Tourists’ Perception on Gastronomic Heritage Restaurant as a Tourist Attraction in Sukabumi, Indonesia

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Abstract—This study was conducted to find out the perception of gastronomic heritage restaurant according to the viewpoint of tourists as consumers in the city of Sukabumi, Indonesia. The method for this study is mixed method with approach of research method using descriptive analysis. The authors distributed questionnaires to 100 consumers. Authors also conducted in-depth interviews to five respondents. The results of this study obtained continuum line data that most of the tourists who visited the gastronomic cultural heritage restaurant in Sukabumi agreed that this restaurant is qualified as a gastronomic heritage restaurant. The result of continuum line data of tourist attraction shows agreement and continuum line of perception of tourists shows that is good. The interviews of potential of gastronomic heritage restaurants in Sukabumi are also good. However, it still takes of government role in the recognition of these restaurants, so that the restaurant can grow and become identity of Sukabumi.

Keywords—gastronomic heritage restaurants; tourist’s perception

I. INTRODUCTION

Tourism is a combination of activities, services and industries that provide travel experiences: transportation, accommodation, dining and drinking activities, shopping, entertainment, activity facilities and other hospitality services available to individuals or groups traveling outside the home. This includes all visitor service providers and visitors themselves. Tourism is the entire hotel travel industry, transportation and all other components, including promotions, providing the needs and wants of visitors. Indonesia is a country with high tourism potential for foreign tourists and domestic tourists.

Indonesia also has a tremendous diversity. There are 35 officially registered provinces. In every region there are so many interesting things to explore. Habits, customs, history, nature, ways of communicating, culinary and much more.

Sukabumi is growing rapidly. Industry related gastronomy can be seen progress with the increasingly spread of street vendors and cafes with a variety of products.

Originally the food from community in Sukabumi are usually made from simple traditional ingredients. Such as rice flour, coconut, palm sugar, coconut milk and so on. This is because the city of Sukabumi is not a city with a large plantation commodities and farms in addition to tea gardens. Nevertheless, there are several restaurants and restaurants that stand long enough with a bandage of sunda nuances are thick. Some of these restaurants and restaurants have other cultural influences such as Chinese.

Popular foods in Sukabumi City that have the influence of indigenous Chinese culture include Bubut Bunut and Fried Noodle in Cimandiri Street. There is no theory that explains why culinary products in Sukabumi City are influenced by Chinese culture. As Mudrika puts it, Mie with its long form in Chinese history symbolizes the longevity of life. Noodle often used as a menu for an event such as birthdays, new year, weddings and other celebrations. The six long-standing restaurants in Sukabumi City, three of them are restaurants with the menu influenced by Chinese. In fact, one of them is a restaurant that all offer menu Chinese Food.

There are several questions addressed in this study. First is whether there are gastronomic heritage restaurants in Sukabumi; second is whether restaurants in Sukabumi City become an attraction for a tour package; and third is how the perception of tourists to gastronomic heritage restaurant as a tourist attraction is

II. LITERATURE REVIEW

Tourism has begun since the commencement of human civilization itself which is characterized by the movement of people who make pilgrimage or other religious journey, according to [1] the term tourism is so closely related to the understanding of tourism travel, that is, as a change of
According to [2], tourist attraction is the prime mover that motivates tourists to visit a place. For example, by visiting an amusement park like dufan to enjoy the rides play. Or by visiting the mountain waterfalls to enjoy the freshness. Tourist attraction is also the focus of orientation for integrated tourism development. For example, with an ancient historical site found.

Goldner, Charles R et al (1999: 216) in [3], classifies attractions in several categories:

a. Cultural attractions: historical sites, archaeological sites, architecture, cuisine, monuments, industrial sites, museums, ethnicities, concerts and theaters.


c. Attractions of events: big events, community events, festivals, religious events, sporting events, trade shows, corporates.

d. Recreational attractions: sightseeing, golf, swimming, tennis, hiking, biking, snow sports.

e. Entertainment attractions: amusement parks, casinos, cinemas, shopping facilities, performing arts centers.

The cultural heritage according to the Great Dictionary of Indonesian Language is a thing or attribute of unfounded that is the identity of a society or a people inherited from previous generations, preserved for generations to come. Cultural heritage can be objects, such as monuments, artifacts, and areas, or objects, such as tradition, language and ritual.

