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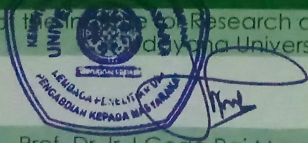


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# **The Gastronomic Tourism in Ubud : Stakeholder's Perspectives**

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## *Abstract—*

The aim of this research is to highlight the potential of gastronomic tourism from the perspective of the stakeholders. Study the findings of a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). Data was collected from pentahelix stakeholder focus groups discussion in Ubud. Based on the results of the study revealed that gastronomic tourism in Ubud can be well developed by providing various tour packages and story telling to improve gastronomic tourism. Involve all stakeholders and develop a sustainability business that empowers local communities

**Key words:** Gastronomic Tourism, Stakeholders, SWOT

## **1. INTRODUCTION**

The number of people who travel with the primary reason for gastronomic experience, termed gastronomes, is in the rise. This group of consumers may travel far or near for the purpose of food or gastronomy experience .This niche travellers are recognized as a group of individuals

who are highly involved in the related activity. They exerted immense impact on others through their words in food-related TV shows, tourism websites, and food blogs. (Babolian & Huey, 2014:221). Tourist's penchant for enjoying local food is now the motivation of tourists to travel to various destinations that present a local flavor and culture that is different from their home country. This is further reinforced by culinary promotions carried out by various destinations including Bali. It is inseparable from the figures who popularized the Bali destination in terms of culinary, now to access information about culinary is very easy either from Instagram or food bloggers who are aggressively promoting local food. Nearly tens of thousands of photos published about Balinese food on the official accounts of food bloggers using the hashtag #kulinerbali #culinarybali.

The Indonesian Ministry of Tourism is currently very focused on developing culinary tourism in several destinations and eyeing Ubud, which has cultural and artistic potential to be developed as a gastronomic tourism destination. The establishment of Ubud as a gastronomic destination has now gone through a two-stage assessment process carried out by UNWTO and is a major step for Ubud to have a new branding as a gastronomic tourist destination.

## 2. LITERATURE REVIEW

### Gastronomy Tourism

Currently, gastronomic tourism is perceived nowadays as one of the significant commitments for strengthening or consolidating certain tourist destinations, due to the importance, increasingly greater, that the knowledge of everything related to gastronomic culture has for the travelers. In fact, there are already certain travelers who consider going to a specific restaurant or simply getting to know the cuisine of a specific geographic area better as the primary motivation for their trip. The local gastronomy plays a direct role as a tourist attraction, being a relevant objective when visiting a tourist destination. The greater or lesser interest in gastronomy also conditions the culinary motivations and the perception of satisfaction that the tourist experiences. (Cordova & Medina-viruel, 2017). (Sarioglan, 2014) Gastronomy is one of the most important science branches that individuals need in daily life.

(Gonz, Choque, P, & Medina-viruel, 2019) Gastronomy allows tourists to discover the cultural roots of the destination, thus being one of the motivations for its choice and even becoming a fundamental factor in the analysis of the overall satisfaction of the tourist experience. The gastronomic experiences in this city into three different groups (survivors, enjoyers, and experiencers). Additionally, the study concludes that these gastronomic experiences are highly related to the motivations that the travellers have to discover a specific destination, and that their level of satisfaction with these experiences is highly connected to the relationship that gastronomy has with the cultural heritage of the local community.

(Leontovich, 2016) Gastronomy has gone from being a peripheral matter and of minor importance in tourist management to now being one of the greater parts of the scope and consolidation of the destination. The presence of five different dimensions is shown: cultural experience, excitement, interpersonal relationship, sensory appeal, and health concern. Significantly different depending on the declared interest in gastronomy as a motive for travelling. Similarly, greater interest in gastronomy results in significantly different perceptions in relation to the attributes of local cuisine, with traditional gastronomy, food prices, and quality being assessed to a greater extent.

The interest of tourist to choose the food is coming from vary background. Factors which define the choice of food in different ethnic groups include: 1) cultural traditions; 2) assumptions

about approved or disapproved food preferences 3) religious traditions 4) ideology, 5) attitude towards health.

