

Development Of Gastronomic Tourism Potential In Pontianak West Kalimantan

Febryola Indra¹, Juliana^{2*}, Ira B Hubner³, Nova Bernedeta Sitorus⁴

^{1,2,3} Universitas Pelita Harapan, Indonesia

⁴Politeknik Pariwisata Medan, Indonesia

*Corresponding author email: Juliana.stpph@uph.edu

Abstract - Gastronomy refers to the experience of eating from the beginning of the appetizer to the end of the dessert. One restaurant that offers gastronomic tours will usually serve 10 portions of food, from appetizers to dessert. Then each food will be told in detail the food's history, origin, and raw materials. Coupled with details such as textures, food decorations, to the way of presentation, it is hoped that they can provide a new sensation for tourists. In addition to the process of eating being a basic human need, food also provides added value in terms of enjoying the art of the food served.

Pontianak has a variety of culinary delights ranging from snacks to main dishes, which have various types and pleasures. Pontianak City has various tourism potentials ranging from historical to cultural tourism, and one of them has the potential to develop culinary tourism. Pontianak has a variety of culinary delights ranging from snacks to main dishes of various types, tastes, and appearances that have their characteristics and enjoyment. This can be strong support in developing Pontianak as a Culinary City, with a statement from the Mayor of Pontianak Edi Rusdi Kamtono, who plans to build culinary centers at several points in the City of Pontianak; this is done considering the high interest in culinary lovers in the cuisine and flavors of the City. Pontianak that exists today, even culinary, is not just for eating to relieve hunger but can be tourism. Some planned points include the Sungai Jawi Parallel Road, Sungai Raya Dalam Parallel Road, and Parit Tokaya Parallel.

This study uses a qualitative method, presenting the data in words, descriptions, and descriptions. In this case, the qualitative data in question is how to identify the potential for culinary and gastronomic tourism in Pontianak. The results of this study are Pontianak City has a culinary that can be developed into gastronomic tourism with efforts to link the historical and cultural values of local food, follow-up activities such as tours to food-making locations and how to make food, and promotion and publication efforts. to further enhance the development of gastronomic tourism.

Keywords: Gastronomy Tourism, Tourist Attractions, Pontianak

INTRODUCTION

The traditional culinary wealth of an area is one of the tourist attractions. It is undeniable now not a few tourists deliberately come to a destination to get the experience of tasting the delicacy of food to see firsthand the authentic manufacturing procession. Food and culture cannot be separated. Tourist interest in cultural wealth is a strong reason that encourages the development of culinary tourism trends based on the concept of cultural food. According to (Chatzinakos, 2016; Long, 2013), culinary tourism is a tourist exploring the taste of food and eating habits of certain areas, such as culinary in Medan (Pramezwarly et al., 2022). Therefore, traditional food is one of the important points that must be packaged as well as possible. Tourism destinations and businesses are constantly looking for ways to improve and position their offerings. They aim to achieve a better position and gain a competitive advantage. Each destination must provide a valuable experience, and tourism operators must devote their resources to serving their guests through their offerings (Sotiriades, 2012). According to Pitana (2019), Culinary is one of the cultural resources that can be developed into a tourist attraction. Witnessing directly starting from the preparation, how to process, serve, and eat typical food is a cultural attraction that can attract tourists to visit an area. The contribution of the culinary and shopping sectors in tourism investment is 60% of the culinary and shopping business actors (Pramezwarly et al., 2021)

In recent years, gastronomy has become a fundamental motivation for travel. Learning how to prepare gastronomic dishes and about the raw ingredients that compose them has attracted more and more tourists (Millan et al., 2021)

Although gastronomy is inherently diffuse, some tangible, some intangible, changes in the structure of space, mainly through changes in social and economic structures and land use. Due to its complex nature, it is difficult to accurately and fully understand the historical mechanisms expressed in the inheritance that serve as resources for territorial development (Pérez Gálvez et al., 2017; Perry, 2017; Tricarico & Geissler, 2017). Various studies on gastronomic tourism indicate that the use of gastronomy as an economic resource can have a controversial impact on the community. (Viskovi, Nika Razpotnik; & Komac, 2021). The study's (Obonyo et al., 2012) findings suggest that perceptions of the importance-performance of food service attributes in the development of gastronomic tourism vary rapidly. An attractive strategy for tourism actors in developing gastronomic tourism through good food service.

