



RESEARCH ARTICLE

Mapping the Challenges and Strategy Developing Local Gastronomy Tourism

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ARTICLE INFO	ABSTRACT
Received: May 22, 2024	Identifying and mapping the implementation of current local gastronomy development strategies and their implications for the challenges faced, so that they can help researchers identify important technologies and research areas for further research. This paper was prepared with the aim of providing an overview of technical terms, challenges and strategies related to local gastronomic tourism. This article was compiled from several leading databases, which were selected, reviewed, and grouped into several themes. This paper suggests that the development of local gastronomy must pay attention to the challenges and appropriate strategies. Local gastronomy is one of the tourist attractions that can become the positioning of a destination. This paper contributes to local gastronomic challenges and development strategies. The findings of this research will be very useful in efforts to develop local gastronomy as a leading tourism product.
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1. INTRODUCTION

Currently, culinary tourism has received a lot of attention from tourists, practitioners, and academics because culinary tourism greatly influences the travel experience, intentions, and behavior of tourists (Shoukat et al., 2023). Gastronomy is not just about culinary, but also related to the local wisdom of the local community, the history and culture of an area (Robert & Brown, 2004). The culinary richness which is an important element in gastronomic tourism is the main reason for its continued development (Mulcahy, 2019). Gastronomic tourism is believed to be able to increase tourism sector revenue and continue to provide new experiences to tourists (Park & Widyanta, 2022). World gastronomic tourism has great economic potential if it can be developed optimally (Sormaz et al., 2016). Based on the World Tourism Organization (UNWTO), tourism sector revenues generally place food as the second largest expenditure in the tourist budget. Regardless of whether food is provided or not by the accommodation where tourists stay, tourists prefer to taste the local food of the area (Version 2021). The local gastronomy of each country is very diverse, each has its own uniqueness, the uniqueness of gastronomic tourism is highlighted because of its relationship with the development of integrated planning policies, product development and packaging, tourism promotion, which are the main core activities in the tourism value chain (Nesterchuk et al., 2021). Innovation of tourism products is very important in society, some of the factors that determine it are leadership, management tools, several theoretically different business processes and viewing innovation as a process and result (Quezada-Sarmiento et al., 2020).

Local gastronomy represents a significant authentic part of cultural heritage and destinations, to develop a food identity for gastronomic heritage in multicultural countries, acculturation, assimilation, adaptation, and longitudinal reinforcement are needed (Lin et al., 2021). Local gastronomy is one of the tourist attractions so that it can be the positioning of a destination (Nurhayati et al., 2022). Local food is broadly presented in three dimensions: geographical, cultural, and socio-economic. Practical implications are offered to producers, service providers, and management (A. Stalmirska et al., 2019). Tourists travel to various destinations in search of culinary experiences that are considered local and authentic (Pavlidis & Markantonatou, 2020). Destination

choices, satisfaction and perceptions related to objects and the authenticity of the existence of local culinary experiences are conditioned by tourists' interest in local cuisine, authenticity mediates the relationship between attitudes towards local food and destination choices, motivation and travel satisfaction (Morris, 2019). Tasting local food is one of the main motivations for certain trips and is considered a major activity (Hang et al., 2019). The authenticity of local food is a key factor in the framework of quality, satisfaction, and loyalty of culinary tourism (Morris, 2019). The relationship between quality attributes, tourist satisfaction, and tourist loyalty depends on the extent to which culinary tourists perceive the authenticity of rural local food (Hang et al., 2019). Gastronomic tourism can be an attraction to develop the potential of a country, in order to increase the competitiveness and quality of gastronomic tourism, there are several important challenges that must be considered and must be overcome by business actors, namely issues of cleanliness, health, food safety, human resource services, sustainable development strategies (Lin et al., 2021). The challenges and strategies for developing local gastronomic tourism in the world today are very diverse, some of the challenges faced include the global pandemic, climate change, and intense competition (Balderas-Cejudo et al., 2022a). Although gastronomic challenges are one of the variables that play a significant role in the development of gastronomy as a leading tourism product, the amount of literature discussing the challenges of local gastronomy as a leading product in the tourism sector is still very limited. Literature studies on the challenges and strategies for developing local gastronomy as a leading tourism product, as far as the literature search process and the author's knowledge, have not been carried out too much. The challenges and strategies for developing local gastronomy as a leading tourism product need to be worked on and developed concretely, because so far local gastronomic products have great potential in terms of economic value which can have a multi-layered impact on society in terms of economic value (Gómez et al., 2023).

