


Culinary Tourism Development Strategy In Sukabumi

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ABSTRACT

Culinary tourism is an essential basis for assessing the regional creative economy. The main purpose of this study is to determine the development strategy of culinary tourism in Sukabumi. The method used is a SWOT analysis. The culinary tourism development plan begins by looking at the business characteristic and identified culinary problems so that the concept of culinary tourism development appears based on the strengths, weaknesses, opportunities and threats. The results of this analysis, there are similarities in main characteristics and problems that emerges from every culinary entrepreneur. Similarities in goals and directions impact on the similarities of strategy in its development. This research resulted in three stages strategy namely short-, medium- and long-term strategy. Promotion and revitalization culinary place are proposed in short term strategy. In addition, medium term strategy proposes development of human resources while long term strategy propose government policies in tourism development. The future plans in culinary tourism development should be in a consistent coordination framework so that results positive regional economic growth.

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INTRODUCTION

The tourism sector is an economic growth driver. Tourism activities began to grow rapidly along with sufficient public access. It can be seen from the increase in investment and the number of destinations in tourism development. According to UN World Tourism Organization (UNWTO), one of the world's tourism organizations which previously known as the Congress of Official the Tourist Traffic Association (ICOTT) in 1925 and has just changed its name in 2003, stated that international tourists will continue to increase by around 4.9 percent for Asia Pacific in next 30 years. This created various comprehensive strategic plans in strengths, opportunities, weaknesses as well as challenges for tourism development in Indonesia.

The data presented by UNWTO is affected on the tourism entrepreneurs. To seize the tourism market, many countries are starting to improve their tourism potential. Not only that, innovation and creativity are also needed. In addition, these actions must be accompanied by the right strategy to support tourism development. Associated with this tourism development, the increase in total visits of foreign tourists and domestic tourists has a crucial effect on the tourism industry. Without realizing it, the role of domestic tourists has a greater impact in creating economic growth compared to foreign tourists. Tourist consumption can be used determining factor for the development of facilities and infrastructure in tourists' destination.

According to Badan Pusat Statistik in 2017-2019 (BPS, 2021), the number of foreign tourists and domestic tourists visiting West Java was 46.729.106 people. The number of tourist visits to Sukabumi

reached 319.761 people with 3,566 foreign tourists and 316.195 domestic tourists. The percentage of the number of tourist visits to Sukabumi reached 0.06 percent compared to other cities or regencies. This total had a huge gap compared to the number of visits to Sukabumi Regency which reached 3.839.734 tourists. It was because of the support of qualified tourist attractions in Sukabumi Regency. The number of tourist visits in province of west java can be seen in table 1.

The multiplier effects are expected to occur when tourists visit tourist attractions so other factors will get benefit from it. One of the factors that get the benefit is a culinary sector. Culinary tourism is a renowned factor from each tourist attraction. Its presence becomes its own charm for tourists. The delicious taste and attractive presentation become distinguished where it comes from.

Table 1. Number of Tourist Visits in West Java 2017-2019

Regency/City	Foreign Tourist			Domestic Tourist		
	2017	2018	2019	2017	2018	2019
Bogor	677.858	-	26.264	4.411.967	4.411.967	2.670.203
Sukabumi	14.008	-	10.500	2.167.288	1.494.205	153.733
Cianjur	287.190	-	172.140	3.614.683	901.852	4.312.047
Bandung	578.321	-	4.506	3.385.860	161.000	2.485.755
Garut	4.934	-	1.275	1.650.983	67.897	2.850.534
Tasikmalaya	703	-	3.075	325.507	35.700	1.446.329
Ciamis	-	-	35	202.364	110.997	697.782
Kuningan	784	-	15	197.822	338.738	358.896
Cirebon	-	-	15	108.463	186.776	260.342
Majalengka	-	-	1.548	200.226	23.260	699.787
Sumedang	352	-	-	427.132	122.419	175.945
Indramayu	-	-	37	318.239	31.632	1.430.035
Subang	4.621	-	-	176.254	2.482.798	1.080.895
Purwakarta	435.342	-	713	5.436.456	357.349	2.080.895
Karawang	6	-	1.126	6.390.906	316.471	9.452.760
Bekasi	-	-	3	49.740	2.043.000	11.679
Bandung Barat	480.531	-	100.339	1.405.920	121.788	5.339.819
Pangandaran	8.689	-	12.233	2.528.273	3.578	3.215.063
Bogor city	14.670	-	207.363	5.875.274	8.325	3.749.069
Sukabumi city	3.566	-	-	115.750	200.445	-
Bandung city	432.271	-	-	1.431.290	5.864.721	2.442.250
Cirebon city	1.494	-	1.025	1.422.458	214.340	996.345
Bekasi city	-	-	15	-	908.450	-
Depok city	-	-	676	32.000	34.687	599
Cimahi city	351	-	415	1.372	4.194	15.460
Tasikmalaya city	25	-	22	359.174	228.573	695.656
Banjar city	-	-	32	35.137	38.007	107.228
West Java Province	2.945.716	-	543.372	42.270.538	20.713.169	46.729.106