According to Hall and Sharples (2003), as summarized by the United Nations World Tourism Organization (UNWTO), gastronomic tourism is a food-related journey to an area for recreational purposes. There are various forms of gastronomic tourism activities, such as visits to major and secondary food producers, food festival events, farmers' markets, cooking events and demonstrations, and tasting quality food products and food-related tourism activities.

In other words, food tourism provides an experience resulting from the learning process of different cultures. Culinary is no longer something that is consumed but becomes a trait or attribute related to tourism products. Gastronomic tourism is more than just focusing on the cooking process to the presentation process. Gastronomy emphasizes the historical value and wisdom of every existing food. In addition, gastronomy is also more focused on informing the nutritional value of the food.

The most striking difference between culinary and gastronomic tourism is that gastronomic tourism is not just about eating, as we take the example of rice as food. Culinary tourism usually only discusses the taste of the rice. Meanwhile, gastronomic tours go down to the rice fields, learn to grow rice, manage rice, and cook rice into rice the local way. Then the way they eat still follows the rules of the local culture.

Gastronomy refers to the experience of eating from the beginning of the appetizer to the end of the dessert. One restaurant that offers gastronomic tours will usually serve 10 portions of food, from appetizers to dessert. Then each food will be told in detail the history, origin, and raw materials of the food. Coupled with details such as textures, food decorations, to the way of presentation, it is hoped that they can provide a new sensation for tourists. In addition to the process of eating is a basic human need, food also provides added value in terms of enjoying the art of the food served.

Pontianak has a variety of culinary delights ranging from snacks to main dishes, which have various types and pleasures. Pontianak City has various tourism potentials ranging from historical to cultural tourism, and one of them has the potential to develop culinary tourism. Pontianak has a variety of culinary delights ranging from snacks to main dishes of various types, tastes, and appearances that have their characteristics and enjoyment. This can be strong support in developing Pontianak as a Culinary City, with a statement from the Mayor of Pontianak Edi Rusdi Kamtono, who plans to build culinary centers at several points in the City of Pontianak; this is done considering the high interest in culinary lovers in the cuisine and flavors of the City. Pontianak that exists today, even culinary, is not just for eating to relieve hunger but can be tourism. Some planned points include the Sungai Jawi Parallel Road, Sungai Raya Dalam Parallel Road, and Parit Tokaya Parallel.

Based on the research background, the research questions are as follows: How is the Culinary Tourism Potential in Pontianak?, What is the Potential of Gastronomic Tourism in Pontianak?, How is the development of gastronomic tourism in Pontianak?

Based on the formulation of the problem above, the objectives of this study are: Identify the potential for culinary tourism in Pontianak, Identify the potential for gastronomic tourism in Pontianak, Developing the potential for gastronomic tourism in Pontianak

According to the Big Indonesian Dictionary, Third Edition of 2003, tourism is "traveling together (to expand knowledge, have fun, and travel)." At the same time, Culinary means cooking or food. So it can be concluded that culinary tourism is a trip that uses food and the atmosphere of the environment as a tourist destination. The travel period included in the definition of tourism is not less than 24 hours and not more than three months, and not in the context of looking for work. Tourism activities are carried out individually, managed professionally, and carried out in groups. According to an article in the electronic media (internet), people who carry out tourism activities are called tourists. "Tourists are people who travel for a certain period

for fun, rest, vacation, visiting tourist objects, medical treatment, trade, sports, pilgrimages, visiting family, or attending conferences." (www.persiatour.com, 2007) Tourists are divided into three, namely: 1. Domestic tourists 2. International tourists 3. Visitors.

Archipelago tourists are Indonesian residents who travel within the territory of Indonesia, not for work or school for a period of fewer than 6 months to commercial tourism objects (transactions). An international tourist is a person or group of people who travel outside their country of origin for less than 12 months to a certain destination, not to work or earn income. Visitors (Travelers) are Indonesian residents who travel to commercial tourism objects for one day (round-trip) without staying in commercial accommodation. (Ministry of Culture and Tourism of the Republic of Indonesia; www.budpar.go.id).

