

The Moringa Superfood: Iconic Gastronomic Tourism Food in Ubud Gianyar

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ABSTRACT

Moringa has gained popularity in the world of gastronomy due to its nutritional value and great versatility. Moringa leaves are rich in nutrients and can be used in a variety of dishes. The leaves have a unique flavor and a vibrant green color that enhances the dish. With such potential, moringa can become one of the most iconic gastronomic tourism foods, especially in Bali. This research aims to explore the potential of moringa as a gastronomic icon. The research utilizes a qualitative method by analyzing the results of in-depth interviews and interpreting the data. The research concludes that by understanding the uniqueness of moringa, this food ingredient can be developed into food and beverage menus that are widely consumable. Promotion through culinary festivals and events, moringa nutrition education, and incorporating moringa into cooking class activities are all efforts to establish this food ingredient as a gastronomic icon, particularly in Ubud, Gianyar. Furthermore, promoting moringa-based products can contribute to the promotion of health tourism, attracting visitors interested in wellness and nutritional benefits, thereby supporting the local economy.

Keywords: Moringa, gastronomy tourism, iconic food, ubud.

INTRODUCTION

In the past decade, substantial research has focused on identifying and analyzing core themes and general trends in tourism studies, especially in culturally rich destinations like Ubud. Ubud is widely recognized as a center for cultural tourism, wellness tourism, and, more recently, culinary tourism focused on health. This makes it a valuable case study for exploring how traditional Balinese

culture adjusts to the demands of a global tourism market (Picard, 1997; Cohen, 2012). Research has shown a shift toward sustainable tourism and wellness-oriented activities, such as cooking classes, traditional medicine workshops, and spiritual practices, which are sought by visitors looking to enhance personal well-being (Wearing, Stevenson, & Young, 2010). These approaches not only enhance academic discussion surrounding Ubud's tourism dynamics but also underscore its potential as a venue for unique tourism innovations, such as incorporating local ingredients like moringa into wellness-focused culinary experiences. Positioning moringa as a staple in Ubud's gastronomic tourism can support sustainable local growth while aligning with global wellness trends (Healy, 2016). Gastronomy refers to the exploration of food and culture (Ellis, Park, Kim, & Yeoman, 2018). It encompasses the art of food preparation, engaging all the senses to create delightful dishes within a cultural framework (Sánchez-Cañizares & López-Guzmán, 2012). Beyond mere sustenance, gastronomy unveils the unique stories behind culinary creations, offering an experiential journey for its audience (Björk & Kauppinen-Raisanen, 2016). This field examines the interplay between culture and cuisine, analyzing the aromas, flavors, ingredients, and origins of culinary masterpieces. Its core focus lies in food and beverages, integrating aspects such as flavor, nutrition, production, wine, and the intricate science and processes behind food preparation.

According to the UNWTO, an effective gastronomy destination integrates cultural heritage, high-quality local ingredients, and sustainable food practices. This aligns with how Ubud's unique offerings, such as its traditional markets, agricultural goods, and culinary practices, could contribute to a cohesive gastronomic experience. The

concept of gastronomy as the intersection of culture and food (Ellis et al., 2018) adds depth to Ubud's offerings, positioning its food culture within both historical and sensory contexts. Gastronomy isn't just about nutrition; it is about providing an experiential journey through flavors, techniques, and local narratives that resonate with tourists seeking more than just a meal (Sanchez-Cañizares & Lopez-Guzman, 2012; Bjork & Kauppinen-Raisanen, 2016). Promoting Ubud as a gastronomic destination could involve diverse culinary experiences, from markets tours to cooking classes (Aaker, 1999). The integration of gastronomic experiences into Ubud's tourism offers significant opportunities for local stakeholders, including tourism businesses and government agencies, as emphasized by Wirawan et al (2022).

