

## **Local Culinary Travel Pattern Development Model in Lerep Tourism Village**

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### **ABSTRACT**

This study aims to create a model for the development of the Local Culinary Travel Pattern in mapping the tourist segment who likes traditional food types and preparations using the Storynomics Tourism approach as a determinant of steps to enjoy regional culinary specialties. The research method used is qualitative using in-depth interview techniques with village officials, visiting tourists and local communities in the Lerep Tourism Village, Semarang Regency with field observation activities and literature review. The results of this study can develop culinary tourism activities that are packaged with traditional culinary markets in Lerep Tourism Village using the development model of a local culinary travel pattern based on local wisdom which is transformed into a menu of traditional creations from the community in synergy with views for tourism actors and potential tourists to determine activities culinary tourism trips that focus on local food as a cultural characteristic of an area.

**KEY WORDS:** Culinary, Local, Travel, Storynomic, Model

### **INTRODUCTION**

The point of view of tourism science in the context of understanding a culture is a very good potential to be developed in an area. The effects generated through the development of tourism that utilize culture as the main basis in the cultural heritage preservation program are to be saved from disruptive innovations in the current era of globalization. The tourism village development model that focuses on cultural preservation aims to arouse a sense of

care for the people who own culture so that they pay more attention to their own culture.

The culture of a region that is published becomes a potential for creative tourism which creates the attraction of culture so that it is more interesting to learn through packaging an event with the theme of a cultural festival which is held through the active role of the local community. The Local Culinary Travel Pattern development model has 4 main dimensions namely foodies tourist, passion food, food habit and destination orientation supported by 12 indicators which follow namely inspiration, choice, experience, initiative, concern, satisfaction, behavior, expression, feeling, response, reaction, interpretation.

Lerep Village has a calendar of events in the form of a traditional culinary market which is held every Sunday according to the Javanese calendar. This traditional culinary market is an attraction for tourists to enjoy various types of local specialties that are environmentally friendly. Based on this, the researcher has an idea to create a role model or special guide to culinary-based travel patterns that are cornered in regional culinary peculiarities by applying the 4 cluster method, namely (culinary + education, culinary + camping, culinary + adventure and culinary + outbound) to find out the character of tourists who are motivated to travel on the basis of searching for traditional food that they want to taste. It is hoped that the results of this clustering will be able to contribute to the Government to better understand the character of tourists with a specialization in local culinary orientation and policies in handling local culinary festival activities.



Culinary tourism is a journey that collaborates with the desire to explore the place of production, processing and distribution of food (Hall et al., 2003). Hall and Mitchell (2011) mapped culinary tourism activities according to tourist interest, namely culinary festivals, food courts, cafes and restaurants. Culinary tourism is an activity to try the taste of processed food products with the right texture and price. An authentic taste of memories has a positive impact on this fast-growing segment of the tourism industry coupled with a strong regional cultural identity. Traditional food is the result of the production of a group of people who intend in the manufacturing process to have specific goals such as the habit of consuming it in daily life or commemorating ritual events passed down from the ancestors by elaborating traditional food as the main dish made with recipes that have been passed down from generation to generation without engineering and has characteristics that are different from traditional food in other regions (Guerrero et al, 2010).

Traditional food can synergize to become a regional cultural identity that integrates in people's lives which process food processing activities with traditional techniques. Storynomics is used to include identity in business or business practices with attractive story packaging that contains a brief profile to get product value (McKee, 2018: 12) by designing attractive product stories related to the product marketing process. According to Basoeki (2014) classifies 6 types of tourist trips undertaken by tourists, namely:

1. Single Point, namely tourists who travel with tourist destination visit plans that do not change from the initial point of departure.
2. Base Site, namely tourists who visit tourist destinations as a place to stay and add visits to other tourist destinations as an alternative option.
3. Stop Over, namely tourists who visit the initial tourist destination with the process of enjoying additional tourist destinations during the trip and returning to the initial intended tourist destination.
4. Chaining Loop, namely tourists who make visits to several tourist destinations with a combination of stops at each point of the tourist destination that forms a circular path without any connection related to other tourist destinations being visited.
5. Destination Region Loop, namely tourists who visit tourist destinations by combining single point and chaining loop travel patterns.
6. Complex neighborhood, namely tourists who visit tourist destinations by combining some or even all of the tourist travel patterns without repeating visits to tourist destinations. This travel pattern is an illustration of the complexity of tourist visits with variations and mixes of tourist travel patterns.