According to an assistant Professor of Food and Culture from Bowling Green State University, Ohio, Lucy Long 1998, culinary tourism is defined as a tourist's exploration of the taste of food and eating habits of a particular area.

Hall et al. (2003) divide food tourism on the tourist interest in visiting a destination into 3 levels: Gastronomic Tourism. Tourists carry out this type of tourism with high motivation for certain foods or drinks in certain areas. The desire to visit is usually associated with high food prices, five-star restaurant categories, wineries or festivals, and Culinary Tourism. The desire to visit local festivals, markets, or plantations because they are part of the tourist destinations they participate in., Rural/Urban Tourism. The type of tourism that views food as part of the necessities of life. Tourists are not interested in the food, but if they feel a bad taste, they are still interested in trying it.

In Indonesia, the trend of culinary tourism began to develop rapidly since Bondan Winarno hosted an event about culinary tourism that aired on a private television station. Then along with the development of trends, many Youtubers have the main content of culinary tourism, such as Nex Carlos, Ken and Grat, and Koko. Culinary. Since then, food has often become an object that tourists deliberately seek and pursue when visiting an area.

According to Turgarini (2013), gastronomy includes practical, theoretical, technical, food, and molecular gastronomy. Each gastronomy has different characteristics and can be used as a reference in reviewing the processing of raw materials to become food. The study is also inseparable from the assessment of the cultural aspects of the area of origin of the food. The benefit of developing gastronomic tourism is that it can provide authentic culinary education and an appreciation of regional cuisine.

According to Brillat-Savarin (1994), gastronomic tourism can be a means of preserving human culture through food. According to Gillaspie (2002) and Guzel et al. (2016), gastronomy is "the recognition of the variety of factors relevant to the food beverages ate and consumed by a group in a locality, region or even nation". Indonesian gastronomy is believed to have been formed from a blend of culture and food between the indigenous, Chinese, Indian, Middle Eastern, and Europeans such as the Portuguese and the Dutch.

The characteristics of gastronomic tourism, according to Anton Clave and Knofu (2021), are: Gastronomy as an element and indicator of globalization, especially the affirmation of regional competition throughout the world, Tourists provide a role and evolution in gastronomic tourism, As a contributor in developing or renewing local identity and as a contributor in developing national identity, As a means of introducing culinary products as cultural products, Gastronomic tourism provides direction for tourism development, As a constructive element in forming the image of a tourist destination, As a travel destination, As an element of heritage with a tourism dimension

Law no. 9 of 1990 concerning tourism states that a tourist attraction is a tourist-target. Tourist attractions can be divided into 3 groups. First the tourist attraction of God's creation in the form of natural conditions, flora, and fauna. Second, tourist attractions are created by humans in the form of museums, historical heritage, arts and culture, agro-tourism, hunting tours, nature adventure tours, recreation parks, and entertainment complexes. Third, tourist attractions include hunting, mountain climbing, caves, industry and crafts, shopping areas, fast-flowing rivers, places of worship, pilgrimage sites, and others.

The Director-General of the government also gives a similar definition of tourist attraction. Tourist attractions are divided into three kinds. First, natural tourist attractions are natural resources that have the potential to attract visitors both in their natural state and after cultivation. Second, socio-cultural tourist attractions can be utilized and developed as tourist objects and attractions, including museums, historical relics, traditional ceremonies, and performing arts and crafts. Third, the special interest tourist attraction is a type of tourism that has just been developed in Indonesia. This tour is prioritized for tourists who have special motivation. The term tourist attraction in foreign literature is known as a tourist attraction which means everything that is an attraction for someone to travel to visit a certain area.

In more depth, according to Mariotti in Gunardi (2010), the tourist attraction is divided into two, namely tourism resources and tourist service. Tourism resources are also called attractive spontaneity, defined as everything that exists in a tourist area and becomes an attraction for tourists. For example, objects that exist in nature (scenery, climate, land contours, or flora and fauna), human creations (related to culture and historical objects), and the way of life of the local community or the way of life (local culture). Meanwhile, tourist services are also known as attractive devices, which include all facilities and activities whose procurement is prepared by other companies commercially. Although tourist service is not a natural part of a tourist attraction, its presence is also quite needed.

