



The Journal Gastronomy Tourism

Journal homepage:

<https://ejournal.upi.edu/index.php/gastur/index>



Traditional Gastronomy as Marine Tourism Attraction in East Nusa Tenggara Province (Studies Region City Kupang and Labuan Bajo Regency West Manggarai)

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ABSTRACT

According to a global report on food tourism, tourists have a strong preference for local products, especially food. In Indonesia, many people are engaged in the culinary business, which supports the development of gastronomic tourism attractions in the country. East Nusa Tenggara Province has a variety of marine tourism attractions. However, the attraction of local food is equally compelling. The city of Kupang as the capital of East Nusa Tenggara has the highest level of visiting tourists in East Nusa Tenggara and is second is West Manggarai which is renowned for Labuan Bajo. This study aims to explore how to develop traditional gastronomy as a marine tourism attraction in East Nusa Tenggara. By distributing the pre-survey to 100 informants, it can help researchers to find out what obstacles tourists face when enjoying local food in East Nusa Tenggara as well as what tourists expect in the future. To increase the popularity of gastronomic tourism in Indonesia and abroad, researchers designed a traditional gastronomy-based tour package in East Nusa Tenggara specifically for of Kupang and Labuan Bajo. It is expected that after traditional gastronomy in East Nusa Tenggara is widely known, will positively impact the nine stakeholders (Nona Helix) encouraging them to provide the best services for tourists visiting East Nusa Tenggara.

ARTICLE INFO

Article History:

Submitted/Received May 2024

First Revised May 2024

Accepted June 2024

First Available online June 2024

Publication Date June 2024

Keyword:

*Traditional Gastronomy; Marine
Tourism Attraction; Nusa
Southeast East*

1. INTRODUCTION

Tourism today presents a paradox. On one hand, globalization is getting stronger, while on the other, there is an increasing appreciation of local wealth. Tourism destinations must struggle to remain competitive amidst increasingly fierce competition, while facing constantly changing technological developments. An increasingly open society means tourists are looking for experiences that reflect local identity and culture. According to UNWTO's Taleb Rifai, culinary tourism is becoming increasingly popular, with many destinations promoting their local food products (Bagaihing M & Mantolas CM, 2021). This opens up opportunities to market unique products and attract the attention of tourists.

Data shows that food events get the main attention from travelers, followed by culinary routes, cooking classes, visits to markets and producers. However, offerings such as museums and presentations are not as popular (Kokkranikal J & Carabelli E, 2024). Gastronomy is not just about food and drink, but also about understanding and appreciating the culture of different countries (Afriani et al, 2022). Consuming food while traveling is becoming an interesting experience for tourists, with factors such as location, companions, events and authenticity of the destination playing an important role (Basle N, 2023; Recuero-Virto N & Arróspide CV, (2024).

Gastronomic tourism is not only about dining, but also about appreciating local cultural values (Lebrun AM & Bouchet P, 2024; Soonsan N, 2023). This not only enhances the tourism experience, but also supports sustainable rural development. In Indonesia, each region has its own unique culinary riches. Traditional Indonesian food is very diverse, influenced by various cultures and local ingredients. Gastronomic tourism can be a new source of income for the community, especially in the small and micro scale food industry sector (Ningrum FC, 2021).

East Nusa Tenggara (NTT) is one of the provinces in Indonesia which is rich in tourism potential. With its cultural and culinary diversity, NTT attracts many tourists (Suloso S, 1991). The cities of Kupang and Labuan Bajo are the main destinations, especially because of their marine tourism attractions and local culinary delights. Despite a decrease in visits due to the COVID-19 pandemic, Labuan Bajo remains a popular destination for tourists.

Local foods such as corn borse, se'i babi, and fish in sour sauce are the main attraction of gastronomic tourism in NTT. As one of the provinces in Indonesia that uses corn as its staple food. The corn used as raw material for native NTT dishes is generally a local variety (Hamaisa et al, 2021). The people of NTT rely on corn as their main food crop, while fish dishes are a favorite during the dry season. Creativity in gastronomic tourism helps in destination promotion, while tour packages can be a way to maintain NTT's unique culture and food.

Even though gastronomic tourism is promising, there are still obstacles such as difficult access, poor service and high prices. However, tourists consider it important to develop culinary tourism because this helps in preserving local culture and introducing it to the wider community, including abroad.

2. LITERATUR REVIEW

2.1. Gastronomic Components

According to Turgarini (2014), gastronomy as a tourist resource is an experience of enjoying food and drinks which have unique attractions for tourists, such as museums, recreation and shopping. Gastronomy as a tourist resource, is valued not only for its own sake, but also for its ability to develop rural areas to increase local income and employment. In addition, gastronomic tourism helps in the promotion and branding of a destination while

preserving and protecting regional diversity and customs as well as exploiting and identifying authenticity (Zain et al, 2023).

2.2. Nona Helix

Turgarini (2021), explained that to support an area to become a gastronomic city, collaboration between stakeholders is needed, which is called Nona helix. Nona Helix consists of entrepreneurs, government, workers, suppliers, experts, observers, connoisseurs, non-governmental organizations (NGOs, Non-Governmental Organizations) and information technology.

2.3. Preservation

Preservation is an effort that is based, and this basis is also called the factors that support it, both from within and from outside the thing being preserved. The preservation criteria can be measured from the uniqueness of the area, the history of the area, the special features of the area, and community participation. Cuisine has been seen as an expression of a society's way of life. The uniqueness of a cuisine is also its cultural and natural heritage. So culinary heritage needs to be preserved, because culinary heritage is part of a cultural system and a meaningful indicator of identity.

