

SUSTAINABLE GASTRONOMIC DESTINATIONS : A CULINARY AND MARKETING INNOVATION FOR SERANGAN ISLAND

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Abstract -This research aims at identifying the possibility of transforming Serangan Island into a sustainable culinary tourism destination through creating culinary offers and employing appropriate marketing strategy. Serangan Island is located in the south of Denpasar, Bali and offers opportunities for nature tourism and cultural experiences, but has not been fully developed to sustain culinary tourism. Since this work aims to explore and describe the best practices in the context of the hospitality and culinary, this research employs a qualitative research approach and case study method in order to examine the sustainability of tourism in the context of Serangan Island. The findings of this research indicate that culinary creativeness in Serangan Island is the integration of local food and native methods of cooking along with sustainability including food wastage as well as sustainable sources of energy. Besides, efforts made in marketing and branding of the island as the culinary tourism destination has also been effective specifically in the area of local partnership and usage of social networks. This research highlights how creativity in culinary activities and marketing strategies are relevant in creating a local community-supported sustainable tourism system. Thus advances theory and practice of sustainable tourism and provides recommendation for best practice for tourist stakeholders to embrace the concept of sustainable gastronomic destinations in Serangan Island.

Keywords - Sustainable Gastronomy Destination, Culinary Innovation, Tourism Marketing

INTRODUCTION

Gastronomy has turned into one of the most vital focal points of today's society, not only as a part of normal life but also as one of the main interests within the framework of tourism. Evidence of this phenomenon is reflected in the greater willingness being expressed by the public to learn about the culinary diversity of a destination when traveling for tourism. It is conveyed that gastronomy is one of the factors that provides new experiences to tourists, according to (Dixit & Prayag, 2022), which can be obtained in tourism and also in several festivals and events. Currently, the Serangan Area has become one of the destinations for culinary business actors, especially processed seafood.

Based on (Nugraha & Agustina, 2021), there is culinary potential in the Serangan Area managed by local communities that process seaweed into snack foods that can be given to tourists as souvenirs. In addition, a great deal of restaurants located on the beach in the Serangan area are now offering grilled fish food that is typical of Attack. While the Kedongan area remains one of the most visited places by tourists who are looking for authentic seafood culinary products, the Serangan area still has potential that is yet to be developed to capture both domestic and international tourists. In most cases, uncontrolled tourism development may result in environmental unsustainability, for example, by destroying natural habitats and increasing wastes. Given this consideration, the economic potential of tourism is immense, provided it is managed wisely and sustainably. In this light, the valorization of the concept of gastronomic sustainable destinations appears to represent a definite strategy integrating tourism development with both environmental conservation and support for the local economy.

Destinations that are gastronomically sustainable are those that do not just offer unique and classy experiences but also underline the use of local ingredients, sustainable culinary practices, and approaches reinforcing local wisdom and traditional culture. This may potentially place Pulau Serangan will be in a vantage position to be a model for those tourism destinations elsewhere in the quest for sustainable growth while maintaining their natural and cultural heritage.

It is in this respect that the research and new strategies development for the integration of sustainable gastronomic initiatives on the island are relevant and important considering the island's long-term vision of sustainability.

Problem Formulation

From the exposure of the problem, the problem can be formulated into two problem formulations as follows:

- a. Which influential challenges is Serangan Island facing in developing and promoting Sustainable Culinary Initiatives?
- b. How can the participation of local communities, tourism, and the government facilitate putting sustainable gastronomic strategies into action on Serangan Island?

Research Objectives

The aim is to:

- a. **Analyze Key Challenges:** To provide in-depth understanding of the challenges faced by Serangan Island with consideration to the development and promotion of sustainable culinary initiatives.
- b. **Examining the role of related parties:** The research investigates the role and contribution that local communities, the tourism industry, and government can give in support of implications of sustainable gastronomic strategies on Serangan Island.