According to UNWTO, in the Global Report on Foods Tourism 2012, Culinary Tourism is the experience of traveling to a gastronomic area for recreation or entertainment; which includes visits to primary and secondary food producers, festivals and fairs, farmers and markets, cooking events and demonstrations, tasting quality food products, and other food-related tourism activities. Culinary tourism is developing very dramatically, in various forms everywhere (Swarbrooke, 2002), such as food and beverage themed events and festivals, food and beverage markets, traditional food, food or beverage industry offering tours of the manufacturing site, food and beverage manufacturers which develops an attraction to enhance its brand image, opportunities for tourists to come to plantation sites, as well as hotels/accommodations that provide distinctive food and beverages as well as opportunities to learn how to process these foods and beverages.

Culinary tourism must consider the point of view of the visitor experience because, like other forms of tourism, tourism activity is dependent on demand. It can be said that culinary tourism is a combination of a form of consumer behavior, where culinary is a way to experience new cultures and tastes, strategies used by destinations to develop and market culinary appeals, and imagery. Therefore, it is a tourism activity that enriches the holiday experience in tourist destinations and achieves economic goals and synergies in the utilization of local products, a unique way of differentiating destination offerings through branding (Okumus et al., 2013).

The marketing mix is the main activity carried out by entrepreneurs to maintain their survival to develop and earn profits. According to Tjiptono, a business's success or failure depends on its managers' expertise in marketing, producing, managing finances, and other fields. A business's success also depends on managers' ability to carry out organizational functions. Marketing, according to Kotler (2011) is a social and managerial process by which individuals and groups get what they want through the creation and exchange of products and value

Marketing tourism products requires a strategy called the marketing mix. The marketing mix is known as the 8Ps (Leonardo et al., 2021): product, price, place, promotion, *programming*, partnership, people, and packaging.

This study examines the potential for gastronomic and culinary tourism in Pontianak City, West Kalimantan. After the potential for gastronomic tourism is obtained, researchers will develop a concept for developing gastronomic tourism in Pontianak. Researchers will implement strategies to develop the potential for gastronomic tourism in Pontianak with SWOT analysis and 8Ps. The following is the conceptual framework of this research:

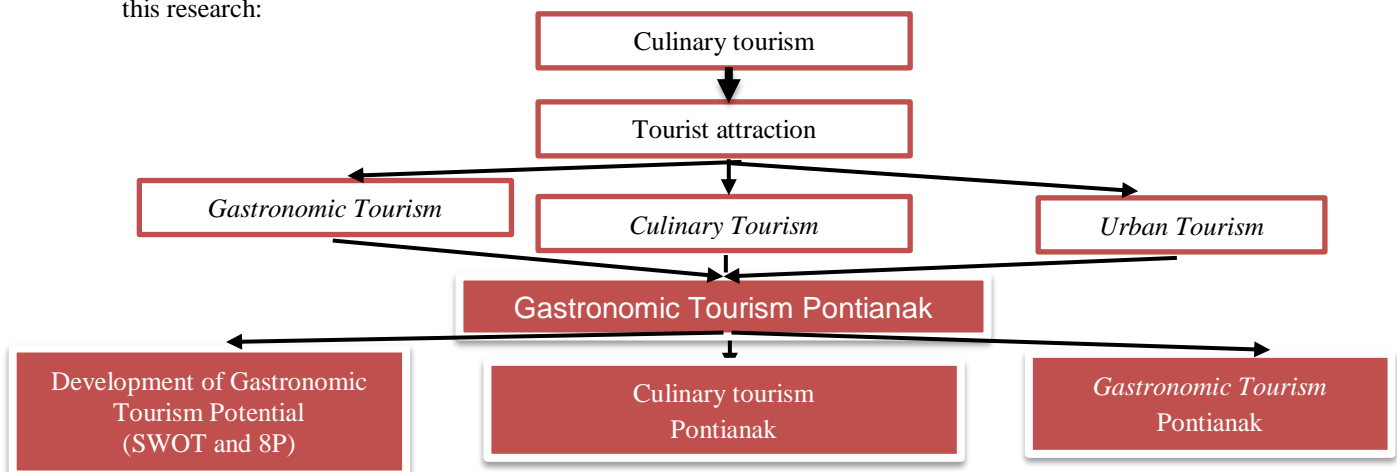


Figure 1. Conceptual Framework
Source: Researcher Data Processed Results (2022)

METHOD

This study uses a qualitative method where the data presented are in the form of words, descriptions, and descriptions (Creswell, 2013). In this case, the qualitative data in question is how to identify the potential for culinary tourism and gastronomic tourism in Pontianak. In addition, researchers will also develop the potential for gastronomic tourism in Pontianak.

