



SUPPORTING AND INHIBITING FACTORS IN DEVELOPING GASTRONOMIC POTENTIAL AS A TOURIST ATTRACTION IN SUKOREJO TOURISM VILLAGE, SRAGEN REGENCY, CENTRAL JAVA

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Article Info

Article history:

Received August 23, 2024

Revised September 08, 2024

Accepted September 26, 2024

Keywords:

Gastronomy, Gastronomic Potential, Tourist Attraction, Sukorejo Tourist Village Introduction

ABSTRACT

This research aims to determine the supporting and inhibiting factors in developing the potential of gastronomy as a tourist attraction in the Sukorejo Tourism Village. The research method used is a qualitative approach with data collection techniques through interviews, observation and documentation. The research informants consisted of managers and culinary activists in the village. The research results show that the supporting factors in developing the potential of gastronomy as a tourist attraction are destination readiness, carrying capacity, cultural attractions, agro-tourism attractions, while low public awareness about the potential and benefits of tourism, skills in processing derivative products can hinder the development of gastronomic potential and tourist attractions in addition to There are also budget limitations which can hinder the realization of tourism projects, most recently the lack of communication and community involvement creates synchronization between destination development and support from the village government. This research concludes that an emphasis on natural, culinary, cultural, agrotourism and accommodation attractions, coupled with support and expectations from the community, is the key to realizing the development of this village's gastronomic potential as an attractive and sustainable tourist destination

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1. INTRODUCTION

Gastronomy is the main motivation for visiting a destination (UNWTO forum, 2016). The relationship between food and tourism provides the basis for emerging creative and cultural industries. At the same time tourism has become part of the cultural or symbolic economy. Food experiences can be used for branding and marketing purposes (Ketaren, 2017).

The uniqueness of local food and its deliciousness, culinary festivals and the location where Gastronomy originates can create attractive offers for tourists, so that the preservation and sustainability of Gastronomy can be realized. This can be used as a means to strengthen tourism competitiveness and as a symbol of the identity of historical and Gastronomic destinations, Stasiak (2019), Fitria 2021 and Aragon 2014), but this is different from the statement of Velissariou, et.al 2014 which revealed that the relationship between local food, local gastronomy and tourism is very low but this must be supported by certification of conditions regarding the quality of food and services provided. offered and the traditions and heritage of gastronomic destinations will become more of an attraction for tourists.

The gastronomic meaning of local dishes with innovation and new variants is able to provide added value and become an attraction for tourists visiting the Tourism Village (Sutaguna, 2022). The same thing was stated by

Nurhayati (2022), Aydin (2022), Kalenjuk (2023) and Enny et al. . Al (2023) that local gastronomy has the potential to become a tourist attraction and differentiate it from other destinations so that it becomes a reality *distinctiveness* with other tourist destinations. This is of course supported by effective promotions and marketing activities to create it *Positioning* Destinations with the formation of a good gastronomic brand image. Gastronomic inventory and information obtained by tourists from a destination can help maximize gastronomic tourism (Lopez, 2022).

In research by Ellis, et al (2018); Ozturka and Akoglu, 2020; and Rousta (2020) said that the subject of culinary tourism, or the close relationship between culinary and tourism,

has become a visible area of tourism attention and research over the last three decades and is believed to be able to play an indispensable role by preserving traditional culture, attracting tourists, and supporting the regional economy. This is certainly a great opportunity for developing tourism products in Rural Tourism or Tourism Villages. Nowadays, tourism development focuses on involving local communities as subjects and no longer objects of development themselves. For this reason, tourism development is now directed at developing rural areas, which is called Village Tourism through Tourism Villages.

Village Tourism is a form of implementing alternative tourism which has become one of the attractions that has continued to receive attention in recent years. One of the rural tourism areas in Sragen Regency is the Sukorejo Organic Tourism Village which was inaugurated in 2022 by the Regent of Sragen and is officially called the Sukorejo Tourism Village. Currently the status of the Sukorejo Tourism Village is still a Startup Tourism Village. This tourist village has several tourist attractions that attract tourists, including the Organic Rice Tourism with a land area of 130 ha. The organic rice produced by this village is different from rice in general because it is processed organically so that the chemical residue is very small and is very good for body health. There is also a tourist attraction center for durian which is being planted on the community's land. Apart from that, there is also the potential for a campground, chrysanthemum garden as well *outbound* / Rafting.