Gastronomic experiences play a crucial role in the success of a tourism destination, significantly influencing visitor loyalty. Studies by Kim, Suh, and Eves (2010) show that positive culinary experiences enhance destination loyalty, making tourists more likely to return and recommend the destination. For instance, Suhartanto et al. (2022) suggest that tourists who engage with local food and culture feel a stronger connection to the destination, which increases repeat visits and positive word-of-mouth. This highlights Ubud's potential to stand out as a leading culinary tourism destination in Bali, where local cuisine, cultural experiences, and unique food offerings can foster sustainable tourism growth. This underscores the importance of integrating food experiences into sustainable tourism strategies by connecting travelers with local cuisine, cultural experiences, and the unique characteristics of a destination. As noted by Yuksel and Yuksel (2002), gastronomic experiences are integral to the overall enjoyment and satisfaction of visitors at a destination.

In tourism, local gastronomy has become increasingly important in destination selection. Local cuisine is often regarded as a vital element of cultural heritage, attracting tourists by shaping the image and identity of a destination (Bjork & Kauppinen-Raisanen, 2014; Chen & Huang, 2016). However, promoting local food involves understanding tourists' preferences, dietary restrictions, and health concerns, especially when catering to older visitors. These factors present challenges for destinations trying to highlight indigenous cuisine. Bali, particularly Ubud, is a gastronomic destination offering a wide variety of traditional foods for both ceremonies and tourist consumption. Gastronomy emphasizes not only the cooking process but also cultural understanding for

tourists when engaging in this activity, particularly in Ubud. With Ubud as a prototype gastronomic destination, there is an opportunity for pentahelics to prepare the development of this destination through storynomic. One potential icon is Moringa, its preparations, and the story behind Moringa as a traditional food in Ubud, generally consumed for its medicinal properties. The previous research shows that moringa is a nutrient-dense plant with a high concentration of vitamins and minerals (Rockwood et al., 2013).

Developing a gastronomic tourism product with a storynomic approach involves documenting the entire process from preparation to serving on the dining table. This includes creating a menu centered around moringa, a nutrient-rich plant, while emphasizing its nutritional value and the benefits of consumption. Packaging moringa as a tourist product is key. Additionally, it's crucial to plan digital promotion strategies that incorporate the moringa story. This collaborative effort aims to maximize the potential of moringa-based tourism products, positioning them as traditional foods and gastronomic icons. The approach includes showcasing the story behind the product, providing digital information on nutritional value, and highlighting proper processing techniques. The urgency of this research lies in actively promoting Ubud as a gastronomic tourism destination. This initiative is essential to sustain Ubud's prominence and support its development in the realm of gastronomic tourism.

Positioning Ubud as a global gastronomic destination requires a nuanced understanding of gastronomy and a commitment to exploring its untapped potential. Moringa was selected for this endeavor due to its global acclaim as the "Golden Tree," renowned for its rich nutrient profile. Native to Northwest India, Moringa is widely cultivated across tropical and subtropical regions (Ramachandran et al., 1980; Morton, 1991). Part of the Moringaceae family, Moringa (*Moringa oleifera*) is the only genus in this family, containing an estimated 10 to 14 species (Atteya et al., 2022). Based on the USDA's 2022 classification, the taxonomy of *Moringa oleifera* is detailed as follows: Kingdom: Plantae; Subkingdom: Tracheobionta (vascular plants); Superdivision: Spermatophyta (seed plants); Division: Magnoliophyta (flowering plants); Class: Magnoliopsida (dicotyledons); Subclass: Dilleniidae; Family: Moringaceae; Genus: Moringa; Species: *Moringa oleifera* Lam. In the food industry, Moringa serves as a

preservative and antioxidant in meat products and as a nutritional additive in bakery items (Asensi et al., 2017). According to Wirawan et al (2022) The potential of Moringa-based gastronomic tourism is gaining momentum, with collaborative efforts from local farmers, government programs, and partnerships within the tourism sector. This plant offers promising opportunities for both sustainable tourism development and the fight against malnutrition in tropical areas. Different regions in Bali have tapped into Moringa's potential, creating products like Moringa tea, syrup in Tabanan, and the traditional dish known as *sayur liklik*. In Ubud, a few restaurants and food stalls have begun incorporating Moringa into their menus. Ubud positions itself as a prototype for gastronomic tourism.