The approach used in this research is descriptive and qualitative with the research location, namely Pontianak City, West Kalimantan. This area was chosen because it is one of the cities in West Kalimantan that has the potential for culinary and gastronomic tourism, which can be used as a tourist attraction. The type of data used in this study is qualitative data or in the form of a description.

Sources of data were used in the form of primary data obtained through field observations and in-depth interviews with several key informants who are experts in the field of culinary and gastronomy in Pontianak City. Researchers will also conduct focus group discussions to collect and validate the data obtained. In addition to primary data, secondary data are also used in this study. Secondary data were obtained from online documents, literature, and scientific journals. Data collection is done through observation or direct observation of tourism activities related to culinary and gastronomy. Furthermore, the data is analyzed in several stages, namely data selection (data reduction, data display) and conclusion drawing (conclusion), which is then elaborated and studied using theories, concepts, and strategies that have been determined.

RESULT AND DISCUSSION

Culinary Tourism Potential in Pontianak City

Pontianak City, the capital city of West Kalimantan Province, has an area of 107.82 km² consisting of 6 sub-districts and 29 villages. This City is known as the Equator City because the equator crosses it. The population of Pontianak City in 2022 is 665,694 consisting of 334,083 male and 331,611 female residents. (BPS 2022)

According to a study conducted by (Nurwitasari, 2015), public understanding of culinary tourism is currently limited to visits to local culinary center locations. Whereas more than that, culinary tourism can be packaged to attract more tourists through efforts to combine the local area's potential wealth and cultural attractions with culinary potential so that it is eventually known as gastronomic tourism.

Pontianak City has tremendous potential in the tourism aspect, 15 culinary products can be developed in Pontianak, and according to studies (Indra et al., 2019; Indra, 2021), there are 12 types of culinary tourism goods based on food ingredients local communities in Pangkalpinang City and their culinary tourism have implemented the CBT concept in gaining community support, economic benefits and tourism protecting culture and the environment; (3) has shown progress both in terms of the quantity of infrastructure and service quality. However, clean water, rest areas, cafes, and lodging are still below standard.

Food, drink, and food culture are undoubtedly attractions and reasons that attract tourists to a particular destination. Correspondingly, a new stream of research in tourism, known as "food" tourism, "culinary tourism," and "gourmet tourism," originates from a segment of individuals who are traveling for a culinary experience (known as a foodie, food, or tourist). culinary) (López-Guzmán & Sánchez-Cañizares, 2012). The term culinary tourists are those who travel to consume food and drinks, which are the characteristics of the local cuisine of a country or region (Herrera et al., 2012).

Understanding tourists' memories of culinary-gastronomic experiences are invaluable, as food can trigger destination choice (Björk & Kauppinen-Räsänen, 2016) and can help tourists form their overall impression of a destination (Wang, Kirillova, & Lehto, 2016). Food is an important attraction factor for tourists to travel to destinations (Lee & Scott, 2015) and has also brought culinary tourism into the limelight. Creating local products and selling and promoting them on a large scale can be a driver of tourism and gastronomy as well as rural development (Angler, 2015)

Something to see in that area there must be tourist objects and tourist attractions that are different from the potential possessed by other regions. In other words, the area must have a special attraction; it must also have tourist attractions that can be used for entertainment when people come there. Something to do in the area must



also provide recreational or amusement facilities and places or rides that tourists can use for activities such as sports, arts, and other activities that can make them feel at home staying longer. Something to buy, in that area there must be shopping facilities, especially souvenir items and folk crafts as souvenirs to take back to their respective places of origin. This shopping facility does not only provide goods that can be purchased, but other supporting facilities must also be available to make it easier, such as money changers, banks, post offices, and others.

Pontianak's tourism potential has all these aspects; something to do and buy is found in one area, namely in Pontianak City, which is located on Jalan Gusti Sulung Lelanang, Pontianak City District, West Kalimantan. In addition, there are also hotels, shopping centers, food courts, museums, entertainment facilities such as karaoke places, ATM centers, Money Changers, and several shop houses which also consist of offices and clothing boutiques.