[4] in his treasures of cultural heritage mentioned that there are two categories of cultural heritage, namely: Intangible Cultural Heritage and Tangible Cultural Heritage. The Unspoiled Cultural Heritage is all the practices, representations, expressions, knowledge, skills associated with it and recognized by various communities, groups and in certain individuals as part of their cultural heritage. Examples of non-object cultural heritage are: performing arts, traditional crafts, traditions and oral expressions, the customs of society, rites and celebrations and knowledge and behavioral habits concerning the universe. Cultural Heritage Objects are cultural heritages that can be sensed as objects, buildings, man-made or natural structures that can provide a cultural value to the wearer. Examples of cultural heritage objects are: temples, fortresses, natural sites, cultural landscape complex, etc.

There is literature about gastronomic Tour Packages by [5], she mentioned that there are several components that must be considered in making gastronomic tour packages. Here are the components to watch out for:

1. Capacity or the ability of tourists to consume food. From the side of health, consume heavy food (eat rice) 1 day 3x meal. And for snack (coffee break) in 1 day given 2x, that is at 10 am and 3 pm.

2. The region's flagship destinations, such as nature tourism, cultural tourism, and historical tours.

3. The time period or duration of visiting tourists. For example, one, two or three days.

4. The region's leading gastronomic inventories, such as:
   1) Local raw materials are typical of the area.
   2) Regional gastronomic history.
   3) Traditional gastronomic tradition tradition.
   4) Gastronomic philosophy.
   5) Home food and beverage industry.
   6) Restaurant.
   7) Traditional market.

According to [6], a restaurant is a place or a commercially organized building that organizes good service to all its guests either in the form of eating or drinking. [7] mention that perception is a process preceded by sensing, the process of receiving the stimulus by individuals through sensory devices or also called the sensory process. But this process does not stop, the stimulus is continued and the next process is a process of perception. Hence the process of perception can’t be separated from the sensing process, and the sensing process is the paradoxical process of the perception process.

III. RESEARCH METHOD

Research Objects in this research are some restaurants located in Sukabumi City. The restaurant to be meticulously is a restaurant that has long standing, and has the values of local wisdom. Among them, RM Ibu Bunut, and RM Ibu Entik with local special Sundanese cuisine always missed. As well as the Bubur Ayam Odeon that has the influence of Chinese culture that attracts attention.

Research subjects to determine the perception of tourists is the restaurant consumers who have been mentioned above. In addition, to strengthen the data required then conducted in-depth interviews to the tourism office, business actors, cultural, and other expert panelists.

This research uses mixed method. This research method combines qualitative and quantitative research. This method of combining or mixed method research is a research method that combines or combines both qualitative and quantitative methods to be used together in a research activity. So that the data obtained more comprehension, valid, reliable and objective.

In this study, considering the number of population is not known for certain. So that the sampling for this research is done by nonprobability sampling technique (random sampling).

This study uses accidental sampling which is a technique of taking respondents by chance. In this study the population
used were tourists who visited RM Bunut Mother, RM Bu Entik, Ciwangi Restaurant and Bubur Ayam Odeon. Because the number of tourists visiting the business location can’t be calculated and clearly defined by the manager, the respondent can’t be determined the amount.

In this study, the population is not known clearly. So to facilitate the determination of the number of sample, used Riduan’s formula:

\[ n = \left(0.25\left(\frac{z_a/2}{\varepsilon}ight)^2\right) \]

Remarks
\( n \) : number of samples
\( z_a/2 \) : values obtained from the normal table of confidence
\( \varepsilon \) : sampling error that can be tolerated

The level of confidence in this study is determined at 95%, then the value of \( za / 2 \) is 1.96 (description 0.4750 (0.92 / 2) = 1.96). The sampling error rate is set at 10%. Then:

\[ n = \left(0.25\left(\frac{1.96}{0.1}\right)^2\right) \]
\[ n = 96.04 \]

Based on the description of the formula, then the sample taken as many as 96 people. To facilitate the calculation then rounded up to 100 people.

There are 3 variables in this research. Among gastronomic cultural heritage, tourist attractions and also the perception of tourists. In this study, the data taken from the questionnaire that contains questions based on these variables to determine the perception and assessment of tourists to the restaurant.

Assessment of indicators using intervals with Strongly Agree (SS), Agree (S), Doubt (RR), Disagree (TS), Strongly Disagree (STS). Likert scale STS to SS, one to five. Then do the calculation of data recapitulation by finding the minimum and maximum score using the formula interval class as follows:

Maximum score (smaks) = \( n \times k \times \text{maximum score} \)
Minimum score (smin) = \( n \times k \times \text{minimum score} \)
Interval class (c) = \( \frac{x_{\text{max}} - x_{\text{min}}}{b} \)

For qualitative data, the authors collected in-depth interviews on the perceptions of resource persons on gastronomic heritage restaurants. The speakers come from various institutions that are associated with industry including the owner of RM Pondok Ibuku as well as culinary observers in Sukabumi City, Chef at Horison Hotel Sukabumi, culinary academics at IPI Institute Sukabumi, PPI-KNPI JABAR businessmen, and representatives of Tourism Office in Sukabumi City.