Culinary products are also produced by Sukorejo Village, namely Chip Tempe, sago, Trowolo, Getuk Krispi which can be used as souvenirs, as well as the typical drinks Wedang Uwuh and Ginger Wangi, as well as the inauguration of the Congyang cultural attraction which was inaugurated directly by the Regent as a tourist attraction new for Sukorejo Tourism Village (profile of Sukorejo Tourism Village, 2023)

The local village government wishes to further develop its tourism potential apart from the organic farming potential which is currently running. From the results of initial observations it was found that there has been no identification and development of the gastronomic potential of this Tourism Village in line with the statement from the chairman of the Tourism Village POKDARWIS. Sukorejo that the potential of local natural, cultural and culinary riches has not yet been massively developed and managed as a tourist attraction, so the impact of developing these potentials

The results have not yet been fully felt by the Tourism Village community. (Personal communication with chairman of POKDARWIS, 2024).

Therefore, it is important to identify and analyze the supporting and inhibiting factors in developing the potential of gastronomy as a tourist attraction in the Sukorejo Tourism Village.

Previous Research

Gheorghe, Tudorache & Nistoreanu (2014), revealed that Gastronomy is an important element for understanding the culture and lifestyle of a destination, which can represent all traditional values related to new trends in tourism, such as respect for culture and traditions, healthy lifestyle, authenticity, sustainability, experience and more.

Kukanja & Pestek (2020) state that an effective state development strategy can be realized in terms of using authentic, unique and traditional dishes from various groups of society in Slovenia (for example farmers, nobles and priests). On the other hand, Galvez, Matovelle, Molina & Cruz (2019) have conducted a study on the level of tourist satisfaction with local culinary delights, taking into account tourist segments such as survivors, connoisseurs and experienced tourists.

Mohanty, Rout & Sadual (2020) found that the Gastronomy trilogy can be used as an effective tourism product in the destination marketing and branding process. Gastronomy can be used as a promotional tool, such as in exhibitions and cultural festivals, to attract tourists.

Meanwhile, Turgarini (2019) uses Gastronomy as a foundation in creating *food landscape* or *foodscape* to support gastronomic tourism in Bandung. This is reinforced by the findings of Sutaguna, (2022) that the gastronomic meaning of dishes *order tlengis* with innovation and new variants, it is able to provide added value and become an attraction for tourists visiting Werdi Bhuwana Mengwi Badung Village.

Gastronomic preservation by using local and authentic ingredients as the main commodity becomes an attractive tourism offer if effective promotion and marketing activities are carried out (Kalenjuk et.al, 2023). The gastronomic cultural potential of bakpia as a typical souvenir from the Jogjakarta region can become a culinary



tourism attraction related to History, philosophy and forms of acculturation (Enny et.al 2023) Gastronomic contributions can be

realized through inventorying and recording a wealth of gastronomic knowledge so that it can become a source of information and knowledge to tourists in producing strategies for the preservation and diffusion of culinary heritage, which can help maximize the contribution of gastronomic tourism. (Lopez, 2022).

2. LITERATURE REVIEW

Understanding Tourism

Tourism basically is a journey undertaken by someone from one place to another for a temporary period of time, leaving their place of origin. This trip is carried out with planning or not with the aim of earning income in the place visited, but simply to enjoy various recreational or entertainment activities to fulfill various desires. According to the WTO (1999), tourism is defined as activities carried out by individuals who travel and stay in destinations that are outside their daily environment.

Tourism Attraction

According to Law of the Republic of Indonesia no. 10 of 2009 concerning Tourism, tourist attractions are defined as anything that has uniqueness, beauty and value, including the diversity of natural, cultural and human work, which is the purpose of tourist visits. Zaenuri (2012) defines a tourist attraction as something that is interesting to see and enjoy, and worthy of being offered to the tourist market. Suwartono (2004), a tourist attraction or tourist attraction is the potential that encourages tourist arrivals to a tourist destination. Thus, based on experts' definitions, it can be concluded that a tourist attraction is anything that is able to encourage tourists to visit a tourist destination to enjoy the uniqueness in it.

Tourism potential is all things and conditions, both real and tangible and intangible, which are worked on, arranged and presented in such a way that they can be useful or utilized or realized as capabilities, factors and elements that are necessary or decisive for tourism business and development. , whether in the form of atmosphere, events, objects or services. (R.S Damardjati, 2001).

As a tourist attraction, food and beverage products that will be used as a gastronomic tourist attraction must fulfill three conditions as stated by Yoeti (1996), namely *something to see*, *something to do*, and *something to buy*. *Something to see*, in this area there must be tourist attractions and tourist attractions that are different from the potential possessed by other areas. In other words, the area must have a special attraction, besides that it must also have a tourist attraction that can be used as a tourist attraction *entertainments* when people come there. *Something to do*, In these areas there must also be provided recreational facilities or *amusement* and places or rides that tourists can use for activities such as sports, arts or other activities that can make them feel at home longer. *Something to buy*, in that area there must be shopping facilities (*shopping*), especially souvenir items and folk crafts as souvenirs to take home to their respective places of origin.