There is a phenomenon of "Polycentric Lifestyle", the emergence of this tourism trend is based on the desire of tourists to find the uniqueness and appeal of each country they will visit. If so, the tourism industry should start to highlight its characteristics, both in terms of natural beauty, art, culture, and gastronomic wealth, which are still well maintained. By introducing local culinary icons in each country, with the aim of attracting tourists to visit, and making local cuisine a superior product in their area. The implementation of the 2023 tourism megatrend will be a very good opportunity for all tourism actors, the prediction of this tourism trend can create competitive sustainable tourism (Puja et al., 2021). Currently, local gastronomy and tourism are linked to the image of tourist destinations that are manifested as eye-catching attractions in brochures, videos and television programs. Food has become the focal point of festivals and events that attract tourists and locals. During the trip, local products consumed represent part of the culture (98th International Scientific Conference on Economic and Social Development - Porto, 14-15 July 2023), while fast food businesses that are currently growing are still less connected to local culture (Allen, 2020). There is a need for research on the challenges and strategies for developing local gastronomy as a leading tourism product, so that gastronomy can become a tourism product that has high economic value to provide welfare for the community. Therefore, this literature study aims to explore the challenges and strategies for developing local gastronomy as a tourism product. To map the implications, challenges and identify various strategies for developing local gastronomy tourism, this study presents a systematic review, related to local gastronomy today. This review collects relevant existing literature and selects it based on inclusion criteria, then synthesizes the selected material to answer the research questions. In addition, gaps in current knowledge are identified for future studies. This study aims to develop knowledge related to what has been studied, related to the implications of strategic challenges and development of gastronomy tourism from existing literature. The results will be useful for understanding the implications of challenges and strategies for developing gastronomy tourism, as well as areas related to local gastronomy. By identifying and mapping the implementation of current strategies and their implications for the challenges of local gastronomy development strategies, it can help researchers in identifying important technologies and research areas for further investigation. Furthermore, the paper will be compiled with the aim of providing an overview of technical terms, challenges and strategies related to local gastronomy tourism. The research methodology is explained based on the literature review, findings, discussion, and research ends with conclusions and practical implications.

2. OVERVIEW OF TECHNICAL TERMS

2.1 Gastronomy

Gastronomy is the art or science of food, it is a field that involves the selection, preparation, presentation, and enjoyment of delicious food (Gheorghe & Nistoreanu, 2014). Gastronomy is based on the relationship between food, culture, tradition (SgROI, 2023). For centuries, culinary expertise has proven to be a more powerful cultural force among peoples of the world than language or other influences (Version, 2021). The term “gastronomy” comes from the Greek word “gastronomia”, which means “the art of managing the stomach”, The term was first used in France in the early 1800s to describe the art of fine dining and culinary excellence (Mulcahy, 2019). Practical gastronomy is associated with the practice and study of the preparation, production, and service of various foods and beverages from countries around the world (Kim et al., 2021). Theoretical gastronomy supports practical gastronomy, It is related to the systems and process approach, which focuses on recipes, techniques, and cookbooks (Balderas-Cejudo et al., 2022a). Gastronomy is the study of food and beverages, including their history, production, consumption, and the culture and arts related to food and beverages (Kim et al., 2021). Gastronomy covers aspects such as food ingredients, cooking techniques, food habits, and cooking cultures from different regions (Noguer-Juncà et al., 2021). Gastronomy includes the study of the history of food and beverages, the cultural influences on food and beverages, and the food habits of a society (Pavlidis & Markantonatou, 2020). It includes traditional cooking techniques, ingredients used in traditional cuisine, and the role of food and beverages in rituals and social events in a society (Hang et al., 2019). What is the Difference Between Gastronomy and Culinary? Gastronomy is the study of food and beverages involving research, analysis and in-depth knowledge of food and beverages (Visković & Komac, 2021). It includes aspects such as history, consumption and culture related to food and beverages (Hang et al., 2019). Gastronomy can also involve artistic and aesthetic aspects and includes the study of cooking techniques, food ingredients, and cultural knowledge of food and beverages (Barzallo-neira & Ignacio, 2023). While culinary is a term that refers to the art of cooking and serving food and beverages, including making food and beverages from raw ingredients to being served at the dining table. Culinary such as cooking techniques includes aspects such as cooking techniques, ingredients and serving food and beverages (Lyubenov & Atanasov, 2022). In other words, gastronomy involves more of the study of food and drink, while culinary arts are more related to the art and skills of cooking and serving food and drink, although both are related, gastronomy focuses more on theoretical and academic aspects, while culinary focuses more on practice and skills (Lin et al., 2021).