IV. RESULTS AND DISCUSSION

The city of Sukabumi with an area of 48.42 km\(^2\) is a thriving small town. The location is quite strategic in West Java Province, a place for tourists to stop over while traveling. Although not always a major tourist destination for a vacation, the city of Sukabumi is ready with the potential-emerging potential to become a tourist area. Three restaurants that became the object of research include RM Ibu Bunut, RM Bu Entik and Bubur Ayam Odeon that has stood above 40 years. The restaurants are now managed by second generation family owners. Respondents in this study are consumers who come from outside the city of Sukabumi. Because the number of population can’t be ascertained, the sampling technique used is Accidental Sampling. The technique according to Sugiyono is the technique of taking respondents by chance. Although using accidental sampling techniques, the criteria that the authors assign are respondents who are not domiciled in the city of Sukabumi.

Opinions and understanding of respondents about local culture is one indicator to determine the level of perception of respondents to gastronomic heritage restaurant restaurant through a distributed questionnaire. The following recapitulation of 100 respondents to gastronomic cultural heritage as variable \( X_1 \).

<table>
<thead>
<tr>
<th>Gastronomic Cultural Heritage ((X_1))</th>
<th>SD</th>
<th>D</th>
<th>NA/D</th>
<th>A</th>
<th>SA</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know that the prosece cook this restaurant using the traditional way</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>78</td>
<td>13</td>
<td>404</td>
</tr>
<tr>
<td>The appearance of this restaurant nuances typical Sukabumi</td>
<td>0</td>
<td>0</td>
<td>14</td>
<td>54</td>
<td>32</td>
<td>418</td>
</tr>
<tr>
<td>Services undertaken this restaurant can represent the people of Sukabumi City</td>
<td>0</td>
<td>1</td>
<td>29</td>
<td>51</td>
<td>19</td>
<td>388</td>
</tr>
<tr>
<td>Presentation of food of this restaurant is interesting to be consumed and appearance representing Sukabumi City</td>
<td>0</td>
<td>1</td>
<td>10</td>
<td>54</td>
<td>35</td>
<td>423</td>
</tr>
<tr>
<td>Decorations and tableware of this restaurant represents the picture of Sukabumi City</td>
<td>0</td>
<td>0</td>
<td>23</td>
<td>53</td>
<td>24</td>
<td>401</td>
</tr>
<tr>
<td>This restaurant building reflects the existing culture in Sukabumi City</td>
<td>0</td>
<td>0</td>
<td>18</td>
<td>60</td>
<td>22</td>
<td>404</td>
</tr>
<tr>
<td>Total</td>
<td>2.438</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed by author 2019

The continuum line of the gastronomic inheritance variable of the archipelago can be seen in the following figure:
The continuum line drawings above explain respondents' perceptions of the cultural heritage gastronomic aspects of the restaurant they visit. The line of continuum is between the lines of 2,040 and 2,520 with the description agree. It can be concluded that 82% of tourist respondents have a perception that the restaurant they visit is included in the criteria of a gastronomic heritage restaurant.

Here is a recapitulation of 100 respondents to gastronomic cultural heritage as a variable $X_2$.

The continuum line drawings above explain respondents' perceptions of the cultural heritage gastronomic aspects of the restaurant they visit. The line of continuum is between the lines of 2,040 and 2,520 with the description agree. It can be concluded that 82% of tourist respondents have a perception that the restaurant they visit is included in the criteria of a gastronomic heritage restaurant.

Here is a recapitulation of 100 respondents to gastronomic cultural heritage as a variable $X_2$.

<table>
<thead>
<tr>
<th>Tourist Attraction</th>
<th>SD</th>
<th>D</th>
<th>NA/D</th>
<th>A</th>
<th>SA</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are cultural attractions presented either intentionally or unintentionally in this restaurant.</td>
<td>0</td>
<td>0</td>
<td>27</td>
<td>4</td>
<td>6</td>
<td>27</td>
</tr>
<tr>
<td>There are natural attractions of this restaurant.</td>
<td>1</td>
<td>5</td>
<td>41</td>
<td>4</td>
<td>6</td>
<td>27</td>
</tr>
<tr>
<td>This restaurant can be a place where to hold events such as family gathering, breaking fast together, etc.</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>5</td>
<td>8</td>
<td>36</td>
</tr>
<tr>
<td>This restaurant can provide a recreational effect when visiting it.</td>
<td>0</td>
<td>5</td>
<td>39</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>This restaurant can provide entertainment effects when visiting it.</td>
<td>0</td>
<td>2</td>
<td>39</td>
<td>4</td>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td>This restaurant can describe the culinary as a whole in Sukabumi City.</td>
<td>0</td>
<td>1</td>
<td>13</td>
<td>5</td>
<td>7</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>0</td>
<td>1</td>
<td>13</td>
<td>5</td>
<td>7</td>
<td>29</td>
</tr>
</tbody>
</table>