Tourism attraction (attraction) *defined* operationally by Pearce in Page and Connell (2006) as follows, 'A *tourist attraction is a named site with a specific human or natural feature which is the focus of visitor and management attention*'. From this definition it can be understood that a tourist attraction is an object based on cultural or natural resources that has values that attract the attention of visitors and management. Tourist attractions are usually individual units, and this is what differentiates them from destinations which are usually regional units that have one or more tourist attractions. Swarbrooke (2002) emphasizes the difference between tourist attractions and tourist destinations as follows, '*Attractions are generally single units, individual sites or very small, easy delimited geographical areas based on a single key feature. Destinations are larger areas that include a number of individual attractions together with the support services required by tourist*'.

Tourist attractions in a destination are the strongest component of tourism supply. If the market (tourists) is a push factor, tourist attraction is a pull factor. Between markets and tourist attractions there are service businesses that function as facilitators. Tourist attractions have two functions: first, they entice and stimulate interest in travel. Second, attractions provide visitor satisfactions, the rewards from travel – the true travel “product”.

Gastronomy

Gastronomy is any holiday trip made exclusively for the experience of food and drink in a tourist destination (Travel Industry Dictionary, 2014). Tourism and Gastronomy

Gastronomy refers to the experience of seeking and exploring new tastes and using food as a means of getting to know different cultures, traditions and lifestyles. This offers uniqueness in the originality and original dishes of a place or tourist destination (Pavlidis and Markantonatou, 2020).

Sukorejo Tourism Village

Sukorejo Tourism Village, which is located in Sambirejo District, Sragen Regency, has abundant natural

wealth and agricultural potential. Geographically, this village borders Jambeyan Village and Jetis Village to the west, Ngawi Regency to the east, Jambeyan Village to the north, and Lempong Village, Karang Anyar Regency to the south.

Sukorejo Tourism Village produces abundant natural potential, namely organic rice, jali corn and shallots. Apart from that, the Sukorejo Tourism Village also plays an important role in improving the standard of living of the local community and supporting the achievement of Sustainable Development Goals (SDGs). This village is a destination for farmers from various regions who want to study agriculture. The local government is also trying to develop the tourism potential of this village, including its natural, cultural and culinary riches

3. RESEARCH METHODOLOGY

This research was designed with a qualitative approach to analyze, describe and describe gastronomic components as a unique tourist attraction and differentiated product. In this research, it was used *Purposive Sample* to get accurate data on the representation of local culinary delights in the Sukorejo tourist village. The informants in this research are managers and culinary activists in the Sukorejo Tourism Village. Researchers conduct interviews, observations and documentation to collect as much and as deep data as possible, and are supported by information from supporting documents.

Data sources To obtain information and data in this research, informants were determined randomly *purposive* or deliberately where informants have been determined previously, namely people who are directly involved in the research location, namely the head of the Tourism Village management

Sukorejo, deputy chairman of the Tourism Village, tourism actors such as homestay owners and local MSME owners.

Data Analysis and Interpretation

The steps for analyzing data are based on (Miles and Huberman, 2009), as follows: collecting data by conducting interviews with the managers of the Sukorejo Tourism Village who have been determined in depth and collecting supporting documents then carrying out Data Reduction. The activity is to summarize and sort the main things found in field notes related to the research problem. This activity uses coding techniques which are then arranged systematically to provide a real and specific picture. The coding stage includes studying the data, marking key words and ideas in the data. Then study key words and try to find themes that come from the data in the last stage *Display* Data is used to see the overall picture of research results, whether in the form of a matrix or coding, from the results of data reduction and display.

4. RESULTS AND DISCUSSION

Supporting the development of gastronomic potential

Destination readiness referred to in this research is a description of the situation and condition of resources in tourist villages in developing, receiving and serving or facilitating tourist experiences. Destination readiness is said to be a combination of various factors including adequate infrastructure, facilities, human resources and destination management (Nawang Sari, 2021).

Carrying Capacity, the first carrying capacity of this tourist village is natural attractions. The Sukorejo tourist village offers the potential for interesting natural attractions, such as jeep tracks and tubing, which allow tourists to explore the natural beauty of the surroundings in an exciting way. Second, culinary attractions. Culinary is one of the main strengths of Sukorejo Village. This village is known for its distinctive local culinary products, such as sego srintil (special rice), wedang uwuh drink (traditional health drink). Efforts to develop tepo as a superior culinary delight reflect the focus on developing unique and authentic culinary products. Offering chips from local ingredients and other culinary innovations can increase the attraction of tourists who are interested in local culinary delights and the uniqueness of regional gastronomy. "The development of food products, tepo as a superior culinary delight, reflects efforts to strengthen the position of village culinary delights as the main attraction in tourist packages." , *the sub-district people here we gave it to, they said it wasn't there*" (Warsi, culinary producer of kahs tepo Sukorejo Tourism Village, 2024)

Cultural Attractions. The local culture of Sukorejo Village is also an important attraction in tourism development. Sukorejo's keroncong wayang and various cultural activities such as cultural dances and events at cultural houses facilitated by the local regent offer opportunities for tourists to experience and appreciate the rich culture of the village. "The tourist attraction is the Keroncong wayang, we have only sold it once, only the Keroncong, not yet the Keroncong wayang, only then did we appear once in front of the BUMN. CSR holding Danareksa.