2.2 Gastronomy tourism

Defining culinary and gastronomy tourism as “travel to seek out, and enjoy ready-to-eat food and beverages and unique and memorable gastronomic experiences (Levyda et al., 2021). The United Nations World Travel Organization (UNWTO) defines gastronomy tourism as “a type of tourism activity characterized by visitors’ experiences related to food and related products and activities while traveling (Mulcahy, 2019). Gastronomy tourism is currently considered as one of the important commitments to strengthen or consolidate certain tourist destinations, due to the increasing importance of knowledge about everything related to gastronomic culture for travelers (Mariano-Juárez et al., 2023a). In fact, there are already certain travelers who consider going to a particular restaurant or simply getting to know the cuisine of a particular geographic region as the primary motivation for their trip (Mulcahy, 2019). Local gastronomy plays a direct role as a tourist attraction, becoming a relevant goal when visiting a tourist destination (Yanthy et al., 2019).

To summarize the unique features of gastronomy tourism, the International Culinary Tourism Association website provides the most basic assessment, namely as follows:

1. Almost 100 percent of tourists dine out when traveling, and every dining opportunity is an opportunity to get to know the local food and people.
2. Dining is always one of the top three favorite tourist activities (and this is also included in this study).
3. Culinary arts or gastronomy and wine tasting are the only art forms that appeal to all five human senses - sight, sound, taste, and smell.

4. There is a high positive correlation between travelers interested in wine or cuisine and those interested in museums, shows, shopping, music and film festivals, and cultural attractions.
5. Interest in cuisine while traveling is not limited to a particular age, gender or ethnic group.
6. Unlike other tourist activities and attractions, gastronomy is available all year round, at any time of the year and in any weather.
7. Gastronomic tourists are often “explorers” and
8. Gastronomy is “experiential” because it meets the demand of new tourists for direct and interactive experiences (Kivela & Crofts, 2006).

3. RESEARCH METHOD

To present the results of this research objective, a systematic literature review was applied. The following lesson (Barbara Kitchenham 2014), the procedure in conducting a systematic review of journal articles.

First, relevant articles were collected from Google Scholar, Elsevier. The keywords typed in the article search were: “local gastronomy tourism, local gastronomy tourism challenges, local gastronomy tourism strategy development, gastronomy challenges in hygiene, gastronomy challenges in process, gastronomy challenges in service quality, gastronomy challenges in HACCP, local gastronomy strategy in product development, local gastronomy strategy in gastronomy marketing, local gastronomy strategy in innovation, local gastronomy strategy in food quality, local gastronomy strategy in storytelling.

Second, identification of appropriate research studies for possible inclusion has been done properly. This step involves developing a way to determine the similarity of research by comparing the state of research objectives, research questions asked, data collection techniques, data analysis, and types of findings reported.

Third, all research findings in the research articles were analyzed and synthesized. This research is identified related to analyzing key concepts and themes from selected research findings studies. The final stage, synthesis of findings from various studies presented.

4. LITERATURE REVIEW

This article reviews and discusses local gastronomy tourism, its challenges, and its development strategies, to study this local gastronomy for the tourism industry. The researchers prioritized searching in reputable journal indexes such as Elsevier.