### **3. METHODS**

This research uses descriptive method. Data collection techniques in this study used the method of observation, structured interviews, literature study and FGD. While the data analysis technique uses descriptive analysis and SWOT analysis to analyze the external conditions (external factors) and internal conditions (internal factors) in developing gastronomy tourism at Ubud destination.

### **4. RESULTS AND DISCUSSIONS**

Nowadays Issues in Ubud, Gianyar  
ACCESSIBILITY

(Accessibility) The affordability of the region by means of transportation and affordability of information is noticeable. Congestion, irregular parking of vehicles, dirty and damaged pedestrian conditions are problems that require serious handling from both the government and the local community.

A. TRANSPORTATION AND PACKAGES The causes of traffic jams that are very complex require coordinating cooperation from various parties. Some identification of the causes of congestion and alternative solutions include:

1. Parking. The number of visitors and tourists who come causing more and more vehicles to enter the Ubud area. This is compounded by the lack of alternative public transportation that can regularly reach the Ubud and surrounding areas so that more people use private vehicles such as cars and motorbikes. Many entrepreneurs who do business along the road around Ubud do not provide parking space, which causes visitors to use the road as a parking lot.

Alternative solutions include:

- Provision of parking area. The obstacles require a fairly large area of land and a large enough investment if you have to do land acquisition. Solution: land owned by the village or indigenous people can be used as a parking lot with the concept of a business approach, but must receive incentives from the government such as initial capital assistance and land tax exemption / for people who give up their land as parking lots

- Provide regular local mass transportation that operates from parking lots and reaches all major roads around Ubud. Constraints: require substantial investment in the provision of public transportation, coordination between agencies such as the Public Works and Transportation agencies, more complex governance. The government needs to make a pilot project on the use of public transportation starting from the enforcement of regulations on parking (freeing road segments from the vehicle park) and then providing regular and socialized public transportation with pathways that reach to points outside ubud. Procurement of public vehicles can work with business people or the general public.

2. Pedestrian / Sidewalk. Pedestrian pedestrian places in some places are not sufficient enough so that pedestrians go down the road to pass. In addition to endangering pedestrians, motor vehicle users also hampered the flow of traffic. Likewise motorcycle drivers in particular often use pedestrians, so they often damage pedestrians and disturb pedestrians. Development and maintenance of pedestrian is less efficient both in terms of time and materials. Need coordination and close supervision of project work so that it does not disturb pedestrians. The installation of paving on cut roads or short roads that cannot be passed by vehicles will also

greatly help to reduce congestion because alternative options for walking will be taken into consideration due to the shorter travel distance.

3. Narrow road sections. Most of the roads in the Ubud area have a width that can only be crossed by 2 cars. Road widening or new road construction is an alternative choice. Traffic flow management is a consideration to unravel traffic in a short time.

4. Lack of public awareness, especially business owners along the road to help maintain the safety and comfort of road users and pedestrians. Socialization and education is needed to increase public awareness both as road users (so that they are orderly in traffic) and as a host that provides tourist facilities.

#### B. INFORMATION and INTERNET

Dissemination of digital information also determines the development of a destination. Therefore telecommunications and internet facilities are absolutely needed. High speed internet network is absolutely necessary. The hilly geographical conditions cause the uneven internet network in the Ubud area. Information services about integrated destinations online need to be built. With a good internet network can also help digitize public services such as e-money transactions, e-information about ubud. Free wifi facilities at several points, especially in public areas such as markets, tourist attractions, or shopping centers need to be built to facilitate visitors and tourists in communicating. Regarding gastronomic tourism, various information about culinary, culture, historical relics and various things related to gastronomic tourism attractions need to be properly and correctly documented and disseminated to be easily accessed from various parts of the world. It should be considered a one-door portal related to the gastronomic tour which includes various information

#### AMENITIES (AMENITIES)

Various facilities that offer services to tourism in the Ubud area are very diverse. Especially various facilities that support the development of gastronomic tourism in the Ubud region such as hotels, restaurants, food stalls, cooking class service providers and transportation services. Some of the issues that are highlighted are related to amenities, such as environmental health and hygiene and waste management. Like the origin of the word gastronomy which comes from the word gastro which means stomach, of course the problem of food hygiene and its environment is very important to ensure the safety and health of tourists.