Based on this background, several urgent research questions emerge. First, it is essential to explore Moringa's potential, emphasizing its nutritional properties and the development of food products and menu items that utilize Moringa as a raw ingredient. Second, promoting Moringa is vital to expanding global awareness and knowledge about this nutrient-rich "superfood." Third, adopting a storynomic approach aims to promote moringa with accurate information about its nutritional value, utility, and historical significance. This context gives rise to two primary research questions: (1) How can Moringa be developed into a gastronomic tourism product in Ubud, Gianyar? (2) What strategies can be implemented to effectively promote Moringa as a gastronomic tourism product in Ubud, Gianyar? (3) How can the story behind Moringa be structured using a storynomic approach as part of the gastronomic tourism experience in Ubud, Gianyar?

METHODOLOGY

This study employs a qualitative research approach, emphasizing the collection and analysis of qualitative data obtained through observations, literature reviews, and interviews. Qualitative research is particularly effective in capturing complex phenomena, including individual perspectives, beliefs, and subjective experiences (Rusinova et al., 2009). In the field of tourism, qualitative research has evolved from being seen as a mere collection of methods to a more comprehensive approach that integrates research design, conceptual frameworks, and data analysis (Phillimore & Goodson, 2004; Buda et al., 2017). The development of qualitative research has undergone several stages, with tourism research largely positioned in its early phases (Lu Lin, 2018). Despite

being in these early stages, qualitative methods remain focused on exploring individual experiences (Lu Lin, 2018; Buda et al., 2017).

The informants were purposefully selected, including members of the Ubud Chef Association locally known as the Ubud *Mancegera* which has been developing the Moringa Menus into their restaurant and cooking class (Chef Cakra, Chef I Made Lugra and Chef Lastra), and the owner of agrotourism Usadha Puri Damai (Dayu Rusmini who has been processing Moringa as a medicinal ingredient for nearly 30 years. Following the initial observations, interviews were conducted to gather data, which was then analyzed through a process of interpretation. The research was conducted in Ubud, Gianyar, a region that has prominently adopted Moringa as one of its cultural icons. Ubud originates from the word *ubad*, meaning "medicine." According to legend, Mpu Markandya, a Hindu priest, arrived in Bali during the spread of Hinduism and came upon a small ridge stretching from north to south, flanked by two long rivers. These rivers, later known as the *Wos East* and *Wos West*, converge at a spot called *Campuhan*. This location became a place of meditation for *Mpu Markandya*. The word *wos* signifies "freshness" or "health," as the river was believed to have healing properties for his followers who bathed there. Consequently, the area traversed by the *Wos River* was named *Ubud*, meaning "medicine" (*ubad* in Balinese). Since the 1930s, when Bali first became a tourism destination, Ubud has been recognized as a center for cultural tourism, spanning an area of 42.38 m².

Ubud, located at the foot of the central mountains in Gianyar Regency, Bali, Indonesia, is renowned for its natural beauty and cultural heritage. It is approximately 40 kilometers away from the surrounding mountains and about 15 kilometers from the nearest beaches. The area is further enhanced by the *Wos River* that flows through the region, contributing to the lush landscape.

The presence of the *Wos River* flowing through the area enriches the soil and maintains the fertility of the environment, directly contributing to the success of agriculture and the distribution of crops such as *Moringa oleifera*. Ubud's higher topography compared to the coastal areas provides temperature and humidity stability, which also favors the growth of plants that require such a balance. Therefore, in terms of climate, history, and relationship with nature, Ubud proves to be a very viable and ideal location for *Moringa oleifera* distribution in Bali.

Ubud is bordered by several neighboring areas, Tegallalang to the north, Peliatan to the east, Mas to the south, and Sayan to the west. Figure 1 below is a map of the position of Ubud Sub-district in Gianyar District, Bali.