LITERATURE REVIEW

Gastronomic Tourism

Gastronomy is one of the global trends in the tourism sector. This trend is called gastronomic or gastronomic tourism, connected by current and estimated growth, and has been characterized lately by the apparition of many destinations that offer a differentiated and extraordinary gastronomic experience. Gastronomy is practically defined as "the knowledge of all the rules which govern the art of eating well", according to (Ueda & Poulain, 2021). Such a definition must include knowledge of food culture and culinary techniques, but also the art of serving dishes that are aesthetically and taste-wise satisfying. It means knowledge of the historic-geographical context, traditions, and local culture that shape the dining experience. The gastronomic tourism is based on an authentic product identified by the typicity of its region and which is able to attract the tourist to the area (Nesterchuk et al., 2021).

Meaning that gastronomic tourism is respectful, first of all, toward unique and authentic culinary experiences closely related to cultural heritage and the culinary richness of a region. Food and beverage products reflecting local traditions, prepared from local raw materials, are the core of attention in gastronomic tourism.

According to Fields 2002, quoted by (Mora et al., 2021), the tourists motivation to try gastronomic tourism can be divided into four groups. The motivation of tourists with regards to gastronomic tourism can thus be explained as follows:

- a. One of the primary motives of tourists concerning gastronomic tourism is the physiological need to eat. Hebing is referring particularly to man's basic need to eat and to have proper nutrition. This also triggers man to find a more fulfilling culinary experience as he travels.
- b. The desire to discover destinations and their cultural heritages through gastronomy is a very important factor in tourist motivation. Interest in local food culture is what gives visitors an insight into the history, traditions, and way of life of people among whom one visits, and this can be attested to through the culinary experiences.
- c. The interpersonal nature is also influencing the tourists' motivation in gastronomic tourism. Sharing tableware with friends, family, or even strangers in local eateries is a rewarding moment that can strengthen social links between individuals and increase satisfaction during the trip.
- d. The other factor that motivates tourists to travel for gastronomic tourism is the need to gain social status. By visiting a famous restaurant or trying a dish that is unique to the destination, tourists aim to let others know about their social status or success in society, thus gaining psychological satisfaction in the process of travel.

Tourist Destination

Another underlying concept of this research is tourist destinations. In simplest terms, tourist destinations can be said to be the foundation in tourism activities. Generally, tourist destinations are one of the factors that attract tourists to visit. (World Tourism Organization, 2007), defines tourist destination as a physical area where tourists spend at least one night. It includes tourist products, namely, support services and attractions and tourist resources, all within the duration of a one-day round trip. The tourist destinations do not only refer to the places that the tourists visit but also the supporting places or infrastructures and accompanying attractions, which emphasize an elongated travel time that can be traveled in one day, hence taking into consideration the availability and accessibility of the destinations.

Tourist destinations comprise six interlinked elements, (World Tourism Organization, 2007) as illustrated below:

- a. **Attractions** are a key tourist destination factor featuring places of interest or action that appeal to visitors, such as historical Sites, Natural Beauty, and unique cultural attractions.
- b. **Facilities:** this refers to the tourist supporting facilities that include accommodation available in tourist destinations, restaurants, health facilities, and means of transport that relate to the comfort and satisfaction of the visitor.

- c. Accessibility: This refers to how far places of tourist attractions are accessible, infrastructures in good transport, passable highways, and accessibility for tourists with special needs, hence affecting the attractiveness/popularity of the destination.
- e. Image: Perceived reputation of the destination in the eyes of the visitor and general public. A desirable image may raise visitor interest and confidence in a destination, while an undesirable image will reduce its number of tourists.
- f. Value for money: This is a consideration for attractiveness, and hence the success of the tourist destination. Entrance tickets, accommodation, food, activities all have to reflect the value that shall be delivered to the visitors, thus influencing a visit or not.
- g. Human resources: the availability of skilled and qualified workers, including tour guides, hotel staff, and other locals playing any role in offering services to visitors. In this respect, the competencies and hospitality of personnel might influence the visitor experience and the destination image.