#### A. HYGINE AND SANITATION

Waste management gets an important note from the UNWTO assessment team because there are still many rubbish that is scattered about, especially plastic waste both on the road and in the gutter and river. Waste management in the area of Ubud in particular and Gianyar in general is still a complicated problem. The following is the identification of problems and some alternative treatments:

1. Garbage and plastic waste. Although there has been a Balinese governor regulation no 97 2018 regarding the reduction of plastic waste, the implementation is still not optimal. There are still many people who use plastic and awareness to separate plastic waste from organic waste is still lacking. The limited place for waste management and processing, so that many people who throw their trash carelessly.

2. Liquid waste. Handling of liquid waste from both the community and industry has not received serious attention. Many industries, especially hotels and restaurants, still dump their liquid waste directly into nature without going through adequate processing. Lack of supervision of liquid waste disposal



3. Food hygiene and health. Although "raw food" becomes a strength if it is not followed by cleanliness and good health food will become a debilitating boomerang. Cleanliness and health are not only in the processing of food ingredients but also the environment in which the food processing is produced.

Efforts to overcome and reduce waste that can be done include:

a. Dissemination and education about handling plastic waste and waste separation continuously to foster public awareness. Regular counseling in each banjar, continuous education in schools.

b. Creating a garbage bank that collects plastic waste from the community that is managed by the community in their respective environments.

c. Make regulations that are more binding at the level of smaller community groups and give strict sanctions to violators who still have not managed their waste properly.

d. Especially for the industry given awards or incentives if for those who are able to manage their waste independently and minimize the use of plastic in running their business. Likewise in handling liquid waste.

e. Socialization and adoption of international "hygiene and sanitation" standards, especially in the culinary industry, to ensure the safety and health of tourists while on a gastronomic tour.

## B. TRANSPORTATION SERVICES

Transportation services also get important notes to consider. Especially the unevenness and uncertainty of public transportation tariffs for the Ubud area and its surroundings. Likewise, the lack of alternative modes of public transportation that can be used by tourists. It is also very closely related to efforts to reduce congestion in the Ubud region. Efforts that can be made to overcome this problem include:

a. Uniforming transportation tariffs operating in the Ubud area and surrounding areas including operational permit issues.

b. Provision of shuttle that can accommodate the needs of tourists, especially on the main lane in the Ubud area. Mapping routes and transportation routes is needed

c. Making a bicycle as an alternative transportation for tourists therefore needs to be mapped and expanded lanes that can be traversed by bicycles.

d. Provide a safe and comfortable pedestrian for tourists to walk.

## ATTRACTION (ATTRACTION)

As a gastronomy tourist destination, the Ubud area and its surroundings have quite a variety of tourist attractions related to gastronomy. However, new tourist attractions need to be developed to complement them, especially gastronomic tourism related to education. Apart from developing new attractions, maintaining and maintaining existing attractions is equally important.

## A. TRANSFER OF LAND FUNCTION

Transfer of function of agricultural land becomes an important issue in the UNWTO assessment. The increasingly reduced agricultural land will certainly be an obstacle in the development of gastronomic tourism. Agricultural land not only provides food products, but the landscape of agricultural land and the life and culture of agriculture in the area of Ubud in particular become an attraction and has a special attraction in the eyes of tourists. Therefore, regulations are needed that can reduce the rate of land use change.

Tax incentives for agricultural land need to be considered, as well as seed and fertilizer assistance for farmers and extension counseling on agriculture specifically how to increase the value of their agricultural products so that farmers are more eager to farm.

#### B. EDU GASTRONOMY TOURISM

New attractions that still need to be developed in Ubud related to gastronomic tourism are tourist attractions that can add to the knowledge of tourists, especially about gastronomy in the region and surrounding areas. Attractions that have been available such as culinary tourism provide more experiences that satisfy satisfaction with tasting and vision for tourists. Not many attractions that can provide knowledge about the ubud gastronomy in particular and Gianyar in general.