Types of Food as Gastronomic Tourism Development Opportunities in Pontianak City

Based on the results of the study, it was found that several Pontianak City specialties have opportunities for the development of gastronomic tourism, which are divided into types of appetizers that will serve to arouse the appetite, main dishes that will become filling dishes, and desserts which are usually sweet to close. all dishes provided. It was also identified that several culinary delights have the potential to become souvenirs from the City of Pontianak.

Table 1. Culinary Tourism in Pontianak

No.	Product Name	Ingredients	Figure	Information (product location)
A. Appetizers				
1.	Chaikue	Tepung beras, bengkoang		Gleam
2.	Sotong Panggang	Cumi kering		Toko Asia Pontianak
B. Main Course				

3. Nasi Campur

Nasi Putih,
Ayam
Rebus,
Olahan Babi
Panggang,
Telur Rebus



Akwang : Jl.
Pahlawan no.
238 / 239 Jl.
Arteri Supadio,
Ruko Pawan
Permai Mas 2
Blok C

4. Ikan Pedas

Ikan
Kembung /
Ikan
Tenggiri /
Ikan Patin



5. Kwetiau

Kwetiau,
Daging Sapi



Apollo



6. Kue Kia Theng

Kulit pangsit rebus, telur puyuh



Kue Kia Theng Merapi 899

7. Bakmi Kepiting

Bakmie, daging kepiting



Ou Kie - Abu

C. Desserts

8. Pengkang

Beras ketan, kerang



Pondok Pengkang Peniti



9. Kue Cap

Mie beras,
kerupuk
kulit



Kue Kia
Theng
Merapi 899

10. Ce Hun Tiau

Kacang
merah,



Ahui : Jl.
WR
Supratman,
Benua
Melayu
Darat, South
Pontianak,
West
Kalimantan.

D. Souvenirs

11. Olahan Aloe Vera: Lidah buaya

- Jelly
- Cokelat
- Teh
- Dodol



Toko Asia
Pontianak

12. Dodol Labu

Tepung
ketan, labu,
nanas,
pepaya



Toko Asia
Pontianak

13. Lempok Durian

Durian, gula



Toko
Lempok
Durian Setia
Budi

14. Stick Talas

Talas



Toko Asia
Pontianak

15. Kopi Aloe Vera

Biji kopi,
lidah buaya



Toko Asia
Pontianak

Source: Data Processing Results (2022)

Pontianak City Gastronomic Tourism Potential

Based on the type, gastronomic tourism, as part of tourism with special interests with a more specific focus on activities compared to other types of tourism, seeks to offer something more unique and a new experience in traveling (Darsiharjo et al., 2016). The experience tourists can get when doing gastronomic tourism is a trip carried out to enjoy food and drinks by understanding the processing of raw materials and the cultural values of these foods and beverages. According to Turgarini, this is included in the study of practical gastronomic aspects (Kartika et al., 2019)

From the practical gastronomic aspect in combining various tourism potentials, gastronomy can become a tourism resource in terms of product innovation which is certainly different from other tourist activities or attractions. Culinary centers become tourist products that are available at any time. Gastronomic tourism presents authentic culinary education with a much greater understanding and high appreciation of the region's rich culture and culinary specialties (Nurwitasari, 2015). As a tourist attraction, food and beverage products that will be used as a gastronomic tourism object must meet three conditions as stated by Yoeti (1996): something to see, something to do, and something to buy.

According to Medina (2015), gastronomic tourism is primarily an experience. The hands-on experience in the production and sensory areas and the cultural experiences that gastronomy offers are new elements that can be added to tourists' discovery of new and unfamiliar landscapes and territories. Gastronomic tourism has become a key factor in stimulating the economy in rural areas and urban areas, which are the center of gastronomic routes (Millán et al., 2016).

In the following, a SWOT (Strength, Weakness, Opportunity, and Threat) analysis will be carried out from Gastronomic Tourism in Pontianak City.