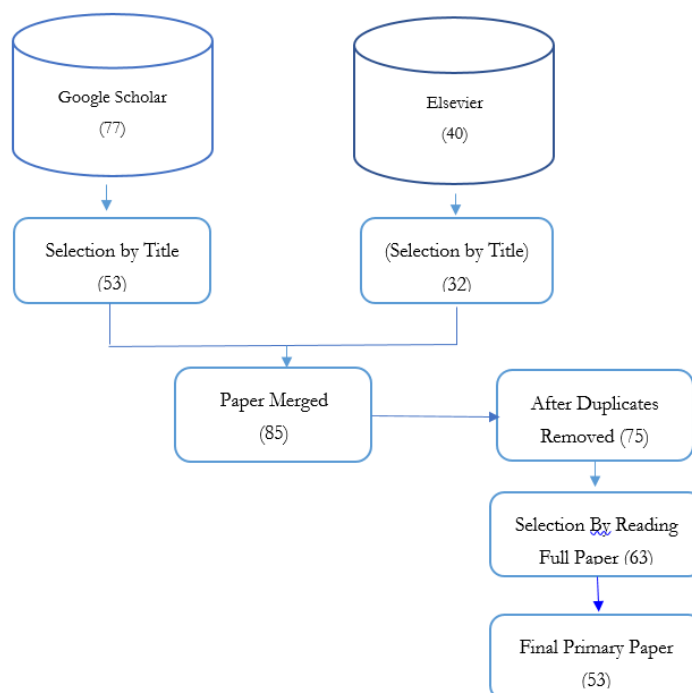


Figure 1: The process of selecting relevant articles

In addition, they searched for articles on Google Scholar to obtain more data. However, the researchers set a minimum standard of 5 citations in these articles from Google Scholar using the publish and perish application. This study prioritizes the latest research over the past five years. A complete overview of the research years can be seen in Figure 1. In the initial stage, in accordance with the literature review research protocol, this study took 77 articles from Google Scholar and 40 articles from Elsevier, using the keywords local gastronomy tourism, local gastronomy tourism challenges, local gastronomy tourism strategy development, gastronomy challenges in the field of cleanliness, gastronomy challenges in the process, gastronomy challenges in service quality, gastronomy challenges in HACCP, local gastronomy strategy in product development, local gastronomy strategy in gastronomy marketing, local gastronomy strategy in innovation, local gastronomy strategy in food quality, local gastronomy strategy in story teller. After going through a careful screening process based on the title, 22 articles were removed, leaving 85 articles for further filtering. The articles that were removed did not discuss local gastronomy tourism, its challenges and development strategies. The first filter was carried out by reading the research briefly from the abstract section, 10 more articles were removed. The article was removed because the research results were less relevant. So that left 75 articles. Then, the researcher read all the articles, and found 12 more articles that could not be used, leaving 63 articles, to be analyzed thoroughly in the literature review research. After being read more deeply and as a whole, 10 articles were again removed because they did not contain an in-depth discussion of local gastronomy tourism, its challenges and local gastronomy strategies, as a gastronomy tourism product. So that 53 articles were analyzed and their themes and codes were recorded to synthesize the literature review. The article selection process can be seen in Figure 2. After collecting the articles, a review was conducted to identify and select data from the indicated sources and extract, synthesize, and discuss the data in the literature review articles. The synthesis process includes coding, determining themes to be recorded, and managing important discussions in the collection of articles (Patton, 2015). The

last step is the reporting and distribution step, which concentrates on conducting analysis, observing results, and evaluating the practical consequences of the researcher's findings. The mind map of this study is shown in Figure 3.

5. FINDINGS AND DISCUSSION

Gastronomic tourism is a unique concept that combines tourism and gastronomy. This concept emphasizes the tourist experience of local food that has the characteristics and aesthetics of the destination visited. Gastronomic tourism also includes the entire culinary experience in an area and invites tourists to explore the uniqueness of the culture and traditions associated with the food. Gastronomic tourism is also believed to be able to increase tourism sector revenue and continue to provide new experiences to tourists.

Table 1: List of selected papers and paper categories

No	Authors	Publication Type	Category
1	(Kim et al., 2022)	Journal	Gastronomy tourism, service quality
2	(Sthapit et al., 2020)	Journal	Gastronomy tourism, service quality
3	(Shoukat et al., 2023)	Journal	Gastronomy tourism, service quality
4	(Al-Ansi et al., 2023)	Journal	Gastronomy tourism, service quality
5	(Folgado-Fernández et al., 2019)	Journal	Gastronomy tourism, service quality
6	(SgROI, 2023)	Journal	Gastronomy tourism, service quality
7	(Kwil et al., 2020)	Journal	Gastronomy tourism, food process
8	(Mariano-Juárez et al., 2023)	Journal	Gastronomy tourism, food proces
9	(Skripnuk et al., 2021)	Journal	Gastronomy tourism, food hygiene
10	(Pimoljinda & Hongwiset, 2023)	Journal	Gastronomy tourism, food hygiene
11	(Azanaw et al., 2022)	Journal	Gastronomy tourism, food hygiene
12	(Radu et al., 2023)	Journal	Gastronomy tourism, HACCP
13	(Kamboj et al., 2020)	Journal	Gastronomy tourism HACCP
14	(Ghanem, 2019)	Journal	Gastronomy tourism, customer satisfaction