Source: Data processed by author 2018

The variable continuum of Attraction Attractions can be seen in the following figure:

![Fig. 2. Variable Continuum Lines Tourist Attraction](Source: Data processed author, 2018)

The continuum variable of the perceptual perception of the wisatwan against the gastronomic heritage restaurant can be seen in the following figure:

![Fig. 3 Continuum Variable Line of Tourist's Perception](Source: Data processed author, 2018)

The continuum line drawings above explain the respondent's perception of the restaurant they visited. Either by the factor of the individual respondent, as well as the product factors offered by the gastronomic heritage restaurant. The continuum line falls between the 2,380 and 2,819 lines with approval. It can be concluded that 80.5% of tourist respondents have a good perception to visit the gastronomic heritage restaurant in Sukabumi City.
In addition to distributing questionnaires, research was also conducted by interviewing 5 resource persons who play an important role on gastronomic culinary tourism in the city of Sukabumi. The interview was conducted to obtain data descriptively about the existence and potential owned by gastronomic heritage restaurant in Sukabumi City. From the interview about the existence of gastronomic heritage restaurant in Sukabumi City, it can be concluded that the restaurant with these criteria exist.

But although there is, but its existence is not much. But because the city of Sukabumi is a small and growing city, the food served does not show the typical food that exist only in Sukabumi City. The mainstay menu is typical of Sundanese food in general and porridge with the influence of Chinese culture in consuming it. That is by using chopsticks. In researching interviews that have been done before, the authors ask questions about the responses of expert sources of gastronomic heritage restaurant in the city of Sukabumi.

So that the speakers have their own opinions through their understanding and experience of the restaurant with these criteria. From the results of the above interviews can be concluded that tourists outside the city of Sukabumi will come through the recommendation and the sense of wanting to feel the nostalgic cuisine they once ate while in the city of Sukabumi.

The restaurant can survive through the changing times, and can form the image as the identity of Sukabumi City. So it is incomplete when tourists outside the city do not feel eating at the restaurant.

Based on the opinions and responses of expert sources, it can be concluded that there is a pretty good effort from the masyarakat and the government in assisting the development of tourism in the culinary field, especially restaurants with these criteria.

During the positive community always recommends tourists who visit the city of Sukabumi by visiting the restaurants that have been long standing. Word of mouth, the restaurant becomes the identity of Sukabumi City. Until people assume that it is incomplete to visit the city of Sukabumi without stopping to the restaurants.

In spurring its development, the government conducted various events to preserve the typical food of Sukabumi City. But for restaurants with these characteristics, the government has not given special attention because there is still much to be built to advance tourism Sukabumi city. The government only recommends tourists who want to try to eat legendary food in Sukabumi City.

V. CONCLUSION

Based on the results of interviews conducted to 5 resource experts, there are many places to eat that is quite legendary in the city of Sukabumi. But the place is not included in the criteria of gastronomic heritage restaurant restaurant because it serves its products on the roadside only.

In Sukabumi City there are 3 restaurants that have survived for more than 40 years with the same name and become the target of tourists when visiting the city of Sukabumi. The restaurant includes RM Ibu Bunut, RM Bu Entik and Bubur Ayam Odeo. RM Ibu Bunut and RM Bu Entik provide Sundanese food that is not far from various kinds of sambel and lajapan. RM Ibu Bunut uses buffet or buffet system every day, while RM Bu Entik provides a la carte menu but can still use ordering menu with buffet system if you want to order.

After the design of tour packages, the authors apply one tour package on one family of tourists with 5 adults, gastronomic heritage restaurant can be included into the tour package. Aside from being one of the supporters of the tourism activity itself ie the provision of food, the cultural heritage restaurant also gives education about the city of Sukabumi from various aspects. As from the building, the menu and the ordinance of serving his food.

Based on the results of the interval analysis, the perception of tourists about gastronomic heritage restaurant in the city of Sukabumi is agreed. Which means tourists have a good perception of gastronomic heritage restaurant in the city of Sukabumi. Both of the behavior in each individual or product offered by the restaurant.

REFERENCES