
LITERATURE REVIEW OF FOOD TOURISM, CULINARY TOURISM AND GASTRONOMY TOURISM**by****Aditya Nova Putra****Program Studi Manajemen Perhotelan & Pariwisata, Fakultas Bisnis & Ilmu Sosial, IULI-
International University Liaison Indonesia, BSD City, Serpong, Tangerang.****Email: aditya.nova01@gmail.com****Abstract**

This study aims to analyze the comparison of food tourism, culinary tourism and gastronomy tourism. These terminologies were heard in several times since it was related with all the activities of tourist while they were travelling to particular tourist destination. Since food has already becoming an integral part of the tourist experience itself. Food has been examined potentially integrated with destination and attraction which are all under the umbrella of hospitality industry. Theoretical foundation in this study was built based on literature review on finding definition of culinary and gastronomy based on previous studies. Comparison of tourist's level interest has been examined in order to seek an experience in looking food and beverage during their travel. The method used is qualitative research method by describing information and data about food tourism, culinary tourism and gastronomy tourism. The technique is observation and documentation as well as library study. Data analyze from data reducing, presentation, verification and conclusion. This study will give a better understanding in the motives of people aim to experience a new thing related with local food and beverage in particular destination. Food tourism, culinary tourism, and gastronomy tourism has a similar purpose. Since food and beverage has been identified as an important role among the motivational factors to visit a destination. This could see from the people who interest to look up food and beverage, engaging with local communities and building a social connection as part of psychological needs for human being.

Keywords: Food Tourism, Culinary Tourism, Gastronomy Tourism**INTRODUCTION**

This paper attempts to analyze the comparison of food tourism, culinary tourism and gastronomy tourism for developing tourist destination. Since travelling has become one of the priorities in people spending habits. People tend to spend less on the tangible goods while spending on experiences such as eating out and travelling are increasing. Food has an essential part for tourist, instead of fulfilling their needs in satisfying the needs, it can also tend to satisfying their psychological needs in terms of social aspect. Instead of food is basic needs, however, food can actually bring a motivation for tourist in selecting destination (Tan & Lim, 2017). According to Maslow's hierarchy of needs, self-realization which is the fifth stage of Maslow hierarchy needs can be filled by

experiencing other cultural and local foods (Guzel & Apaydin, 2016).

Food and tourism are not stand as an integral concept. However, it defines as social phenomenon which concerning the food interrelated with the culture, social, environment, and sustainability, economy, history, of nation and people (Guruge, 2020) All the resource in destination, attraction, type of food and drink they provide, and culinary experience in destination could have a potential to maintain whole experience during tourist visit to one place. Tourism could create a great multiplier effect in economic sector where the tourist would like find some leisure time spending activities Growing of food and beverage industry at the moment has shown the increase of need of food, especially during

travelling (Komaladewi, Mulyana, & Jatnika, 2017). Based on BPS (2015) indicates food and beverage sector has become the biggest contributor of Gross Domestic Product (GDP) which is 9.14% on Tourism industry. The substantial analysis to see on comparing those definition of “food tourism”, “culinary tourism” and “gastronomy tourism” will affect to indicates better understanding of the tourist who visited on some of destination. Qualitative approach will use as research tools on this study which include literature survey method from journal articles, industry reports and theories in order to organize the conclusion. This paper will examine empirical arguments and it concludes future research directions accordingly.

LITERATURE REVIEW

2.1 Function of Food

As the basic human needs, the most fundamental things to do is eating. As the first layer of Maslow hierarchy of needs, primary motivation of people to eat is in order to fulfil the needs or satisfy the hunger (Guzel & Apaydin, 2016). Food has becoming an essential part which is formed from plants or animals to sustain human biologically needs (Peres, 2017). According to Merriam Webster, food is defined as substantial components consist of protein, carbohydrate, and fat that used to sustain growth, repair, and vital processes to furnish energy in body. In addition to fulfil biological needs of human, considering psychological needs of human is also fundamental part of food. Food also plays a significant part in building social interest and psychological expression (Wijaya, 2019). This is linked with Tarr (2016), where food also can be associated with the culture, values and custom as well as obtain a different experience. Encounter the surrounding area during travelling to other destination, food will always be part of enhancing memorable experience to people (Tarr, 2016). Since, food and culture are inseparable with each other, the terms of culinary and gastronomy will always be an

integrated concept as under food umbrella (Oktay & Sadikoglu, 2018). Moreover, food has been recognized as an expression of identity to represent the destination in particular region and nation.