Source (Bps,2021)

Image improvement to achieve the target number of tourist visits requires a good marketing strategy of distinguished culinary. Distinctive cuisine located in a tourism destination is believed to be a tool for its effective promotion and image formation (Hjalager & Richards, 2002). The images of a tourism destination are trust, understanding, and judgment from tourists to a tourist destination.

According to The Ministry of Tourism and The Creative Economy (2014) culinary is sequence activities of preparation, processing, and presentation of food and beverage products which includes



creativity, aesthetics, tradition, and/or local wisdom as important elements in enhancing the taste and value of the product. To draw power of buying and provide experiences for consumers, culinary must have elements of the original local culture that can be an attraction for tourists to visit. This cultural element usually goes down from generation to generation and become the legendary traditional food.

In conclusion, local governments are now starting to increase their potential regional tourism to increase Regional Original Income (PAD) based on Undang-Undang No 10 The Year 2009 which states that the existence of tourist objects will increase PAD, improve people living standards and expand job opportunities so that unemployment problem can be solved. In the tourism sector, culinary tourism is growing rapidly. Many people are interested in culinary sector attraction. Therefore, this study aims to find a strategy in developing culinary tourism destinations so that they can improve Sukabumi tourism destinations.

METHOD

Time and Location

This research was conducted in September-October 2019. Site selection was done intentionally. The research areas were in tujuh *kecamatan* and 33 *kelurahan* located in Sukabumi. The result was expected to find the best strategy in the development of culinary tourism in Sukabumi.

Data Types and Sources

The data of this study used primary and secondary. This primary data was obtained from questionnaires and interviews distributed to culinary entrepreneurs. The data studied include business descriptions and the problems faced by those entrepreneurs. Secondary data were regional potential and the economic development of Sukabumi. The data were taken from BPS.

Sampling Technique

The technique used in this study used accidental sampling. Respondents in the study were 900 persons, using the Slovin formula. The sample in the study was 90 persons. This formula was often used for calculating data with a large population. The formula is $n = \frac{N}{1 + Ne^2}$ which n is the number of samples to be used, N is the number of populations as a whole and e is the error value of the population.

Analysis Method

The method used was descriptive analysis and SWOT. Analysis description was discussed and compares conditions or phenomena in the field with a theory that fits the problem. The relevance of what happened can be concluded in the study. While the SWOT analysis was conducted to find out the best strategy in developing this tourism.

Thompson (1998) suggested that SWOT analysis was the best tool to identify the inefficiency of industrial resources and properly identify the external and internal factors. Pearce & Robinson (2003) stated SWOT would maximize a company's strengths and opportunities and minimize its weaknesses and threats. This simple assumption had strong implications for determining the best strategy. This analysis was also needed to see opportunity between the internal resources and a company's external situation.

SWOT analysis is a strategic planning method that serves to evaluate the strengths, weaknesses, opportunities, and threats of an industry. This analysis process is essential because it can determine the specific purpose of the speculation business (Teece et al., 1997). In addition, internal and external factors can properly identify to achieve the desired goals. Analysis summary SWOT is illustrated in Figure 1. The elements in SWOT are:

1. Strength : industrial strength is a resource and capability which can be used as a basis for developing advantages.
2. Weakness : weakness is something that causes an industry unable to compete with other companies.