15	(Hang et al., 2019)	Journal	Gastronomy satisfaction	tourism, customer
16	(Morris, 2019)	Journal	Gastronomy satisfaction	tourism, customer
17	(Kim et al., 2021)	Journal	Gastronomy satisfaction	tourism, customer
18	(Rousta & Jamshidi, 2020)	Journal	Gastronomy satisfaction	tourism, customer
19	(Hang et al., 2019)	Journal	Gastronomy satisfaction	tourism, customer
20	(Kim et al., 2021)	Journal	Gastronomy satisfaction	tourism, customer
21	(Sthapit et al., 2020)	Journal	Gastronomy satisfaction	tourism, customer
22	(Sgroi, 2023)	Journal	Gastronomy satisfaction	tourism, customer
23	(Carvache-Franco et al., 2022)	Journal	Gastronomy satisfaction	tourism, customer
24	(Carvache-Franco et al., 2022)	Journal	Gastronomy satisfaction	tourism, customer
25	(Pavlidis & Markantonatou, 2020)	Journal	Gastronomy satisfaction	tourism, customer
26	(Berbel-Pineda et al., 2020)	Journal	Gastronomy satisfaction	tourism, customer
27	(Bonfanti et al., 2023)	Journal	Gastronomy satisfaction	tourism, customer
28	(Duglio et al., 2022)	Journal	Gastronomy development	tourism product
29	(Yanthy et al., 2019)	Journal	Gastronomy development	tourism product
30	(A. M. Stalmirska, 2021)	Journal	Gastronomy development	tourism product
31	(Rachão et al., 2019)	Journal	Gastronomy development	tourism product
32	(Mulcahy, 2019)	Journal	Gastronomy development	tourism product
33	(Nyberg et al., 2022)	Journal	Gastronomy development	tourism product
34	(Hermawan, 2020)	Journal	Marketing for gastronomy tourism	
35	(A. Stalmirska et al., 2019)	Journal	Marketing for gastronomy tourism	
36	(Matondang et al., 2020)	Journal	Marketing for gastronomy tourism	
37	(Pamukçu et al., 2021)	Journal	Marketing for gastronomy tourism	
38	(Vázquez-Martínez et al., 2019)	Journal	Marketing for gastronomy tourism	
39	(Demirkol & Cifci, 2020)	Journal	Marketing for gastronomy tourism	
40	(Nesterchuk et al., 2021)	Journal	Marketing for gastronomy tourism	

No	Authors	Publication Type	Category
41	(Noguer-Juncà et al., 2021)	Journal	Marketing for gastronomy tourism
42	(Mariano-Juárez et al., 2023)	Journal	Marketing gastronomy, innovation
43	(Gómez et al., 2023)	Journal	Marketing gastronomy, innovation
44	(Harms et al., 2021)	Journal	Marketing gastronomy, innovation
45	(Al-Ansi et al., 2023)	Journal	Gastronomy tourism, food quality
46	(Rasoolimanesh et al., 2021)	Journal	Marketing gastronomy, story teller
47	(Armutcu et al., 2023)	Journal	Marketing gastronomy, story teller
48	(Sgroi, 2023)	Journal	Marketing gastronomy, story teller
49	(Chen & Huang, 2019)	Journal	Gastronomy tourism
50	(Zhang, 2020)	Journal	Gastronomy tourism

51	(Hassan et al., 2020)	Journal	Gastronomy tourism
52	(Esparza Huamanchumo et al., 2023)	Journal	Gastronomy tourism
53	(Nesterchuk et al., 2021)	Journal	Gastronomy tourism