Agrotourism Attractions, Sukorejo tourist village has significant agrotourism potential, especially through a durian center that is directly integrated with local agricultural activities. Fifth, Accommodation/Homestay. The availability of accommodation such as homestays in Dukuh Jetis RT 11 is an important element in supporting the



development of tourist villages. Sukoerejo village homestay accommodation shows efforts to develop accommodation that is integrated with the local community and increases tourist comfort.

Internal Challenges

The development of the Sukorejo Tourism Village as a tourist destination faces internal challenges, especially the low level of public awareness about the potential and benefits of tourism. This lack of understanding results in minimal support and active participation from local communities. To overcome this, more intensive outreach and education is needed regarding the benefits of tourism and the role of the community in developing destinations, in order to create wider awareness and support.

Sukorejo Village faces challenges in processing derivative product skills, which can hinder the development of culinary and tourist attractions. Limited local skills indicate the need for training and skills improvement for local communities to manage and develop tourism products more effectively. Without adequate skills, the quality of products and services offered to tourists could be affected, which

ultimately affecting the attractiveness and reputation of the village as a tourist destination. Budget limitations hinder the realization of tourism projects, both for improving facilities and developing tourism products needed to attract more visitors. Without adequate funding, developing infrastructure and tourist attractions becomes difficult. Poor infrastructure, especially roads and accessibility, is a big challenge for Sukorejo Village. Poor road quality hampers accessibility, affecting the number of visitors and their comfort. Adequate road improvement and maintenance is essential to ensure tourists can access destinations easily and comfortably. Several facilities in Sukorejo Village, such as the children's swimming pool and tubing, were damaged or neglected. Maintenance and repair of these facilities need to be addressed because damaged facilities reduce the tourist experience and reduce the attractiveness of the destination

The lack of communication and community involvement makes synchronization between destination development and support from the village government a challenge. Good coordination between tourism development initiatives and village government policies is essential. Without synergistic support, efforts to advance the village as a tourist destination may not be maximally successful. The Sukorejo tourist village has strong tourism potential, but faces internal challenges that need to be handled wisely. A community-based asset approach (asset-based community development) can help overcome this challenge by utilizing

and developing local assets such as natural resources, community skills and cultural riches. This approach also encourages active community participation in destination planning and management, increases local involvement and capacity, and accelerates adaptation and innovation. In this way, the Sukorejo tourist village can optimize its potential, reduce dependence on external resources, and increase the competitiveness and sustainability of the culinary tourism destination being developed.

5. CONCLUSION

Limited funding, low management skills, and lack of adequate infrastructure are inhibiting factors in developing the potential of gastronomy to become a tourist attraction in the Sukorejo Tourism Village. This can be overcome with a community-based asset approach (*asset-based community development*) can be used to overcome challenges in destination development. Emphasis on natural attractions, culinary, cultural,

agrotourism and accommodation, coupled with support and hope from the community, are the keys to realizing this village as an attractive and sustainable tourist destination. This potential resource can be used as a capable asset to support the specifications for developing tourist attractions that can become the identity of the Tourism Village.

Theoretical implications

This research highlights the gastronomic potential of Sukorejo Tourism Village as a strength in developing tourism destinations. Based on various literature, this research contributes to theoretical development and strengthens discussions from previous research (Ellis, et al, 2018; Ozturka and Akoglu, 2020; Roust, 2020). Culinary tourism, which links culinary and tourism, has gained attention over the past three decades and plays an important role in preserving traditional culture, attracting tourists, and supporting regional economies.

Managerial implications

For Industrial Players; This research can develop the potential of local culinary into a tourist attraction to attract more tourists, improve the quality of local culinary with the support of the government and stakeholders and organize local culinary events as part of cultural tourism. **For the Government:** Can provide support and appreciation to tourist destination managers to preserve local dishes as a means of promotion, plan regional tourism development strategies through gastronomic tourism, and finally organize local culinary events according to local traditions.

6. SUGGESTION

This research has limitations in that the scope of the research only focuses on gastronomic potential. The researcher realizes that this gastronomic potential must be developed and promoted further to be able to provide more support to the Sukorejo Tourism Village, so it is necessary to introduce these products through *storytelling* who interprets these culinary delights. This will be important to be able to support and support this existing research.

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