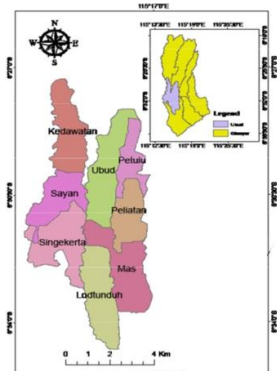


Figure 1. Ubud Map

RESULT AND DISCUSSIONS

Result

a. The uniqueness of moringa as gastronomic icon Ubud, Gianyar is recognized as a gastronomic destination with a diverse range of traditional foods for both ceremonies and tourist consumption. Gastronomy in Ubud is not just about food preparation but about understanding and engaging with the local culture. The findings of this study clearly indicate that moringa is one of the most iconic foods with great potential for gastronomic tourism.

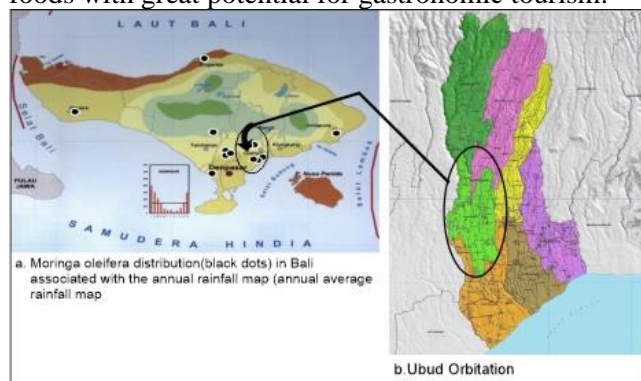


Figure 2. Distribution of *Moringa oleifera* plants in Bali

(Source: a. Riastiwi, Indira, et,all. 2018: b. petatematikindo.wordpress.com)

Figure 2 shows that the distribution of *Moringa oleifera* plants in Bali, indicated by black dots on the

distribution map, can be better understood by considering the climatic factors that support its growth. One of the main factors affecting the distribution of *Moringa oleifera* is annual rainfall. Based on the annual average rainfall map compiled by Sulistya et al. (2011), areas with sufficient, but not excessive, rainfall are ideal locations for Moringa tree growth.

Ubud, located at the foot of Bali's central mountains, has a climate that is quite favorable for this plant. Rainfall in Ubud tends to be in the high but moderate range, thus creating suitable conditions for *Moringa oleifera* which requires sufficient moisture without being overwatered. Ubud also has a higher topography compared to coastal areas, which provides stability in terms of temperature and humidity. With a geographical presence that supports the growth of *Moringa oleifera* and potential in the culinary tourism sector, the research highlights Ubud's role as a tourism center that combines cultural wealth, health, and culinary diversity based on natural and highly nutritious ingredients such as *Moringa oleifera*.

Moringa is a nutrient-dense plant, valued for its medicinal properties, and it has been integral to Balinese health practices, as documented in traditional literature such as the *Usadha Taru Pramana*. Moringa plants, scientifically known as *Moringa oleifera*, earn the designation of 'superfoods' owing to their exceptional nutritional value and versatile medicinal applications. Referred to by alternative names such as The Miracle Tree, Tree For Life, and Amazing Tree, these titles stem from the remarkable benefits offered by various parts of the Moringa tree encompassing leaves, fruit, seeds, flowers, bark, stems, and roots. Beyond its role as a dietary source, Moringa serves multifaceted purposes, including utilization in animal feed, establishment as live fences, formulation of medicines, production of biogas, facilitation of green fertilizers, and exploration as an alternative eco-friendly energy source for fuels.

Moringa stands out as a plant capable of thriving in challenging terrain, often utilized by communities as a hedge plant. While its leaves are widely used, the optimal use of Moringa fruit and stems remains underdeveloped in Indonesia. In its natural habitat, Moringa exhibits robust growth, thriving at altitudes up to a thousand meters above sea level. This fast-

growing species has been observed reaching heights of six to seven meters within a single year, even in regions with minimal rainfall (Kompas,2022). Primarily tropical, Moringa plants flourish effortlessly in regions like Indonesia and various other tropical zones worldwide. These plants typically reach heights of 7-11 meters, presenting as either shrubs or trees characterized by robust, enduring roots and brittle, easily breakable woody stems. Their upright, scarcely branched structure is distinguished by dirty-white bark, thin and rough textured skin. Throughout the year, Moringa plants bear yellowish-white flowers emitting a distinctive fragrance. Their elongated, triangular fruits, measuring approximately 20-60 cm, start green and transition to a brown hue as they mature (Tilong, 2012). While Moringais considered a hardy plant capable of thriving with minimal care, large scale cultivation necessitates proper fertilization to optimize the rapid growth of Moringa trees. This practice enhances their potential to yield healthy plants with abundant leaf and inflorescence production (Jones, 1999).