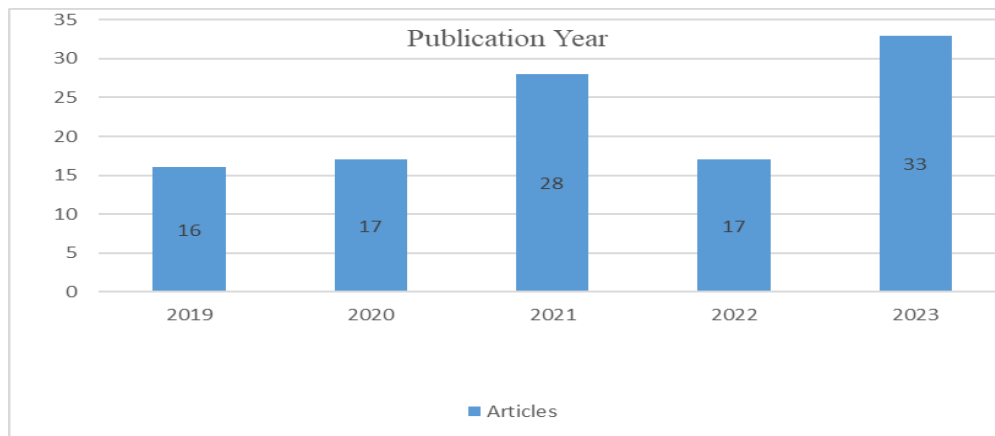


Figure 2: Selected papers grouped by year of publication

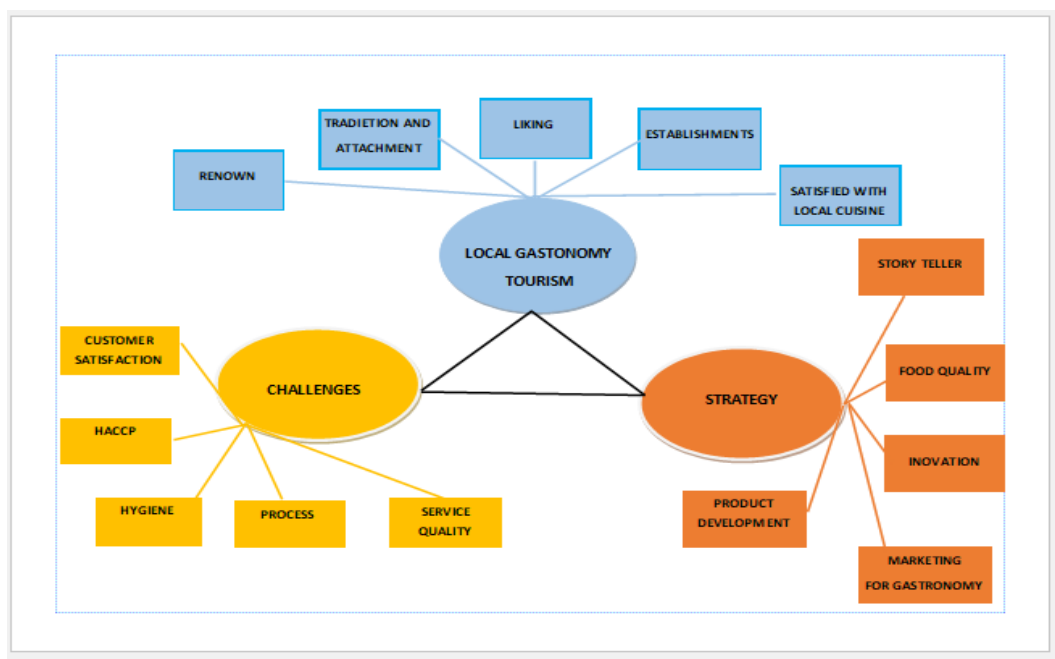


Figure 3: Meta-synthesis analysis mapping

Table 2: List of themes and codes identified from 54 selected papers on the topic of challenges and strategies for developing local gastronomy tourism

No	Theme	Code
1	Gastronomy	1) Renown. 2) Traditional and attachment. 3) Liking. 4) The environment of the establishments visited was pleasant. 5) Satisfied with the Local Cuisine.
2	Challenges	1) Service Quality. 2) Process. 3) Hygiene. 4) HACCP.

		5) <i>Customer Satisfactions</i>
3	Strategy	1) <i>Product Development.</i> 2) <i>Marketing for Gastronomy.</i> 3) <i>Innovation.</i> 4) <i>Food Quality.</i> 5) <i>Story Telling</i>

5.1 Local gastronomy

Tourism A country's gastronomy needs to be highlighted as the main product in gastronomy tourism. Satisfaction, appreciation of quality has a positive influence on tourist loyalty so that they recommend and express their desire to return to the destination (Esparza Huamanchumo et al., 2023). Food is a sustainable part of a tourism destination. Local gastronomy as part of a tourism destination, which can contribute to tourist loyalty (Chen & Huang, 2019).

The dynamics of tourism development that continues to change tourist motivation, makes tourists look for new experiences. Gastronomy is positioned as a key element in uniting tourism and culture, so that it can provide optimal contribution to developing gastronomy tourism (Zhang, 2020).



Figure 4: Participants of gastronomic tourism and the impact of gastronomic tourism on the economic development of the region (Nesterchuk et al., 2021)

An important step in the economic development and management of gastronomic tourism in the region is to identify, inventory and analyze the potential and growth of the various elements in the food tourism value chain: producers in the primary and secondary sectors, companies in the service sector, catering, accommodation, retailers, companies providing gastronomic events and services, knowledge centers such as culinary and hospitality schools, markets, wholesale markets, etc. Gastronomic culture, trade fairs, festivals and natural and cultural resources (Figure 4) (Nesterchuk et al., 2021). Food is the most important component of tourism and is the main attraction when people travel, culinary tourism is also one of the components of tourism marketing strategies (Hassan et al., 2020).

5.2 Local gastronomy tourism and its challenges

Gastronomy tourism is a growing trend that offers opportunities to strengthen and sustain local food networks. Local food production has meaning not only for a single producer but also for consumers, and ultimately for entire regions, local food is associated with, for example, its health-promoting properties and the idea of sustainable development (Kwil et al., 2020). Cultural transformations that affect social perceptions of food, tableware and kitchens, all of which can vary over time and space, foods that were once among the most popular and least preferred are now consumed again at the most prominent tables – embedded in popular traditions, history and local wisdom (Mariano-Juárez et al., 2023b). The quality and safety of food from local producers require a high level of assurance in terms of quality (Skripnuk et al., 2021). Technological and innovative processing techniques and

equipment have been adopted to create safe food production, especially agricultural products (Pimoljinda & Hongwiset, 2023). Mortality and morbidity due to foodborne diseases are quite high, from street vendors' food hygiene knowledge and practices, very poor, and food hygiene attitudes, and customer feedback are factors that are significantly related to food hygiene knowledge, a significant relationship between food safety knowledge and food safety practices and food handlers' knowledge and attitudes (Azanaw et al., 2022). HACCP (Hazard Analysis and Critical Control Points) and modern quality management systems have a significant impact on public health in the food industry, these systems ensure that food products are safe for consumption by identifying and managing potential hazards at every stage of the food production process (Radu et al., 2023).