- 3. Opportunities : external environmental analysis can generate new opportunities to an industry for profit and growth.
- 4. Threats : A changes in the external environment can also become a threat to industry.

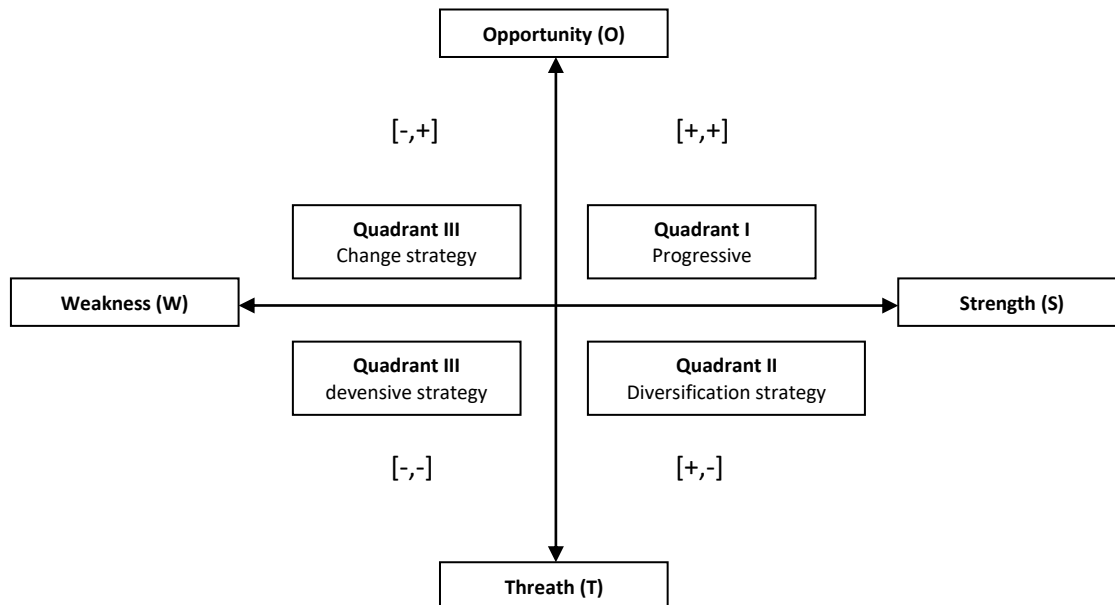


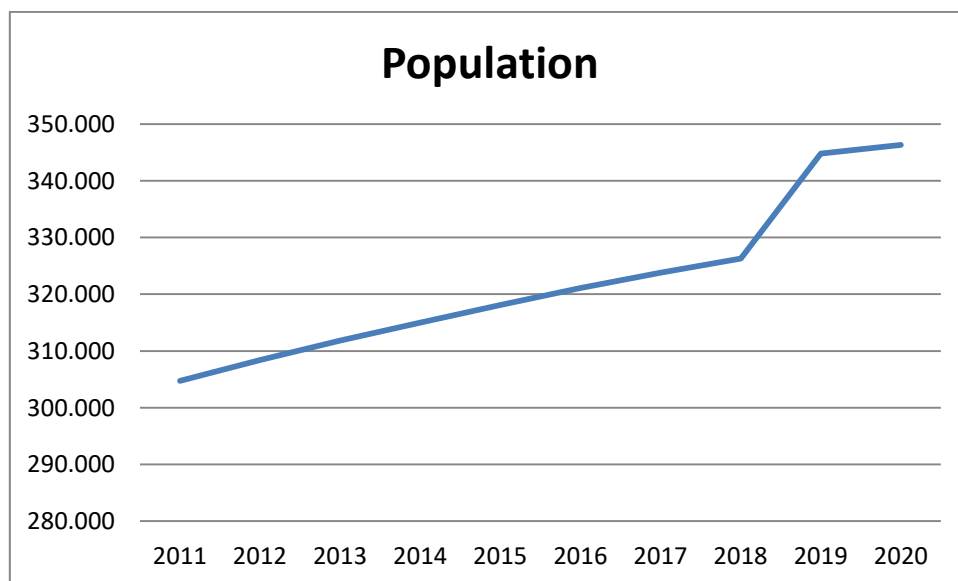
Figure 1 Overview of SWOT Analysis

RESULTS AND DISCUSSION

General Description

The geographical location of Sukabumi is very advantageous because it is located not far from Jakarta and Bandung. This is one of the advantages and challenges for the government of Sukabumi. This city is divided into seven *kecamatan*, namely Cikole, Citamiang, Lembursitu, Baros, Gunung Guruh, and Cibereum. Due to its strategic location, the government must make possible efforts to accelerate regional development in order to be highly competitive.

The population in Sukabumi increases every year. The percentage in the population is about 0.98%. This population change is not too significant when compared to other cities in Indonesia. The population of Sukabumi city from 2011-2020 is shown in figure 2.



Source: Sukabumi in numbers, 2021



Figure 2. Overview of Population in Sukabumi City

If population increasing is less than 1% per year, it will provide a distinct advantage for the government. It is because the high population growth has negative impacts, including increasing unemployment, declining public health rates, a lot of pollution and waste comes from households, factories, industries, etc., and regional development is increasingly demanded. Therefore, the government recommends the program Family Planning (KB) with the provision of two children is enough in order to suppress the population growth. The government of Sukabumi applied this well by always providing counseling to all citizens so it can be handled well.

In 2020, Sukabumi had 37 hotels. The concentration of hotels located in Cikole District is 66%. This happens because the city government is located in Kecamatan Cikole. There is no hotel located in Kecamatan Baros, Lembursitu, Cibereum, and Citamiang. This is because the locations are quite far from the center of government. The number of hotels by classification in table 2.