The purpose of this research is to create a model for the development of Local Culinary Travel Patterns in a map of the foodies tourist market segment and local food production in Lerep Village, Semarang Regency, especially the West Ungaran sub-district using the Storynomics Tourism method, so as to be able to contribute to the Government to better understand culinary destinations for lovers of tourism. traditional food and policies in organizing culinary market activities based on local wisdom. The benefits of the research results are :

1. For regional agencies, regional business managers and the local Village Government.
  - a) Assist regional agencies, regional business managers and local village governments in mapping culinary tourism travel patterns in the culinary tourism market segmentation.
  - b) Assisting regional agencies, regional business managers and the local Village Government as supporters to compile rules and policies in the management of special interest tourism trips to the local culinary industry.
2. For the Community Education Study Program.
  - a) Increase the knowledge of researchers related to research objects, especially models for developing local culinary tourism travel patterns.
  - b) Provide references to research results in the Study Program environment.

## **METHOD**

The research method uses qualitative characteristics that originate from the philosophy of postpositivism to guide natural object orientation where the researcher is the main instrument in finding data sources, the method of collecting data is by interviews and field observations, data analysis with main ideas and research results have an emphasis on deep meaning (Sugiyono , 2015:15). The researcher conducted interviews and collected data with the Lerep Village Government apparatus, namely by requesting information and data regarding the list of tourist visits, both domestic and foreign, during the existing period.

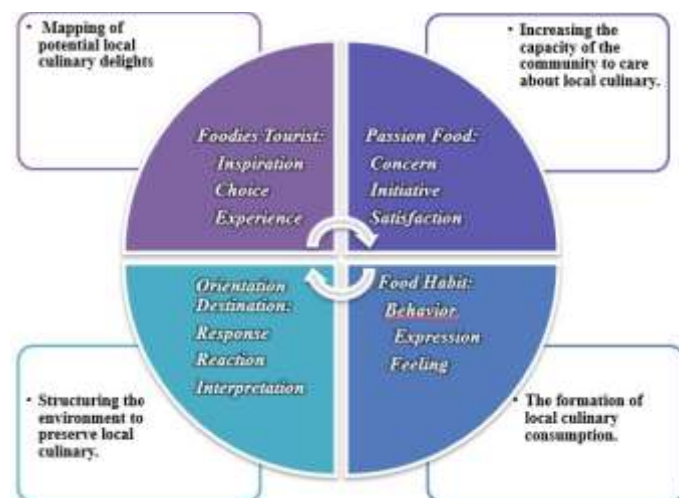
The visit data provided is from 2017 to 2020. Meanwhile, data collection is done through a literature study on journal information and guidebooks on food tourism and culinary travel. Based on data acquisition,

the criteria used in this study were the name of the type of food, processed food products, food attractiveness, mapping of culinary destinations and tourist satisfaction. The amount of incident data will be processed into categories of unique culinary destinations, and rarely use culinary tourism travel patterns. And the application in this study will use a guidebook (guideline book).

## RESULTS AND DISCUSSION

In developing culinary tourism activities in Lerep Tourism Village, it is appropriate to apply a local wisdom-based local culinary travel pattern development model that is transformed into local menus created by the Lerep people. The use of this model is very helpful for tourists in determining visiting decisions and the role of local tourism actors in Lerep Tourism Village. Readiness of a tourism village in developing tourism potential through packaging an event titled cultural festival, a tourism village must focus on processing regional culinary potential that has an attraction to attract tourist visits must have 4 main components, namely a tourism village must have something attractive, easy to do activities, product for sale and educational activities.

The process of stages that must be implemented by tourism villages in developing existing cultural potential includes several factors, namely mapping potential regional culture, increasing the capacity of culturally aware communities, financial management with a culture of accountability and structuring the environment with a humanist culture. Following are the results of establishing a local culinary travel pattern development model in the Lerep tourist village, namely:



Explanation of the meaning of the Local Culinary Travel

Pattern development model, namely

- a. Tourism villages that have met readiness identification related to the foodies tourist aspect which consists of inspiration, choice and experience can then carry out the process of mapping potential regional culinary delights.
- b. Tourism villages that have met the identification of readiness related to the passion food aspect which consists of concern, initiative and satisfaction with food processing can carry out the process of increasing the capacity of the culinary caring community.
- c. Tourism villages that have met readiness identification related to aspects of food habit which consist of packaging of behavior, expressions and feelings towards processed food products can carry out the process of forming culinary habits.
- d. Tourism villages that have met the readiness identification related to the destination orientation aspect which consists of responses, reactions and interpretations can then carry out the process of structuring a culinary cultured environment.

## CONCLUSIONS

Development of culinary tourism in tourist villages by combining the concept of a culinary travel pattern by carrying out menus and information on traditional food to be enjoyed and organizing thematic culinary tourism activities with a variety of choices of travel packages according to the budget and passion of tourists who produce authentic food preferences. These two concepts can improve the branding of a tourist village that is better known and has the highest popularity in choosing destinations to enjoy culinary tourism in tourist villages.

Making a local culinary travel pattern model provides a view for tourism actors and potential tourists to determine tourism travel activities, especially the local culinary world which has strong regional cultural characteristics. This model is also a guideline for managers of tourist villages that have regional culture with culinary specialties which are raised as brand awareness to elevate the identity of these tourist

villages with traditional culinary icons.

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