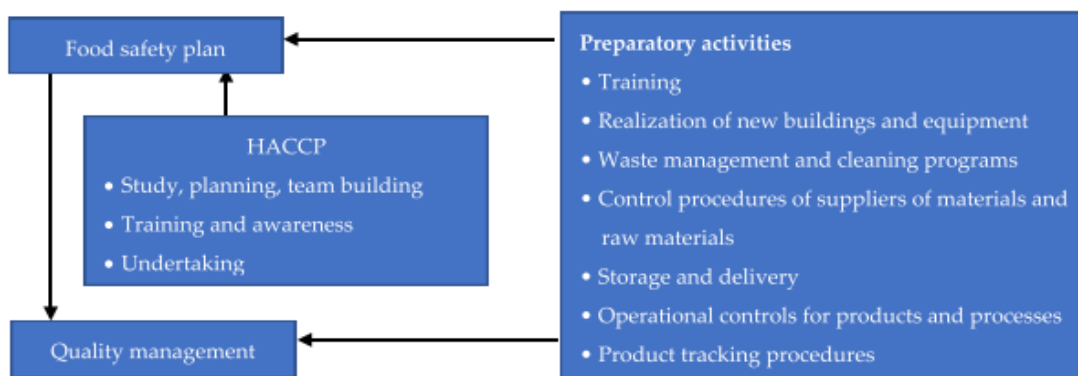


Figure 5: Quality management control (Radu et al., 2023)

Food safety is a closely related but broader concept that means food is free from all possible contamination and hazards, in practice both terms can be used interchangeably and the implementation of HACCP in the food business requires the recognition of hazards and their control, therefore, a major challenge in the food industry is to motivate food handlers to apply what they have learned about food hygiene (Kamboj et al., 2020). Memorable local cuisine, which consists of several components: taste, socializing with friends and family members, novelty, authenticity, atmosphere, affordable price, and interaction with locals, these findings provide little evidence that food contributes to a memorable culinary experience, and suggest that these factors are not inevitable components of the entire culinary experience of tourists (Sthapit et al., 2020). That a hierarchy-based approach can be used to assess tourists' perceptions of attributes, consequences, and values as a value map. This study provides cultural-based insights into local food consumption by tourists (Kim et al., 2022). Destination marketers and food service operators need to focus on enhancing the culinary experience of tourists which is expected to increase the attractiveness of a destination (B et al., 2022). Street food quality positively and significantly predicts perceived fair price, engagement, and repurchase decisions by international tourists. Perceived fair price and engagement were found to be important mediators between street food quality and repurchase intentions (Al-Ansi et al., 2023). Innovative service development so that effective programs are created that are tailored to the needs and desires of the senior market segment towards better active and healthy aging (Balderas-Cejudo et al., 2022b). The food market offering is a culinary heritage of a place, so the demand for consumption is an expression of the response to the history of this heritage that has existed for years, passed down from generation to generation until now (SgROI, 2023). Brand equity has a significant and positive effect on tourist satisfaction, travel intention, and tourist satisfaction has a positive effect on travel intention, related strategies and suggestions are provided to develop culinary tourism and build its food brand better (Equity & Satisfaction, 2023). That taste or quality value, health value, price value, emotional value, and prestige value have a positive effect on tourists' attitudes towards local food, the image of the culinary destination does not affect the intention to visit the culinary tourism destination, but has a positive effect on the intention to recommend local cuisine (Rousta & Jamshidi, 2020).

A new conceptual framework for memorable local culinary experiences, consisting of several components: taste, socializing with friends and family members, novelty, authenticity, ambiance, affordable price, and interaction with locals, with little evidence that special events, hospitality, or food souvenirs contribute to memorable culinary experiences, from the entire culinary experience of

tourists (Sthapit et al., 2020). The food market offer is a culinary heritage of a place, consumption demand is an expression of response to the history of the heritage that has existed for years and has been passed down from generation to generation until now (Sgroi, 2023). Three dimensions of motivation: cultural, physical, and social. Physical motivation is the main factor that predicts satisfaction with the gastronomic experience, followed by social motivation (Carvache-Franco et al., 2022). The identified factors have a positive effect on international visitor satisfaction in terms of quality, the number of local dishes and the quality of food and beverages, infrastructure, price perception, culinary staff, security and safety are important factors, while the factors "culinary information" and "speed of service" have not reached statistical significance that affect international visitor satisfaction. Knowing consumer tastes and needs is a key aspect in understanding consumer behavior (Berbel-Pineda et al., 2020). The relationship between memorable culinary experience factors and revisit intentions (Berbel-Pineda et al., 2020).