2.2 Definition of Culinary

The term of culinary comes from the Greek word *culinarius* which related to cook and *culina* kitchen. Culinary has a similarity to define cuisine and it can be stated as a processed of product which is a cuisine, such as snack, food, and drinks (Maengkom, 2015). Culinary has been recognized identically with consuming the type of food and beverage. Indra Ketaren (2017) stated that the “art of good cooking” and the knowledge or the ability to produce a good cook. Moreover, culinary defines as art of preparation, production, and presentation of food and beverage by Culinary Actress. On the other words, Ingredients, preparation and production of food and beverage, inspiration, events, and social structured may relate as definition of culinary (Naruetharadhol & Gebombut, 2020). Structure of culinary as an art of good cooking can be elaborate, as follows; recipe, ingredients, preparation, method of cooking, aesthetic, and food display (Ketaren, 2017). In addition, culinary related to cooking, food, and drinks as a basic need for human being in order to provide energy source for daily activities (Fitrisia, Sibarani, Mulyadi, & Untung, 2018)

2.3 Definition of Gastronomy

The term of gastronomy initially formed by combining Greek words between “*gaster*” (stomach) and “*nomas*” (law). Moreover, gastronomy defines as an understanding of various social cultures, historical components, literature, economic status, religion, geographical aspect whereas the food is the core subject (Williams, Williams, & Omar, 2014). Broader spectrum has been covered in the perspective of gastronomy compared to culinary itself (Turgarini & Sari, 2017). Since, product of gastronomy is not just referred only to food and beverage, however cultural and heritage were involved as the activities in

gastronomy. In other words, gastronomy can be said as the art of good eating where it can be identified as people who love to explore the food (Ketaren, 2017). It expressed that people who a fan to look for some food experience can be called as “gastrosof”. According to Indra Ketaren (2017) as the founder of Indonesian Gastronomy Association has examined the structured of gastronomy, as follows:

1. History: the originality of foods, cultivate the ingredients, technique and presentation.
2. Culture: religion, belief, custom, value of local wisdom that affects community to consume these foods, such as; why cuisine is important, how is culture of eating local people, and ability to innovate textures and flavors in food.
3. Geographical landscape: environmental and climatic factors which influence the community to cooks the food.
4. Method of cooking: technique and process of cooking, kitchen utensils which have been used, and availability of flavors in food.

According to Sormaz (2016), gastronomy stated as pursuit of having unique and memorable experience and drinking experience. Gastronomy has a purpose to maintain human healthy by providing best nutrition possible as well as ensuring enjoying life through eating food and beverage which produced in hygienic environment and presented in good visual pleasure to enhance people experience (Sormaz, Akmese, Gunes, & Aras, 2016). Moreover, gastronomy is way to accelerate the development of tourism in terms of integrating the sense of culture into food and beverage with a region subsequently (Suanpang, 2015).

2.4 Food Tourism

Food and tourism has becoming the key aspect of people’s travel experience where it necessary to understand the culture as well when visit tourism destination. Not similar like the others type of tourism, food tourism has no an exact direction for the tourist, whereas the information comes from relatives who ever

visited previously to that destination (Rachão, Breda, & Fernandes, 2018). Cholin Michael Hall (2004) stated that food tourism as a part of the travel experience and those tourists whose activities, behaviors and event, destination selection is influenced by an interest in food”. Spending and consuming the food as part of tourist experiences will always related to motives of people choose activities and some event in particular destination. Local culture, include history and local culture have become a differentiation of food tourism from normal food consumption. Unlike the others type of tourism, authentic food experience has been offered to the tourist (Sthapit, Kumaran, & Björk, 2020). Based on UNWTO (2017), food tourism has essentially offered a benefit at the level of regional entity, which are; social inclusiveness, employment and poverty reduction, resource efficiency, cultural values, sustainable economic growth and appreciation in diversity and heritage. According to Hall (2004), motivation and behavior of tourist who seek the food based on categorization and number of Tourist as stated in figure 1. Depending on how the tourist wants to explore their interest on seeking the food, it will be categorized into three categories, which are: high, moderate, and low.