Tourism Marketing

Tourism marketing is one of the activities to socialize and inform the benefits of tourism products and tourism destinations in order to attract tourists to want to conduct tourist visits. Good tourism marketing that meets the needs, desires, and expectations of the tourists would draw visitors to have a longer stay for tourist visits at the locations (Sutiksno et al., 2020). Krippendorf, 1982, within (Sutiksno et al., 2020), defined tourism marketing as "marketing in tourism to be understood as the systematic and coordinated execution of business policy by tourist undertaking whether private or state-owned at a local, regional, national, and international level to achieve the optimal of satisfaction of the needs of identifiable consumers group and in doing so to achieve an appropriate return "

Tourism environment, according to (Sutiksno et al., 2020), contains the 6 elements of tourism service products, including:

1. Physical Plant: a natural element seen in the form of resources or places; climate and infrastructure; and the application of design standards towards the building of the environment.
2. Service is the factor that includes tasks that provide satisfactory needs for tourists; for example, hotel or airline facilities, which are served as the technical condition of the service.
3. Hospitality is meant as one way that the services are delivered, such as something extra to make them feel better.
4. Freedom of choice is an idea that gives tourists an indication of having a number of free choices in order to achieve a satisfying experience. This asks them to be free and act in a more spontaneous way.
5. Involvement is an aspect of involvement like the principle of marketing services from continuous performance or easier consumption including participation from tourists.
6. Tourism products are the commodities of the resources of the previous 5 points in developing tourism infrastructure and tourist facilities. Changes provided finally to travelers, result of which are personal experiences which are said to recreation business and social contacts are intangibles but highly experienced. (Sutiksno et al., 2020) explained that there were also some differences between tourism marketing and other types of marketing, including:
 1. The basic products of the leisure/tourism business are leisure experiences and hospitality
 2. Product cannot be taken to the customer; the customer has to go to product (area/ community)
 3. Transportation is a significant part of the time and cost associated with leisure and tourism experiences
 4. Is a significant factor on peoples' choices to visit or not visit a business or community.

METHODS

The research method that will be used in the present study is qualitative research with a qualitative descriptive approach. More specifically, the case study method has been adopted through the approach chosen.

Data Source

- a. According to (Priadana, 2021) , this study used primary data, which is the data source wherein it is collected, observed, and recorded directly by the researcher from the source and still requires further processing. In this study, primary data was obtained through an in-depth interview with local stakeholders, including chefs, involved in the tourism industry.
- b. This study used a secondary data source wherein the data was already in a finished form, not collected by the researcher himself but from other people. The secondary data were obtained through scientific literature, government reports, and case studies of similar destinations.

Research Methods

- a. Observation

Observation is a data collection method whereby researchers go directly to the field and observe the symptoms being studied. In this case, observations are made in an effort to find out phenomena and tourism trends on Serangan Island.

a. Interview

It is a method of collecting data through the dispensation of a given set of questions to resource persons; in that regard, predetermined resource persons responded to questions in appraisal to this study. In this case, interviews will be administered among local stakeholders, players within the tourism industry, and also chefs.

Data Analysis Methods

The analysis of the data obtained identifies the principal potential and challenges to develop sustainable gastronomic destinations in Serangan Island. In carrying out the marketing strategy and its plan of action, a SWOT analysis comprising strengths, weaknesses, opportunities, and threats will be performed.

RESULTS AND DISCUSSION

Based on the results of observations and interviews, a SWOT analysis was formulated, namely:

Strengths

1. Local Culinary Diversity: Serangan Island does offer great variety in fresh seafood and traditional local Balinese dishes and is, therefore, a major attraction of its own.
2. Natural Beauty: One is the beach beauty that may enhance the gastronomic experience of tourists; Serangan Island is known for its richness of seafood.
3. Local Community Support: This is supported by the local communities that are involved in management or even only the provision of culinary products.
4. Ecotourism Potential: This can be combined with gastronomy, as this latter appeals to tourists interested in the environment.