5.3 Tourism and local gastronomy strategy

Local food products can provide added value in terms of economic value, this is evident from the interest of visitors to taste local food products and by buying local food ingredients (Duglio et al., 2022). The greater the potential for local gastronomic tourism will further strengthen local food products, with support from the community, by conducting socialization to the community. Because public awareness needs to be raised to support every positive activity for the advancement of tourism and more importantly is to build community commitment, to the success of the development of superior local gastronomic product destinations (Yanthy et al., 2019). By exploring perceptions and views on local gastronomy among tourists who show diverse understandings and discursive constructions of what is meant by "local food" which is generally presented in three dimensions, geographical, cultural, and socio-economic (A. M. Stalmirska, 2021).



Figure 6: Gastronomy (Nurhayati et al., 2022)

Gastronomic tourism has become one of the fundamental elements in the selection of tourism destinations and this tourism is a new model in tourism that can be a potential tourism activity that can attract tourists, gastronomy is closely related to cultural tourism that views food as a form of cultural tradition of the community in tourism destinations, and this is the main motive for tourists in determining tourist destinations (Nurhayati et al., 2022). Gastronomy refers to the experience of seeking and exploring new flavors and using food as a means of getting to know different cultures, traditions, and lifestyles, and gastronomy offers the uniqueness of the originality and authentic cuisine of a place or tourist destination (Pavlidis & Markantonatou, 2020). Along with the advancement of gastronomic tourism, the successful development and evolution of these activities can have a beneficial impact, and continue to grow as part of the contemporary economic experience. Food is increasingly becoming an important component of this, there is a real need to distinguish

between tourists who consume food as part of their travel experience, and tourists whose activities, behavior, and even destination choices are influenced by an interest in food (Rachão et al., 2019). Innovations in local food marketing have multiplied, resulting in a constellation of local food marketing and distribution initiatives to address resource scarcity, uncertainty and climate change (Gómez et al., 2023). Using food as a differentiating asset of a destination and its potential to influence tourists' travel decisions is widely discussed in the academic world. Different countries use different terms to link food to tourism.

6. CONCLUSION AND PRACTICAL IMPLICATIONS

6.1 Conclusion

A country's gastronomy needs to be highlighted as a main product in gastronomic tourism. Food is a sustainable part of a tourism destination. Local gastronomy as part of a tourism destination, which can contribute to tourist loyalty. Food is the most important component in tourism and is the main attraction when people travel, culinary tourism is also one of the most effective tourism marketing strategy builders.

The safety of local gastronomy really needs certainty in terms of quality. With the local gastronomy processing process, which is in accordance with the HACCP (Hazard Analysis and Critical Control Point) concept, of course it will produce safe products, and have more added value, as a leading tourism product of a country. There is development in all lines of local gastronomy, both in terms of processing, cleanliness, improving services, and consumer satisfaction. Destination marketers and food service operators need to focus on improving the culinary experience of tourists which is expected to increase the attractiveness of a destination.

Local food products can provide added value in terms of economic value, this is evident from the interest of visitors to taste local food products and by buying local food ingredients. Gastronomic tourism has become one of the basic elements in selecting tourist destinations as a new model in tourism that can be a potential tourism activity that can attract tourists, gastronomy is closely related to cultural tourism that views food as a form of cultural tradition of the community in tourist destinations, and this is the main motive for tourists in determining tourist destinations. Using food as a differentiating asset of a destination and its potential in influencing tourist travel decisions is being widely discussed in the academic world and is used as a very potential product, to be developed in the future.

6.2. Practical implications

The results of this study will be useful for culinary practitioners, for business people in the field of local gastronomy of a country, Culinary Managers, and Executive Chefs who seek an understanding of how local gastronomy has a very potential economic value as a gastronomic tourism product. By identifying the challenges and strategies that can be used in developing local gastronomic products as superior tourism products.

World gastronomic tourism is not only about culinary but more than that. Such as revealing local traditions, culture and especially later hotel restaurants will serve their traditional food. It is fitting that traditional food is raised and developed with the aim of improving the local economy and preserving traditional food. Gastronomic tourism will provide a deeper experience of the food and drinks they taste. By making local gastronomy a tourism product, it will have a positive impact in the future, namely local gastronomy will remain sustainable and as a stimulus for the growth of the local economy.

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