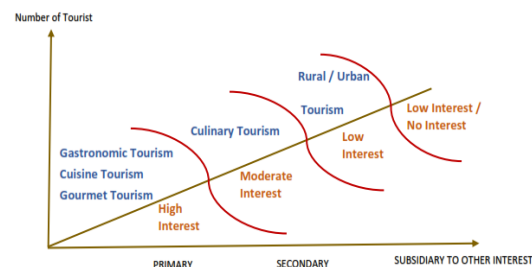


Figure 1. Different extent of Food Tourism Based on Motivation

Adapted from (Hall, Sharples, R., Macionis, & Cambourne, 2004)

Those categories will depend on the impact of food will affect the experience seeking by the tourist, which are:

1. Gastronomic Tourism, Gourmet Tourism and Cuisine Tourism

Food has becoming the first priority for the tourist to visit destination where the highest

motivation for the tourist to seek particular food and beverage in some particular areas. Fine dining restaurant, wineries, and festivals have been associated with those activities. Highly interested in finding sensational or exotic food experience with structured preparation and aesthetic presentation defines as a part of gourmet tourism. Meanwhile, gastronomic and cuisine tourism have been associated with attending local regional food festivals, visit farm, wineries and tasting authentic specialties food in restaurant.

2. Culinary Tourism

Culinary tour where food business has been associated as part of lifestyle when visit particular destination. Visiting a local festival and food market indicates as a secondary category for the people who wants to experience the food.

3. Urban Tourism / Rural

In this category, the food has not becoming the highest priority as part of tourist travel on visiting destination. Food just assumed as a basic need of necessities of life.

2.4 Culinary Tourism

The term of culinary tourism is an intentional exploratory participation in foodways of someone considered; whether you go to food or food comes to you where it comes the nature of the encounter (Long, 2005). Nowadays, culinary tourism has been developing in tourism sector which gaining new experience for the tourist to sought-after the food and beverage in their holiday destination. Escape from daily activities as well as change eating habits in order to seek out new food experience with family and friends as the expectation of culinary tourists (Kim, Eves, & Scarles, 2009). Testa (2019) stated that culinary tourist called as foodies, whereas group of people which interest in local food & beverage by seeking memorable experience in destination. Culinary as part of tourism product will able to impress tourist experience, whereas, consuming traditional food in destination could be one of impressive new culinary experience (Kristanti, Jokom, Widjaja, & Wijaya, 2019).

Tourist's opinions, the attributes of food, and the feeling of tourist during their experience will involves as a main of culinary tourism. Culinary tourism affects emotional experiences and satisfaction as well as behavior of society through food promotion offered to the tourist (Komaladewi, Mulyana, & Jatnika, 2017).

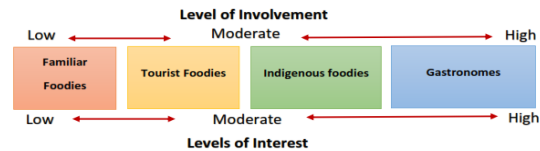


Figure 2. Level of involvement and interest among food consumer

Adapted from (Rachão, Breda, & Fernandes, 2018)

Figure 2 illustrated as an identification market segment based on the level of interest and involvement of visitors in local food and beverage at destination. Gastronomes which considered as the higher level of involvement and interested, followed by indigenous foodies which indicated moderated to high levels involvement and interest. At the latest, Tourist and familiar foodies examined low to moderate level of interest and involvement (Rachão, Breda, & Fernandes, 2018). Growth of market segment in tourist seek for some food during their experience in travelling has indicated culinary as part of gastronomy. It is a possible competitive advantage which encompass to destination development. Contribution to the overall economic performance will be occurred as a result of emerging culinary tourism (Wijaya, 2019). Those activities which partly could be offered to the tourist such as; visit heritage tourism, outdoor activities (running and cycling), local food festivals, and visit local market (Turgarini & Abdillah, 2016). Moreover, previous studies highlighted as culinary tourism represents as an essential role in emerging tourism industry and encompasses between traditional values and new trends in the market (Testa, Galati, Schifani, Trapani, & Migliore, 2019). Appreciate for culture and tradition, maintain a healthy lifestyle, authenticity and focusing on sustainability will

be some components of culinary tourism.