Cooking class is one of the interesting attractions to do while providing knowledge for tourists. But that is only part of the knowledge of gastronomy from the culinary side. There is still a lot of information that can still be given related to gastronomy such as the culture of farming in the Ubud community, tools used, irrigation systems, rituals or ceremonies in farming as well as various histories, stories, materials, ways of presenting the culinary delights of the ubud community in particular and Gianyar in general.

A museum that can provide information on various things mentioned above needs to be considered so that tourists can gain knowledge about gastronomic developments in the Ubud area and its surroundings. In addition to providing education and knowledge, a museum can be a tourist attraction that complements the existing gastronomic tourist attraction.

Knowledge about gastronomy is not only given to tourists, but most importantly also to local residents, especially those who are related to the gastronomic field. Educational institutions, both formal and informal, can be a place for spreading and developing knowledge about gastronomic tourism. It is also intended to maintain the sustainability of gastronomic tourism destinations by increasing the quality of human resources in these destinations.

#### SWOT analysis Gastronomy tourism strategic development in Ubud, Gianyar

	<p>Strength (s)</p> <ol style="list-style-type: none"> <li>1. High cultural potential.</li> <li>2. The potential for traditional religious activities.</li> <li>3. Number of accommodations and rooms available.</li> <li>4. Various tourism attractions that have not yet developed.</li> <li>5. Number of international visitors.</li> </ol>	<p>Weakness (W)</p> <ol style="list-style-type: none"> <li>1. Redefinition of traditional culture triggers cultural degradation.</li> <li>2. Negative fanaticism on religion, tradition and norms.</li> <li>3. Lack of investment in tourism.</li> </ol>
Opportunity (O)	Optimization the strength	Reconditioning ES

<ol style="list-style-type: none"> <li>1. Bali is above the minds of potential tourists.</li> <li>2. Investor interest in tourism facilities.</li> <li>3. Opportunities to collaborate with other attractions around the Regency of Gianyar</li> </ol>	<p>to capture the opportunities</p> <ol style="list-style-type: none"> <li>1. Preservation of cultural values.</li> <li>2. Revitalization and development of attractions.</li> <li>3. Improvement of religious facilities.</li> <li>4. Improvement of tourism facilities</li> </ol>	<p>weakness to hold IES opportunity</p> <ol style="list-style-type: none"> <li>1. Maintain a culture based community.</li> <li>2. The development of unity and alienation of fanaticism.</li> <li>3. Encourage investment in the tourism sector</li> <li>4. Sustainable tourism marketing using digitalization</li> </ol>
<p>Threat (T)</p> <ol style="list-style-type: none"> <li>1. Cultural degradation due to globalization.</li> <li>2. Cultural depreciation, including lack of rice fields.</li> <li>3. Urbanization.</li> <li>4. Safety and security aspects.</li> <li>5. Increasing competitors</li> <li>6. Foreign-owned tourism facilities.</li> </ol>	<p>The optimization of strength (S) to avoid threats (T)</p> <ol style="list-style-type: none"> <li>1. Utilization of globalization to support cultural preservation.</li> <li>2. Improvement of tourism facilities and services.</li> <li>3. Create an easiest access to Gianyar Regency.</li> <li>4. Develop the local based tourism</li> <li>5. Increase the interest of local to do the investment in tourism</li> </ol>	<p>Reconditioning the (W) weakness to avoid (T) threats</p> <ol style="list-style-type: none"> <li>1. Increase local awareness and development of cultural values.</li> <li>2. Prevention of cultural inequalities.</li> </ol>

## 1. The strategic implementation

### Human resources

The main actors to develop Ubud as the gastronomy tourism destination is the Pentahelix, they are five actors that must be involved and cooperated. The pentahelix as know also as academic, Business, Community, Government and media.

Academic role is very important in managing gastronomy tourism, especially to contribute objective, logical thinking through education, as well as creating academic activities related to gastronomy.