Moringa in Bali is called *Kelor*, and Balinese people have made good use of Moringa. This has been explained in existing literature such as Darma Pemaculan (the planting system) and Taru Pramana (traditional Balinese medicinal plant), The benefits of Moringa are exceptional, especially for medicine. Why Moringa is called the magic leaf because it contains a high level of antioxidants. In Bali, it has become a part of the culture and lifestyle. The benefits of plants as food, medicine, and offerings, such as *Bebantenan*, are already documented in the *Lontar* Usada. Gastronomy in Bali encompasses the history and nutritional benefits of its cuisine, offering something extraordinary that can be presented to tourists. Gastronomy revolves around the food we consume, and our health is influenced by our eating habits. The evolution of Balinese cuisine incorporates elements of modernity, art, lifestyle, healing, and refreshment, making it incredibly popular among people (Chef Cakra, Interview, 2023)

Moringa is often regarded as the 'angel of plants,' particularly in Gianyar, where it serves as the regency's symbol and has been employed to reduce stunting number. Moringa is a magical plant that offers both non-medical and medical benefits. For instance, Moringa leaves (Figure 3) and Moringa

Loloh (Figure 4) which are processed through distillation lasting up to 6 months, are used as a traditional drink for cancer treatment.



Figure 3. Moringa leaves



Figure 4. *Loloh kelor* (Moringa extract)
(Source, Puri Damai, 2024)

Additionally, Moringa can be combined with chocolate, making it beneficial for those experiencing sleep problems (Dayu Rusmini, Interview,2023).

The spectacular nutritional benefits of moringa, known as a superfood, further strengthen the potential of this plant to become a gastronomic tourism icon in Bali. By holistic approach various products can be produced such as moringa tea, moringa extract, body scrub and combination of chocolate and moringa which is good to release stressfull (Figure.5).



Figure 5. Chocolate Moringa
(Source, Puri Damai, 2024)

b. The Promotion of Moringa through culinary festivals and events

Promoting moringa as a culinary destination icon can be done through culinary festivals and events, which introduce tourists to moringa-infused dishes. Events such as these serve to promote the destination, enhance the tourist experience, and preserve cultural heritage (Getz, 2008; Sahin, 2015). Through these events, Ubud can position itself as a gastronomic hub, offering unique experiences tied to local culture and sustainable practices. Moringa can be seamlessly introduced through culinary festivals, showcasing menus processed with moringa ingredients. Gastronomic activities, such as festivals, courses, and museums, not only safeguard the gastronomic values of a region but also serve as key promotional tools. Consequently, this approach enhances the quality and quantity of tourists visiting, preserves cultural heritage, and promotes economic and sociocultural development (Sahin, 2015).

In the culinary development of Bali, Brand Image holds immense importance in leaving a lasting impression on consumers (Gartner, 1994). Gastronomy tourism is pivotal as it can make a tourist's journey exceptionally unique, contributing to the positive reputation of tourist destinations. From this perspective, gastronomy tourism becomes a significant indicator of travelers' status, influencing their choices regarding what, where, when, and with whom they choose to dine. Therefore, the creation of a strong brand image necessitates careful consideration

of these details, as it plays a vital role in marketing activities (Karim, 2006; Sahin, 2015).

c. The creative menu by Chef Lugra at kemulan resto Ubud: Moringga-jack fruits tortellini

Create a menu featuring diverse and innovative moringa dishes. This menu should encompass main courses, appetizers, side dishes, and desserts, all centered around moringa. Experiment with a moringa themed menu incorporating jackfruit and dumplings. Explore a novel approach to showcasing moringa, integrating international ingredients, and crafting a globally recognizable name, akin to the menu curated by *Mancegera* Ubud Bali at Kemulan Resto Ubud, Chef I Made Lugra, highlighting moringa as the primary ingredient. Below is the list of ingredients:



Figure 6. Moringga-jack fruits tortellini

Standar recipe Name of Dish : Moringga-jack fruits tortellini YIELD: 5 portions (6pcs). Table 1 is the composition of the Tortellini.