2.5 Gastronomy Tourism

Exploring local culture and seeking authentic experience in relation to food and beverage has been associated with the definition of gastronomy tourism. Gastronomic tourism can always be linked how people who have an interest to see the story behind the food related to history, people, and local culture in the gastronomic destination (Koufadakis, Manola, & Stylianos, 2020). Better understanding of local custom and aspects of place culture as an output from gastronomy tourism which obtained from the acquisition of experience, knowledge and consuming of food and beverage from a particular place that they visit (Sthapit, Kumaran, & Björk, 2020). In addition, gastronomy can be the best way to introduce tourism destination where the tourist who has interest to know about the culture of food about the destination that they visit (Komaladewi, Mulyana, & Jatnika, 2017). Gastronomy defines as the art of good eating where it examines the relationship of food and beverage that they consumed with the appreciation across tribe, nation, race, group, religion, gender and culture (Turgarini & Sari, 2017). Instead of seeing in culinary perspective, gastronomy also indicates the study of human behavior, method of cooking, to taste and feel (Oktay & Sadikoglu, 2018). Culture which established with a local society has determine the lifestyle in the society itself. Parties, funeral ceremonies, and culinary habits are an integral role as part of the culture. Seeking originality of a dish and being indigenous to a place, a region or a country can be expressed as gastronomy tourism (Sormaz, Akmesse, Gunes, & Aras, 2016). Since, gastronomy tourism industry has not only comprised of food guides and restaurant, however, it also associated with some of culinary experience, such as; cooking schools or seminar, cook books, cooking program, wineries, vineyard, breweries, distilleries, and agricultural products (Pavidis & Markantonatou, 2020). Instead of it, some other important subfactor in gastronomy tourism who play an important role, as follows;

chef, media, tourism providers, catering service, government regulation, public awareness, food image, promotion and marketing (Guzel & Apaydin, 2016).



Table 1. Gastronomic Activities
Adapted from (Kemenparekraf, 2019)

UNWTO report in (2017) indicated some of gastronomic activities, whereas; food event has indicated 79% interest as being followed by gastronomic routes, cooking class, and workshop 62%. Visiting food fairs with local product has shown 59% as well as visit to local market has shown 53% and the latest with very less weight among of gastronomic tourism product are museum with only 12% interest. This is lined with Guruge (2020) statement, who denote that gastronomic tourism consist of experiential trips that related to particular lifestyles and culture in which food as the core subject, for instance; visit local farm, gastronomic festivals, food fairs, events, cooking show, demonstration, and tasting session. In addition, gastronomy tourism has been revealed as an intentional pursuit of appealing memorable experience related with the authentic food, while travelling internationally, regionally and locally (Williams, Williams, & Omar, 2014).

2.6 Previous Studies

No.	Title and Source	Variables and Sub-Variable	Findings
1	Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism. (Wijaya, 2019)	Variables on this study has been associated with food and culture in Indonesia. Moreover, it examines the potential of relationship of historical and contemporary food as well as analyzing the characteristic of Indonesian Cuisine.	This study used as a starter contribution to analyse and increase the market awareness of Indonesian cuisine and its richness particularly through the exploration of socio-cultural aspect.

			Since Indonesia has shown a long history with diverse influence from different culture Diversity has significantly influences in order to support establishment to create an exotic cuisine of the country.
2	Food tourism and regional development: A systematic literature review. (Rachão, Breda, & Fernandes, 2018)	This study using variable of food tourism and food clusters which have been identified as an approach to find an innovation of regional development.	This study indicates food tourism may have an indirect impact on food exports. Since, international tourist could potentially become as an ambassador of local products and how they can influence others as family and friends
3	Gastronomy Tourism Attraction in Ternate City (Turgarini & Sari, 2017)	This study approach by using qualitative study whereas variables of gastronomy and tourism has been analyzed by profiling the city of Ternate based on activities, and gastronomy list.	This study examines potential of Ternate city to be developed as Gastronomy city. The attraction with Gastronomy activities combined with historical tours, religious tourism, nature tourism, and shopping tour are believed to enhance tourist satisfaction and experience.
4	The Gastronomy as an art and its role in the local economic growth of tourism destination (Koufadakis, Manola, & Stylianos, 2020)	This literature based on Gastronomic Tourism as a main focus. In addition, literature based on history of gastronomy, art of restaurateur, and how Gastronomy affects economic development.	Since the trends of modern tourist have been changing rapidly, the needs of travel choice and more time available are essential to be considered. This study reveals that category of gastro tourist, is able to stimulate personal aesthetic and gastronomic pleasure in comparison with passive travel experience that