Table 2. Hotels by Classification

Kecamatan	Star Hotel	Non Star Hotel	Total
Baros	-	-	-
Lembursitu	-	-	-
Cibereum	-	-	-
Citamiang	-	-	-
Warudoyong	1	5	6
Gunung Puyuh	1	4	5
Cikole	5	20	25
Total	7	30	37

In Sukabumi, companies engaged in the tourism sector are still low. From several types of tourism businesses that exist, only 53 businesses run in Sukabumi. This business includes lodging, swimming pools, karaoke, agility machines, spas, travel businesses, and tourist lodges. The low tourism business in Sukabumi is due to the absence of qualified natural attractions. In contrast to Sukabumi Regency, the natural attractions are very abundant so this causes a very high difference in the number of tourists visit and its tourism business. It can be seen in the table below the number of tourism business companies in sukabumi city

Table 3. number of tourism business companies in sukabumi city

Type tourism	Amount of Effort	Male wokers	Female wokers
Object and tourism attraction	14	81	20
Cafe	37	124	63
Restaurant	13	215	106
Hotels	30	142	33
Star Hotels	7	187	78
Rumah Makan	80	559	289
Fast food	6	8	6
lodging	-	-	-
Swimming pool	8	15	9
Billiard	1	11	10

Karaoke/discotheque	5	25	30
Dexterity machine	11	12	13
SPA	48	16	126
Business tour	49	41	31
cottage	1	13	2
Home stay	15	22	15
cinema	1	4	2
Golf course	1	4	2
Fishing place	36	108	-
Total	363	1587	835

Source BPS 2021

Based on BPS data, the low number of businesses in Sukabumi indirectly reduces the number of tourists visit. Out of 49 travel businesses in Sukabumi, there are no efforts in promoting Sukabumi's tourism object. This is very unfortunate because a low number of tourist visits will indirectly affect the culinary development in Sukabumi.

Culinary problems in Sukabumi

There are two main factors in identification of this research, namely industry maps and ecosystem map. These two factors become references for determining the SWOT analysis. Map industrial potency is related to the ability industrial development and the ecosystem map is a map of industrial distribution. From the identification, there are several potentials and problems exist in Sukabumi.