Table 2. SWOT Analysis

Strength	Weakness
<ol style="list-style-type: none"> Pontianak city has various types of delicious culinary Pontianak already has supporting facilities and infrastructure 	<ol style="list-style-type: none"> There is still limited information about the history and socio-cultural linkages of local culinary There are still limited activities related to culinary (seeing how to make it, learning to make food, going

			to plantations, etc.)
Opportunity	Strategy S-O	Strategy W-O	
<ol style="list-style-type: none"> 1. Image of Pontianak as a Culinary Tourism City 2. More and more tourists are interested in gastronomic tourism 	<ol style="list-style-type: none"> 1. Develop attractive gastronomic tourism products made from local raw materials. Not separated but into a series of "set menus." Complete with narration. 2. Carry out vigorous promotion efforts on the potential of gastronomic tourism 	<ol style="list-style-type: none"> 1. Collect data on culinary history to make a narrative in the development of gastronomic tourism so that it becomes a complete experience. 2. Develop activities that are integrated between "eating" with other follow-up activities, such as a tour of the place of manufacture as well as learning to make local food 	
Threat	Strategy S-T	Strategy W-T	
<ol style="list-style-type: none"> 1. The number of types of ethnic cuisine that comes from outside through the franchise. 2. The high cost of quality raw materials for gastronomic tourism products 	<ol style="list-style-type: none"> 1. Carry out promotional efforts, especially for young people to love local culinary products more. 2. Cooperate with local farmers to be able to produce quality products at better prices 	<ol style="list-style-type: none"> 1. Increase publicity efforts about local food 2. Develop attractive products, not inferior to foreign products, with quality raw materials. 	

Source: Data Processing Results (2022)

Pontianak City Gastronomic Tourism Development

After reviewing the SWOT of Pontianak City gastronomic tourism, the development of gastronomic tourism will be based on the 8P concept of the Marketing Mix.

Product /Packaging

- a. Developing interesting Pontianak City gastronomic tourism products, especially from local raw materials.
- b. Culinary products are still separate: starters, mains, and desserts. Must try to be developed into a series of "set menus." Complete with narration.
- c. Develop activities that integrate "eat alone" with other activities, such as touring the brewery and also learning how to make local food

Price

- a. It is usually food that has been developed into gastronomic tourism to increase in price. It must be ensured that the price set provides "value of money" for tourists because they are not only full but also get new experiences, where every food served has a historical and socio-cultural background in the form of a narrative.
- b. Package tour prices can be high, contributing to improving the welfare of the local community.

Place (Distribution)

- a. Gastronomic tourism should be enjoyed in a local situation, with a natural atmosphere and local culture.

Promotion

- a. Carry out vigorous promotion efforts on the gastronomic tourism potential of Pontianak City.
- b. Publication of local food

People

- a. The community must be empowered to produce quality culinary and gastronomic products. How to make a clean, hygienic.
- b. People engaged in gastronomic tourism also need to provide excellent service.
- c. People engaged in gastronomic tourism need to understand the history and culture of the existing food and be able to tell tourists well, including how it is made.

Partnership

- a. Cooperation is needed with the government, the Tourism Office, the Industry and Trade Office, as well as suppliers of good quality raw materials at an acceptable price

- b. Cooperation with tour packages to sell Pontianak City gastronomic tourism

Principle

- a. Not only concerned with profit but sustainable values, which will benefit the local community's economy and the preservation of local cuisine.

Process

- a. Through a coherent process involving stakeholders who play an optimal role, starting from selecting raw materials, food manufacture, packaging, and service, to the evaluation carried out for development.

CONCLUSION

Based on the research that has been done, it is concluded that: There are 15 culinary tourism products based on local food ingredients found in Pontianak. For the development of gastronomic tourism, it is hoped that there will be support from stakeholders, the government, the tourism office, the industry and trade offices, as well as monitoring and evaluation in the successful development of gastronomic tourism in Pontianak.

The desire of tourists to experience local tastes in destinations and accommodation facilities has become the basis for the development of gastronomic tourism. Tourism business actors who realize the importance of gastronomic tourism provided by local and foreign tourists have displayed gastronomic factors in their facilities. Therefore, it is ensured to pay attention to gastronomy; tourism must be coordinated with all stakeholders, the government related to tourism and community organizations, and with the encouragement of the relevant ministries, namely the tourism office and the industry office. In addition, promotional activities must also be carried out measurably by gastronomic tourism developers.

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