Table 1. Tortellini

No	Qty	Unit	Items
1	30	pcs	Gyoza skin
2	50	gm	Tapioca flour

Table 1 lists the essential ingredients needed for making the tortellini dough. Gyoza skin (30 pieces) serves as the base for the tortellini wrapper, while tapioca flour (50 grams) is added to give the dough its texture and elasticity, ensuring that the tortellini maintains its shape during cooking.

Table 2. For filling tortellini

No	Qty	Unit	Items
1	300	gm	Blanched Greens
2	400	gm	Moringga Leaf
3	75	gm	Young Jack Fruit Cooked
4	50	gm	Chopped Shallots
5	5	gm	Chopped Garlic
6	15	gm	Coriander Fresh
7	3	gm	Salt Black Pepper Salad
8	50	gm	Oil

The filling for the tortellini consists of blanched moringa leaves (300 grams), which provide a fresh and nutritious flavor to the dish. Other key ingredients include cooked and chopped young jackfruit, chopped shallots and garlic, along with fresh coriander, salt, black pepper, and oil to bind the filling together, creating a flavorful and aromatic mixture.

Table 3. For gule spices yield (250gm)

No	Qty	Unit	Items
1	25	gm	Shallot
2	15	gm	Garlic
3	15	gm	Candlenut
4	10	gm	Coriander Seed
5	10	gm	Red Chili
6	3	gm	Hot Chilli
7	10	gm	Turmeric
8	10	gm	Ginger
9	10	gm	Lemon Grass
10	2	gm	Salam Leaves
11	3	gm	Cinamon Stick
12	200	gm	Cardamon
13	200	ml	Cooking Oil
14	100	ml	Coconut Milk

This table 3 outlines the ingredients required to prepare the gule spice mix. Essential components such as shallots (25 grams), garlic (15 grams), and candlenuts (15 grams) are combined with spices like coriander seeds, red chili, hot chili, as well as turmeric, ginger, and lemongrass to create a rich and aromatic spice blend. Additional ingredients such as salam leaves, cinnamon sticks, cardamom, cooking oil, and coconut milk are added to enhance the depth of flavor in the dish.

Table 4. Garnish

No	Qty	Unit	Items
1	10	gm	Mashed Pumpkin
2	5	gm	Local Edible Flowers

For garnish, mashed pumpkin (10 grams) is used, adding a sweet and smooth element to the dish. Additionally, local edible flowers (5 grams) are included as a garnish, providing a fresh and colorful touch to the presentation, as well as enhancing the dish's visual appeal and natural flavor.

For the tortellini, Sauteed shallot, garlic add moringa and jack fruits, season to taste wrap the mixture in gyoza skin sticking together with corn flour and water mix place tortellini poach in boiling herbs water for the *gule* spices: Wash and prepare all the ingredients for spices then sliced all heat the oil in sauce pan, saute all spices until are browned light transfer to the mortal stone and smesk make a paste. Heat the paste again make are well cooked add coconut milk strain the sauce how to serve: Place *gule* sauce on the plate, arrage the tortellini finished with pumpkin mashed and edible flowers, ready to serve.