Table 4. Potencies and Problems

NO	POTENCIES (Opportunities and Strengths)	PROBLEMS (Challenges, Obstacles, Weaknesses and Threat)
I	Creative Resources	
	Sukabumi has abundant and competent human resources.	There is no special cuisine module that teaches cooking techniques and original recipe from Sukabumi.
	There are already vocational schools and universities which have a major/department of culinary, tourism, and hospitality.	There are only hospitality/tourism institutions.
II	Support Resources	
	Commodities of raw materials are varied.	Raw materials are difficult to obtain and the quality is not really good.
	There is research in the field of food processing technology.	The research results have not been used optimally.
	The nature of Sukabumi is still beautiful and cool.	There is no special mode of transportation to support culinary tourism.
III	Culinary Tourism	
	Culinary tourism starts offering more than just food serving. There are other creative processes such as presentation and the interesting	The culinary industry is not standardized yet.



name of the food.

Great potential in various traditional culinary.

Lack of product diversification.

Product quality is not standardized.

IV **Financing**

There is an Institution of capital and financing.

Unavailability of complete information regarding financing access and who will get financial help.

The simple financing process for the culinary business.

There is capital provision for SMEs.

V **Marketing**

The culinary interest of Sukabumi citizens is high.

Access to culinary information is not yet fully known by the Sukabumi citizens.

A market share consists of city and regency.

National markets start glancing at Sukabumi's cuisine.

Culinary can be used as a medium for diplomacy.

Foreign culinary products are growing fast in Sukabumi.

VI **Infrastructure**

Some culinary businesses permanently provide a culinary terrace, stalls, and souvenir supermarket.

There is not a localization area of the culinary businesses (terraces and stalls).

Access to raw materials is difficult because Sukabumi has not had the main market.

There is no special tourism transportation to connect several areas in Sukabumi.

VII **Institutional**

Capital for culinary business is not difficult because this industrial management is already understood by the banking.

Access to culinary information is rarely known by the culinary doers.

Various agencies are starting to look up and develop culinary businesses.

There is no IPR that can protect culinary diversity in *kecamatan* and *kelurahan* in Sukabumi.

There are more communities that are developing culinary businesses.

There is no financial help for culinary products creators.

Many positive activities are developing culinary businesses (such as festivals, competitions, to TV programs).

There is no culinary festival organized by the local government (example: Sukabumi food festival)

Culinary is starting to be used as an ineffective medium of diplomacy.	Lack of network for Sukabumi local culinary and products entrepreneurs.
Society's love for the culinary industry is higher.	Public access to showcase cuisine works are not evenly available (example: the local government makes a culinary center in every <i>kecamatan</i>)
	Citizens of Sukabumi are still have limited education about the culinary world.
	There are no medias that can bridging culinary industry from end to end.
	There is no policy nor standardization of culinary development in Sukabumi (example: culinary service obligation in the tourism object/hotels).

The aim of SWOT analysis is able to determine a strategy for developing the culinary potential of Sukabumi. Based on the analysis, it seems that Sukabumi culinary has the potential to continue developing. Although there are some obstacles, they will be challenges for the better.

Sukabumi City Culinary Tourism Development Strategy

The SWOT method is a strategic plan that evaluates the strengths, weaknesses, opportunities, and threats of the culinary industry. It results in a culinary development for short-, medium- and long-term strategy.

Tabel 5. Short-, Medium-, and Long-Term Strategy

Short-term Strategy	Increasing promotion of culinary tourism	There is a Culinary Festival every year. Providing outlets and culinary tourism maps at the city entrance such as bus and railway stations. Creating mobile application of culinary tourism. Applying policy for hotels in Sukabumi to serve Sukabumi unique cuisine and build a Sukabumi unique souvenir centers.
	Increasing Sukabumi traditional cuisine market penetration and diversification.	There is an information center for culinary market conditions that can accessible to the public. The number of culinary centers in strategic places is increased.
	Increasing public attraction for a culinary tour.	Culinary places revitalization such as Dago, Alun-Alun Sukabumi, A. Yani Street, and Sudirman Street for night culinary tours and Kaswari Street as a Sukabumi unique souvenir center and culinary village. Providing an integrated special tour car with <i>kecamatan</i> and <i>kelurahan</i> in Sukabumi. There is a Sukabumi traditional culinary information center on national level.
	Increasing of various different access to get	There is access development to get local raw materials. Potential local raw materials are highlighted.