Business people also play an important role because they also encourage tourism and are a key player so that the tourism business in Ubud, Ginayar is developing well. Such as accommodation, whether five-star, villa, or homestay. accommodation (1,610 companies ranging from five-star hotels to homestays), rafting operators (18 operators), cycling tour operators (32), tour operators / travel agents / transportation companies (142), restaurants / cafes (658)), bars (128), coffee shop, spa (287), cooking class (31), museum (15), agrotourism (34), tourist attraction (82), recreation / entertainment (287), tour guide, craftsman, gallery, boutique, shop souvenirs, markets, and many others, have grown in Ubud. This growth is very positive to meet the needs of tourists and travelers.

The role of Balinese society has been highly developed and sustainable over generations in addition to being obedient to norms and religion. The holding of traditional ceremonies is a great potential to increase tourist arrivals and preserve culture. The holding of festivals is also a collaboration between the community and various parties.

The government acts as a regulatory body to guide and support the tourism sector on the right track, such as improving the function of facilities needed for tourism

The media currently has a very important role because it can communicate and deliver positive news and even promote tourism.

#### 1. Create the food trail with story telling

(PATA, 2016) Storytelling is a form of communication that has long been used to communicate culture and region. by telling the other person the conversation will be easier to remember and is the best experience for someone. storytelling connects a person's experience with the facts he knows so that it will be easily attached and understood. (Larsen & Osterlund-potsch, 2017) Storytelling is one of the most common strategies to strengthen brands, both internally and externally, to create strong bonds between brands and consumers, with the ultimate goal of loyalty. (Pan & Chen, 2019) by knowing the story or story of a consumer product will be more interested and impressed, the story of a product will leave an impression for consumers so that when effectively used to increase consumer purchase intentions. Consumers will integrate past experiences with stories to interpret their understanding of a product's brand.

(Therkelsen, Huijbens, & Olsson, 2010) approaches with storrry telling for development and marketing goals are long-term, multi-actor, multi-level marketing processes and storytelling efforts that have an impact on goal development, the goal management organization (DMO) must build active and sustainable collaborative relations with the tourism industry in the region. The success of communicating the story both verbally and through display, these skills can facilitate high-level interaction between visitors and storytellers, storytelling can facilitate the development of local communities and thus become important for development purposes

(Ylipää, 2006) story telling is done with a more creative approach. The narrator has an important role in communication knowledge and skills passed on to future generations. The stories have been conveyed in different ways verbally, written, figuratively, but also creatively, and often in combination. The narrator has an important role in communication and is an important part of narrative weights, and entertainment. They must tell stories based on drama and rhetoric to attract the attention of the audience. Nowadays a blogger can share stories on social media.

Potential of Ubud, Gianyar has a story of history and uniqueness of each. Regarding the development of gastronomic tourism, packaging the area and products through stories will leave an extraordinary impression and experience for tourists. In addition, educational efforts for tourists can also be done with this story telling activity. The story telling that can be told to tourists is Yeh Pulu is an archeological site located in the Batulumbang area, Bedulu village, Blahbatuh district, Gianyar regency. WARUNG TEGES in 1963 with its owner named Desak Made Ngetis, BABI GULING BU OKA which has been popular since the 1980s. Bebek Bengil that was founded in 1990

## **5. CONCLUSIONS**

Ubud-Gianyar, which has been recognized as an international tourist destination because of its traditional cultural tourism appeal, is currently seeing and being eyed by the government of the Republic of Indonesia as a gastronomic tourism center. The trust given by the central government through the Gianyar Tourism Office, is a great opportunity to explore the potential of gastronomy that Ubud has.

A variety of traditional, modern, and creative foods offered by various restaurants scattered in the Ubud area and beyond. A variety of foods and ways of presentation are offered in restaurant menus or packaged in the form of tourist activities such as cooking classes.

The development of Ubud as a gastronomic tourism destination certainly requires a variety of supporting industries such as accommodation, restaurants, agro, and various creative industries both directly and indirectly can support the development of the gastronomic tourism destination of Ubud. Issues concerning environmental impact must also be of serious concern in the development of a destination, hence the presence of an environmentally friendly industrial industry is also important.