d. Moringa Storynomic

The potential of Bali, particularly in supporting the development of gastronomy tourism, is undeniable. However, a current weakness that stands out as a significant potential hurdle is the aspect of storynomic. In gastronomy tourism, storynomic holds paramount importance as one of the five key elements, specifically focusing on narrating the stories behind food and drink. The concept of storynomics involves branding gastronomy tourism through compelling narratives, representing a framework that elucidates "storycentric business practices that drive fiscal results." Storynomics Tourism, in the context of Bali, involves packaging the enchanting beauty of Indonesia through captivating narratives, thereby serving as a draw for foreign tourists to explore the country. As noted in an article by Kartini (2021) Storynomic aligns with the principles popularized by Robert McKee (2018) in his book "Story Driven Marketing in the Post-Advertising World". McKee employs a creative storytelling approach within a marketing context, adapting the concept of Storynomics from promotional strategies. The technique involves crafting narratives that are not only creative but also strategically designed to convey

economic value. These stories, when presented as part of marketing efforts, distinguish promotions from the ordinary. McKee emphasizes that the Storynomics concept dictates a structured and planned approach to story creation, ensuring that the narratives are compelling to both readers and listeners and, in turn, attract potential customers to make informed decisions about the promoted products. The excerpt shared is a part of a narrative highlighting the utility of Moringa, as quoted in 'Usadha Taru Pramana:

"Titiang taru kelor, daging tis, ěngkĕt barak, nyĕm, akah panĕs, daun titiange dados anggen tamba mata sakit, ra, jĕruk lĕngis, uyah arĕng, saring dĕgdeĕgang, kĕteli netranya selid", (Usadha Taru Pramana Literature)

The Meaning :

"I am a moringa tree, containing cool substances, cold red sap, hot roots, my leaves can be used as eye pain medicine, mixed with lime, charcoal salt, filtered and then deposited, dripping on the eyes morning and evening"

Furthermore, this story about Moringa has been featured in a published video:

https://youtu.be/yszla5VrvKE?si=h_tpZSEkF-yX4Md

Discussion

Iconic food serves as a compelling factor that motivates tourists to visit a particular attraction, playing a pivotal role in the tourism process (Martin, C. A., et al., 2021). Examples of such iconic foods, including *ayam betutu* chicken, *satay lilit*, *lawar*, and *babi guling*, significantly contribute to attracting tourists to various destinations. These iconic foods are integral in motivating tourists to explore the attractions of Bali Province, standing out as a key factor in their travel decisions. Beyond food, the art of dining itself is an additional attraction. Unique dining practices, such as eating with hands, engaging in *megibung* (The Balinese way of eating together), and the presentation of food on a *dulang*, (the Balinese traditional tray) create distinctive and memorable experiences for tourists. Developing gastronomy tourism will undoubtedly attract more tourists, enhancing local culinary experiences. As a result, local identities will gain widespread recognition in various contexts, both within the tourism sector and beyond. However, these identities are susceptible to transformation through new creations driven by cocreation, influenced by the

culinary experiences acquired during tourism activities in a destination. In the realm of destination management, there should be a consideration of offering creative food experiences as part of the overall design and development strategy. The connection between local food landscapes and culinary tourism experiences is most prominently observed in the behavior of tourists who actively seek authenticity. Simultaneously, local communities have the opportunity to craft authentic culinary experiences. Therefore, contextualizing culinary experiences within local food landscapes holds the potential to be continually expanded and developed. This insight is underscored by the research of Park and Widyanta (2022). Their findings emphasize the need for destination design and development strategies to incorporate creative food experiences to fully capitalize on the symbiotic relationship between local food landscapes and the authentic culinary desires of tourists. The attributes of gastronomy tourism, encompassing the attractiveness of food, environment, and quality of service, play a crucial role in shaping the overall experience. These attributes serve as benchmarks in evaluating the quality of gastronomic tourism. The development of gastronomic tourism, driven by these attributes, directly contributes to an increase in tourism. In conclusion, the iconicity of local foods, coupled with unique dining practices and the attributes of gastronomy tourism, collectively enhance the appeal of tourist destinations, thereby fostering an increase in tourism. Especially Moringa, in spite of being a health product, Moringa can also be created as a food menu. To be more acceptable to tourists, moringa can be combined with several ingredients that are known internationally (Chef Lugra, Interview, 2023). To contribute to the local economy, the utilization of traditional cooking utensils is crucial in the process of preparing and serving food. This not only results in economic benefits for Gianyar but also extends to other districts involved in the production of these traditional cooking tools. (Chef Lastra, Interview, 2023) introducing local ingredients to foreign countries, has directly stimulated local production to support the development of gastronomic tourism. The use of traditional tools in the cooking process as well as serving food will be a business opportunity for local communities, especially in Bali.