	local raw material.	Easy and fast access to get superior and qualified raw materials.
Medium-Term Strategy	Increasing of traditional cuisine development with culinary education in quality as well as quantity.	There is a standardization of Sukabumi traditional culinary. There is a directory of competent chefs of Sukabumi traditional cuisine. There are directory of entrepreneurs and culinary creators whoteach.
	Increasing entrepreneurs in selling brands and the competitive traditional culinary sector	Creativity and innovation produced by culinary entrepreneurs are increased. Strengthening of social networks for culinary entrepreneurs.
	Increasing traditional culinary varieties	Standard of traditional culinary products are increased. Food Safety Certificate of culinary products are increased.
	Increasing convenience financing for culinary entrepreneurs	Financing improvement in terms of quality service for culinary entrepreneurs. Providing financing access for superior entrepreneurs.
Long-Term Strategy	Creating policy development of traditional cuisine	Formulation of Norm, Standard, Procedures, and Criteria in the culinary sector. Traditional culinary are standardized.
	Increasing culinary tourism development in terms of infrastructure and technology.	There is a reference or guideline for culinary tourism development. Facility improvement at <i>kecamatan</i> and <i>kelurahan</i> . Technological increasing can be developed and used for culinary tourism.

CONCLUSION

Based on research, culinary tourism development has three strategies. There are short-, medium- and long-term strategy: Short-term strategies of 2021-2022 were increasing promotion of culinary tourism, increasing Sukabumi traditional cuisine market penetration and diversification, increasing public attraction for a culinary tour, and increasing various different access to get local raw material. Medium-term strategy of 2023-2024, namely increasing qualified culinary education, develop an accurate and reliable cultural knowledge center about Sukabumi traditional culinary that can be accessed easily and quickly, increasing of the competitive and dynamic Sukabumi traditional culinary entrepreneurs, increasing of competitive, growing, and qualified Sukabumi traditional culinary business, increasing of various dan qualified traditional culinary, and increasing of appropriate, easily accessible, and competitive financing for culinary entrepreneurs. Long-term Strategies of 2025-2026 are creating policies/regulations that supporting culinary development, increasing sustainable communication forums among creative industry entrepreneurs, and improving infrastructure and renewable technologies which can be used for culinary tourism development.

Suggestion

To increase the promotion of culinary tourism, the local government should heldculinary festival every year, provide outlets and culinary tourism maps at the city entrancesuch as bus and railway stations, create culinary tourism mobile applications, create policies for hotels in Sukabumi to serve Sukabumi unique menu and buildSukabumi unique souvenir centers. To increase the public attraction for culinary tourism, the local government should revitalizeculinary places, provide an integrated tour car with kecamatan and kelurahan in Sukabumi, develop Sukabumi traditional culinary information center at the national level. To improve the quality of culinary education that supports Sukabumi traditional culinary development, the institution should provide curriculum and guidelinesbased onSukabumi traditional culinary, develop directory competent chefs of Sukabumi traditional culinary, and directory of entrepreneurs and culinary creators who teach. To increase competitive and dynamic entrepreneurship by increasing abilities of creative, production, and strengtheningnetwork. To improve traditional culinary works by increasing the number of standardized and certifiedtraditional culinary products and increase in standardized food safety. To increase the availability of appropriate, accessible and competitive financing for culinary entrepreneurs by improving the quality services of the financing institution and there is a potential culinary entrepreneur who get financial access. To create policies for Sukabumi traditional culinary development by providing a draft of Norms, Standards, Procedures, and Criteria (NSPK), a Standard Operating Procedures (POS), document of planning culinary tourism development, and evaluation report documents. To improve infrastructure and technology by improving facilitiesin every area of Sukabumiand renewable technological improvementsthat can be utilized and developed by culinary entrepreneurs.

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