Infrastructure support and availability of resources are of course very important factors to ensure the sustainability of tourism in the Ubud region. ease of accessibility to Ubud certainly must be supported by adequate transportation and telecommunications infrastructure networks and it seems that an increase in the number of tourist visits to Ubud indicates this infrastructure is sufficient. Likewise for the availability of clean water so far there have not been any issues that lead to a shortage of clean water in the Ubud area. The availability of natural resources, especially the need for food, still seems to be fulfilled from the regions around Bali, which of course has a positive impact on other regions.

The magnitude of Gastronomic tourism potential that Ubud has will be even stronger if it has the support of the Ubud community, Gianyar. Therefore there should be socialization to the people of Gianyar, especially Ubud. Because public awareness needs to be raised to support every positive activity for the advancement of tourism. Even more important is building community commitment, especially the Ubud-Gianyar community, to succeed in the develop the gastronomic destination.

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# OUTLINE

## ▶ INTRODUCTION

- Ubud as gastronomy destination

## ▶ RESEARCH METHODS

- Descriptive qualitative method
- SWOT Analysis

## ▶ RESULTS AND DISCUSSION

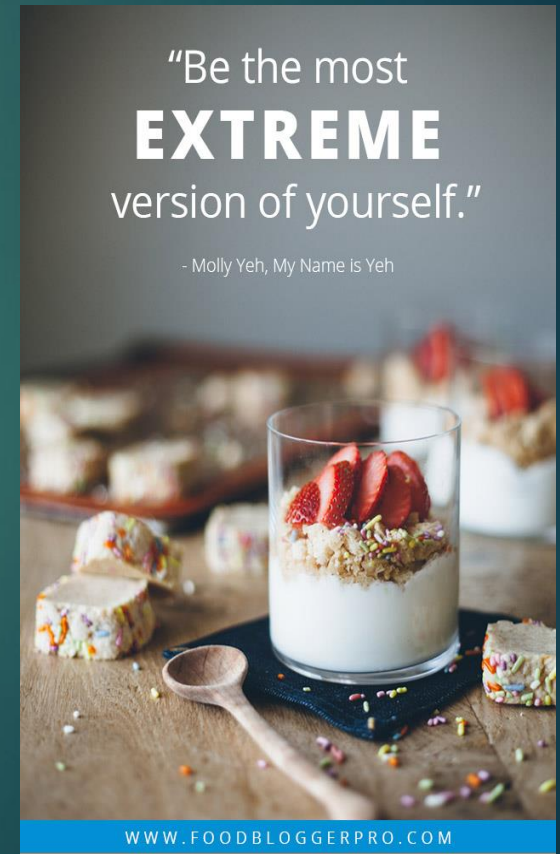
- Nowadays issue
- Strategic development

## ▶ CONCLUSION



# INTRODUCTION

- ▶ The number of people who travel with the primary reason for gastronomic experience is in the rise.
- ▶ They exerted immense impact on others through their words in food-related TV shows, tourism websites, and food blogs.





# Ubud as UNWTO Gastronomic Prototype

Its start on July 2017 then Ubud is designated as a gastronomic prototype with the UNWTO standard with the initial step of conducting a potential inventory and gastronomic attractions including the readiness of various parties involved



The assessment process in two periods

1. July 2019 (to confirmed on the potential listed by team acceleration Tourism ministry and Gov)
2. August 2019 (develop an action to solve the tourism issues of tourism in Ubud)

# RESEARCH METHODS

- ▶ Data sources were also obtained through interviews with various parties, namely PENTAHILIX Ubud, (ABCGM) which was involved in preparing Ubud as a destination for the UNWTO Prototype
- ▶ Participate in (21) FGD to get source of information about gastronomy in Ubud
- ▶ The data analysis technique uses descriptive analysis and SWOT analysis to analyze the external conditions (external factors) and internal conditions (internal factors) in developing gastronomy tourism at Ubud destination.



