8 |
| Sub Variabel 6 | 32 | 31 | 34 | 97/13 | 7,5 |

Source: Researcher (2019)

Based on the calculation results (Table 1), the leadership dimension becomes the most influential sub-variable. This is supported by the presentation of the three indicators on these dimensions that leaders in the community have awareness, concern, involvement, support, and the ability to advocate in initiating, designing, implementing, and evaluating efforts. The effectiveness of a leader in the community can be observed from the extent of the leader's contribution in bringing about positive change in a tourism village and being able to advocate for the community to achieve common goals, in this case implementing a gastronomy destination policy.

Meanwhile, the community efforts dimension is an aspect that needs to be improved in responding to community readiness and participation in gastronomy tourism. The informants stated that the tourism village they led has a qualified gastronomic potential or gastronomic activities that have been running for a long time so that it can be developed through a collaboration of tour packages in tourism villages or collaboration with local community businesses and investors engaged in gastronomy.

$$\text{Community Readiness Stage} = \frac{6,9 + 6,2 + 7,8 + 7,8 + 7,5}{6} = 7,7$$

Based on the Community Readiness Stage calculation, a value of 7.7 is obtained, so it is known that the stage or level of community readiness is in the fourth stage. At this stage, the community is ready to participate in gastronomy tourism, although it is still at the pre-planning level. This is indicated from the statement in the fourth stage that there has been a clear statement about the need

to make an effort to deal with the issue or policy. However, the efforts to deal with the issue or policy have yet to be designed in a focused and detailed manner.

At this stage, it is also indicated that a management organization in the community may be formed to deal with this issue. This was confirmed with the establishment of Pokdarwis, the BUMDes tourism village unit in each village, and the BUMDes Bersama Gianyar Aman. Responding to the community readiness stage provides an overview and reflection that all community components still need to increase their awareness, concern, and involvement in efforts to develop gastronomy destinations, not only by a group of people such as village officials, village institutions, Pokdarwis and BUMDes, entrepreneurs and tourism practitioners in the village.

Increased awareness, concern, and involvement of the entire community in this effort will take it to a higher stage. In addition, the government, as a policy maker, can provide socialization, coordination, training, and other facilities to the community more intensively, focused, and holistically through the related department together with stakeholders. This is needed to encourage community readiness at a higher stage or level.

F. Conclusion

The level of community readiness in developing gastronomy destinations is in the fourth stage. This means the community is ready to develop gastronomy tourism, even though it is still at the pre-planning level. The sub-variable that most influence the level of community readiness is Sub-Variable 3, namely the leadership dimension. Meanwhile, Sub Variable 2, the dimension of community efforts, is one aspect that needs to be improved. Other sub-variables are still a matter that needs to be considered in responding to community readiness.

To increase the stage of community readiness to the next level, the synergy between the government, the community, and relevant stakeholders is needed to realize this policy and primarily provide benefits to the community. This is intended to realize the development of gastronomy destinations that are holistic and inclusive, to realize efforts to improve community welfare through the development of tourist attractions by optimizing village potential, and to create independent villages and increase original village income. Therefore, it requires the support of various parties in the village, such as excavation and mapping of village gastronomic potentials, collaboration with traditional villages and communities, and so on. Furthermore, the community, together with relevant stakeholders, needs to develop and highlight the potential characteristics of their village and the unique selling point of tourism products offered.

The village government needs to allocate village funds according to their volume and maximize the current village's original income obtained. In addition, offering opportunities for the community to invest and cooperate in developing

tourism and gastronomy villages, as well as cooperation with companies. The village government also needs to collaborate comprehensively and continuously with the relevant Gianyar Regency Government to provide training, coordination, and socialization to all community components. This is intended so that the policy of tourism villages and gastronomy destinations can run well and be realized for the community's welfare and increase original village income.

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