Weaknesses

1. Inadequate Infrastructure: Most of the tourist support facilities, such as access, transportation, accommodation, and restaurants, may still not be up to the mark.
2. Human Resources: Insufficient training and staff development in order to maintain the quality standards of services.
3. Seasonality: This can cause dependence upon just one or a few seasons, which might be tricky to attract tourists.
5. Waste Management and the Environment: Poor waste disposal is one environmental issue that can reduce the attractiveness of destinations.

Opportunities

1. Culinary Tourism Interest: The rising global trend towards culinary tourism—unique experiences—are things that can be leveraged.
2. External Partnerships: Partnering with famous chefs, influencers, and travel agencies to promote places and destinations.
3. Sustainable Programs: This shall help to attract environmentally sensitive tourists if implemented.
4. Government Support: The local and central governments are keen about developing tourism by offering various promotional support service measures.
6. Digital Innovation: The infusion of technology into digital promotion, online reservations, and customer interaction.

Threats

1. Competition from Other Destinations: Serangan Island must compete with other culinary destinations within Bali and Indonesia.
2. Climatic Change: The climatic change may lead to the detriment of natural resources and biodiversity and, hence, an impact likely to be felt in tourist attractions.
3. Pandemic and Health Crisis: Events like COVID-19 can reduce the quantity of tourist arrivals and greatly influence tourism.
4. Economic Uncertainty: The world is always dynamic, and any sudden ups and downs can change the tourist's affordability.
- a. Environmental damage: Unmanaged activities of tourism may lead to environmental damage, thus making places less attractive.

Based on the results of the SWOT analysis, it is known that the challenges faced by Serangan Island in developing and promoting sustainable culinary initiatives are as follows:

1. Infrastructure: Inadequate infrastructure, including transport and tourist facilities, is a constraint to the free flow of tourists. The infrastructure should be developed without affecting the environment.
2. Education and Awareness: This awareness, its need, and importance need to be brought towards the sustainability practices in the culinary industry at local levels.
3. Market Competition: Most other tourist destinations offer, among other choices, culinary experiences. An effective, uniquely different marketing strategy will, therefore, need to underline the uniqueness of Attack Island.

This means knowing the demographic profiles, experiences, and culinary preferences as the first step toward designing effective marketing strategies and culinary products for fitting into the market. It is only through a better understanding of the target audience that culinary players in the industry have the ability to identify opportunities available in the market and to henceforth develop products that would be in mindful expectation of the consumers. Further development recommendations: further research into psychological and social factors affecting the culinary preferences of the respondents; deeper research into the trends and novelties in a culinary industry that could appeal to the identified target market. Having a holistic and sustainable approach, the culinary industry could further develop itself and provide satisfaction for the consumers' demands more profoundly.

CONCLUSION

Based on the analysis carried out, the following are the conclusions of this study:

1. Local Resources: Serangan Island has a wealth of local food ingredients such as fresh fish, organic vegetables, and spices. The use of these ingredients can increase the added value of culinary products and support the local economy.
2. Local Wisdom: Bali's rich culinary culture and traditions can be a major attraction. Traditional recipes that have been passed down from generation to generation can be packaged in an authentic and engaging culinary experience for tourists.
3. Commitment to Sustainability: Support from the government and local communities for sustainability practices can strengthen Serangan Island's position as an environmentally conscious destination.

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As well as implications and recommendations:

1. Identification of the Higher Gastronomy of the Serangan Area: This could be the foundation for Denpasar city culinary tourism development, with an emphasis on diversity, authenticity, and sustainability.
2. The gastronomy of the Serangan Area shall be systematized and promoted, in the interest of additional growth to remain a main attraction for tourists and support for the growth of the local culinary industry.

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