## Result and Discussion

### THE POTENTIAL GASTRONOMI OF UBUD

Historical site, Megibung tradition, Basa genep



# Nowadays Issues in Ubud, Gianyar

## ACCESSIBILITY

- TRANSPORTATION
- INFORMATION and INTERNET

## Ammenities


- HYGINE AND SANITATION
- TRANSPORTATION SERVICES

## Attraction

- EDU GASTRONOMY  
TOURISM

## SWOT analysis Gastronomy tourism strategic development in Ubud, Gianyar

	Strength (s)	Weakness (W)
	<ol style="list-style-type: none"> <li>1. High cultural potential.</li> <li>2. The potential for traditional religious activities.</li> <li>3. Number of accommodations and rooms available.</li> <li>4. Various tourism attractions that have not yet developed.</li> <li>5. Number of international visitors.</li> </ol>	<ol style="list-style-type: none"> <li>1. Redefinition of traditional culture triggers cultural degradation.</li> <li>2. Negative fanaticism on religion, tradition and norms.</li> <li>3. Lack of investment in tourism.</li> </ol>
<b>Opportunity (O)</b>  <ol style="list-style-type: none"> <li>1. Bali is above the minds of potential tourists.</li> <li>2. Investor interest in tourism facilities.</li> <li>3. Opportunities to collaborate with other attractions around the Regency of Gianyar</li> </ol>	<p>Optimization the strength to capture the opportunities</p> <ol style="list-style-type: none"> <li>1. Preservation of cultural values.</li> <li>2. Revitalization and development of attractions.</li> <li>3. Improvement of religious facilities.</li> <li>4. Improvement of tourism facilities</li> </ol>	<p>Reconditioning ES weakness to hold IES opportunity</p> <ol style="list-style-type: none"> <li>1. Maintain a culture based community.</li> <li>2. The development of unity and alienation of fanaticism.</li> <li>3. Encourage investment in the tourism sector</li> <li>4. Sustainable tourism marketing using digitalization</li> </ol>
<b>Threath (T)</b>  <ol style="list-style-type: none"> <li>1. Cultural degradation due to globalization.</li> <li>2. Cultural depreciation, including lack of rice fields.</li> <li>3. Urbanization.</li> <li>4. Safety and security aspects.</li> <li>5. Increasing competitors</li> <li>6. Foreign-owned tourism</li> </ol>	<p>The optimization of strength (S) to avoid threats (T)</p> <ol style="list-style-type: none"> <li>1. Utilization of globalization to support cultural preservation.</li> <li>2. Improvement of tourism facilities and services.</li> <li>3. Create an easiest access to Gianyar Regency.</li> <li>4. Develop the local based tourism</li> <li>5. Increase the interest of local to do the investment in tourism</li> </ol>	<p>Reconditioning the (W) weakness to avoid (T) threats</p> <ol style="list-style-type: none"> <li>1. Increase local awareness and development of cultural values.</li> <li>2. Prevention of cultural inequalities.</li> </ol>

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- ▶ The main actors to develop Ubud as the gastronomy tourism destination is the Pentahelix, they are five actors that must be involved and incorporated. The pentahelix as know also as academic, Business, Community, Government and media.
  - ▶ The more important is building community commitment, especially the Ubud-Gianyar community, to succeed in the develop the gastronomic destination.
  - ▶ Create the food trail with story telling

Stories will leave an extraordinary impression and experience for tourists. In addition, educational efforts for tourists can also be done with this story telling activity



# Conclusion

- ▶ Gastronomy tourism is a great opportunity for Ubud, Gianyar, The development of ubud as a gastronomic tourism destination certainly requires a variety of supporting industries such as accommodation, restaurants, agro, and various creative industries both directly and indirectly can support the development of the gastronomic tourism destination of Ubud.
- ▶ The Pentahelix must be concerned the development of a destination and solve the problems.
- ▶ Infrastructure support and availability of resources are of course very important factors to ensure the sustainability of tourism in the Ubud region. ease of accessibility to ubud certainly must be supported by adequate transportation and telecommunications infrastructure networks and it seems that an increase in the number of tourist visits to ubud indicates this infrastructure is sufficient.
- ▶ The new attraction that educated the tourist about gastronomy can be a great opportunity to add the value of food and drink in Ubud, Gianyar. Story telling is a must which can create a memorable experience to tourist/
- ▶



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