Culinary creativity, viewed as an art of cooking, has propelled the archipelago's culinary richness to global recognition. The abundance of agricultural products has sparked a gastronomic explosion (Horng and Lin, 2017). Examining the development of gastronomy in Bali through its historical lens reveals a progression in the sophistication and diversification of eating and drinking patterns, adapting to the changing times influenced by the fluctuations in the tourism industry. The distinct flavor of full spices, known as *basa genep*, has become a highlight of Balinese gastronomy, appealing greatly to tourists (Putra, Raka, Yanthy, Aryantiand Pitanatri, 2018). Gastronomy's role in the continuity of tourism is pivotal; in the entertainment dimension, culinary experiences serve as a means of pleasure and fulfillment. From an educational perspective, the current digital landscape plays a crucial role in supporting various tourist activities. Food vloggers, for instance, can disseminate information related to gastronomic tourism. Tourists are increasingly encouraged to take the initiative to learn cooking and food processing, fostering opportunities for cooking classes. This not only enhances the overall tourist experience but also contributes to the educational aspect of gastronomy tourism. Nowadays, (Bestari, et al, 2022) mentions the existence of gastronomic tourism with various cooking classes and food festivals as new attractions. Cooking class is a form of creative tourism because it emphasizes offering experiences to tourists or tourist experience in the field of cooking Balinese cuisine. Tourists have the opportunity to learn to cook and then enjoy the cooked food. Tourists visiting Ubud now have the opportunity to be able to taste, enjoy, and also learn how to cook a variety of delicious local foods. According to (Navarro et al., 2012), Dinner and cooking classes, in general, have become an important part of leisure time. for example, haute cuisine has grown closer to the people and vice versa. Consequently, both must be aware of each other's respective motivations and concerns that are changing the way of cooking in most restaurants, forcing an adaptation to the wants and needs suggested by the most heterogeneous gourmet community in history. Several limitations in this research that could guide future research. First, tourists' perceptions of Moringa dishes. Understanding tourist's perceptions of the flavor profile, health benefits, and overall

appeal of Moringa based foods could inform more targeted culinary developments and marketing strategies. Second, exploration is required into how these traditional elements are perceived by international tourists. Third, the effectiveness story is driven in marketing to influence tourist behavior, especially the involvement of digital influencers and food vloggers. Addressing these limitations could not only strengthen Bali's gastronomic tourism framework but also establish guidelines for the sustainable integration of local foods and traditions within the broader context of global culinary tourism.

CONCLUSION

Moringa is widely regarded as the "angel of plants" in Ubud, Gianyar, where it not only serves as the regency's symbol but has also been instrumental in efforts to reduce stunting. Known for its remarkable health benefits, Moringa offers both medicinal and non-medicinal advantages. The strategic integration of Moringa into the gastronomic tourism framework of Ubud, Gianyar, is crucial for the destination's success. As a globally recognized superfood, Moringa's rich nutritional and medicinal properties have already established it as a prominent symbol of Gianyar Regency. This positions Moringa to become a key element in the region's gastronomic tourism offerings.

The promotion of Moringa as a culinary icon is a collaborative endeavor involving various stakeholders. Moringa-based dishes, crafted from locally sourced ingredients, are being internationally showcased, adding a unique dimension to the sustainable development of gastronomic tourism. This approach not only highlights Moringa's nutritional benefits but also enhances the attractiveness of Ubud as a destination by promoting healthy food through tourism.

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DECLARATIONS

Conflict of Interest, We declare no conflict of interest, financial or otherwise.

ETHICAL APPROVAL

The corresponding author, on behalf of all authors, affirms that the study complies with ethical standards. No human subjects or animals were involved in the research, and all procedures were conducted in accordance with applicable ethical guidelines and regulations.

INFORMED CONSENT

On behalf of all authors, the corresponding author confirms that all informants have given their informed consent and agreed to the inclusion of their information in the study.

DATA AVAILABILITY

The data supporting the findings of this study can be obtained from the corresponding author upon request.

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