			mass tourism usually offered.
5	Culinary Experience of Domestic Tourists in Indonesia: A Study on Denpasar and Yogyakarta Tourist Destination (Kristanti, Jokom, Widjaja, & Wijaya, 2019)	This research conduct by using Culinary Experiences Quality variable towards variable of Culinary Experiences Satisfaction and Destination Experience Satisfaction	This study indicates that culinary experiences quality has the higher impact towards destination experience. Therefore, it will help the local government to increase the satisfaction of domestic tourist toward local culinary and the destination.

2.7 Differences of study

1. This research will conduct literature review by using qualitative approach by analyzing of understanding food tourism, culinary tourism, and gastronomy tourism.
2. The differences of this study by giving a brief definition of food, culinary and gastronomy as a perspective to obtain better understanding for readers.
3. Proposed research model has been created in order to find the art of state of literature study.

2.8 Framework of thinking

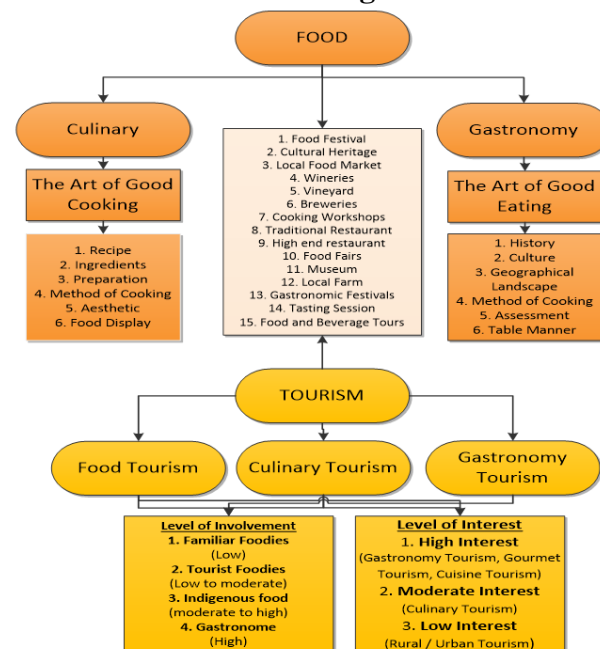


Figure 3. Proposed Research Model

CONCLUSION

From proposed research model, it has been stated that, food will always be integrated as part of tourism experience. Since food has becoming the way to fulfil the human needs, it can affect the psychological aspect in human being. Food sector has been growing sector in developing of economic component in local region, state, and nation. In global literature, food tourism, culinary tourism and gastronomy tourism examines similar aim and definition with each other. However, there is a slight difference between culinary and gastronomy understanding in global. The purposively of how people attempt to feel a new experience of local food and beverage as well as being engaged in local community surrounding. This paper denoted the difference level of interest by showing the motives of people find the food during their travel to particular destination. Based on previous studies, it indicates gastronomy tourism has the high level of interest to sought after in experiencing the food and culture in destination. Since, gastronomy tourism tends to let tourist to seek the story behind the food from history, culture, geographical aspect, and method of cooking. The wider perspective of gastronomy tourism will come with the activities which emerge an emotional connection as a result of memorable tourism experience. For further researcher, development of tourism must be concerned by seeing economic value to support of local business especially related with the food and beverage. For instance, Ubud Food Festival in Indonesia which kind of the event held by tourism ministry with supported by local community in Bali is one example of food festival which could attract more tourist to come into that particular destination. Instead of just serving product of food and beverage in establishment or destination, local people could see the new way in building a connection to the tourist.

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