2.4. Digital Mapping

Digital maps are representations of geographic phenomena that are stored for display and analysis by digital computers. Each object on a digital map is stored as a coordinate or set of coordinates. For example, an object in the form of the location of a point will be stored as a coordinate, while an object in the form of a region will be stored as a set of coordinates.

The relationship between digital mapping and tourism activities itself is that digital maps form a travel pattern by showing the coordinates of a location such as meeting points, tourist attractions, public facilities (rest areas, places of worship, gas stations, etc). Digital mapping can make it easier for tourist activities to go from one place to another.

2.5. Travel Patterns

The meaning of pattern in the KBBI is model, while journey means crossing from one place to another. Therefore, the travel pattern itself can be interpreted as a crossing model for moving goods or people from one place to another.

Tourist travel patterns can be concluded as a model used for the activity of traveling one or a group of people from one place to another for the purpose of recreation and development. Tourist travel patterns are an aspect that can influence tourists in making decisions to take a tourist trip in the form of a structure with various tourist travel options between destinations and equipped with information such as facilities, activities and tourist services.

2.6. Tour Packages

The following are the components that must be considered when preparing a gastronomic tour package:

- a. The capacity or ability of tourists to consume food, including main course food three times a day and snacks/coffee, that is usually served twice a day, at 10.00 AM and 03.00 PM.
- b. The region's leading destinations, such as natural tourism, historical tourism and cultural tourism.

- c. Time period or visit, for example in one day or two or three days or even a week.
- d. Inventory of leading gastronomy in this region, such as local special raw materials, regional gastronomic history, traditional ceremonial gastronomic traditions, gastronomic philosophy, food and beverage home industry, restaurants, traditional markets, souvenir shops with well-packaged goods, Itinerary or visit schedule must be adjusted (Wondirad A & Verheye G, 2023).

One way to prove a gastronomic object is by managing and exploiting the potential of the object to become a tourist attraction. This is because the gastronomic tourism route uses an original system, offers thematic and complex tours, and can provide information about other tourist attractions that the route passes. Gastronomic tourism from the results of tourist route planning can be implemented in tour packages. So that it can provide economic value for local communities and regional governments as well as related parties such as tourism and travel services.

2.7. Tourist Attraction

Some things that attract tourists are as follows:

a. Unique tourist attraction

Unique attractions are a significant component in attracting tourists. A tourist destination area can be used as a tourist destination for tourists if it supports its development into a tourist attraction. What is developed into a tourist attraction is a source of tourism for the future. There are three tourist attractions that can attract visitors, namely 1) natural resources, 2) cultural tourist attractions, and 3) man-made tourist attractions.

b. Facility

Amenities are all kinds of facilities and infrastructure needed by tourists while in a tourist destination. The facilities and infrastructure in question include providing accommodation, restaurants, transportation and travel agents. For example, tourism facilities such as providing hotels, providing meeting halls and so on can possibly attract tourists to come to visit. Providing adequate infrastructure to realize advanced tourism, such as roads, providing electricity in every tourist destination area, airports, ports and others that support the sector itself (Alzboun, G et al, 2023).

c. Accessibility

Accessibility is no less important in tourism activities. Having easy access to a destination will certainly have a good impact on the continuity of the industry in the future. Hence, the presence of accessibility in the world of tourism needs to be considered because it is an important component that is taken into account by tourists when making travel decisions.

3. METHODS

This study used descriptive qualitative method. Where research is carried out to find out and descriptively investigate facts and events that occur in the field by researchers (Abdussamad Z, 2021). The reason the researcher used this research method was to explore or obtain all detailed information in accordance with the aim of this research, namely related to the development of traditional gastronomy in the cities of Kupang and Labuan, NTT Province.

Population/sample, participants are entrepreneurs (3 parties), government (3 agencies), workers (3), suppliers (3), experts/academics (3), observers (bloggers, YouTubers, writers), connoisseurs (76 tourists), NGOs (pokdarwis, fishermen/farmer groups, MSMEs) and information technology (3) (Herdiansyah H, 2010). The research locations are in Kupang City and Labuan Bajo.

This research instrument uses a questionnaire method in the form of questions using purposive sampling, documentation and literature study techniques. In research, you must pay attention to three things to get scientifically accurate research results, namely related to the data analysis methods used, such as data reduction, data presentation and drawing conclusions.

4. RESULTS AND DISCUSSION

The results of the research data presented by the researcher are interview data, observation and documentation. The results of the interview data were obtained by researchers by distributing questions to 100 informants from various different backgrounds from April 18 2023 to May 20 2023, each of which consisted of three entrepreneurs, government, workers, suppliers, experts/academics, observers, NGOs and information technology for a total of 24 people. Meanwhile, there are 76 connoisseurs (tourists). The research presented by this researcher displays several traditional foods typical of East Nusa Tenggara along with their history, manufacturing process, ingredients, educational value, nutritional value, experience and related ethics. The foods discussed include bosc corn, katemak corn, se'i sapi, fish in sour sauce, and rumpu rampe.

4.1. History, Philosophy and Culinary Traditions of Bosc Corn, Katemak Corn, Se'i Sapi, Fish in Sour Sauce and Rumpu Rampe

a. Bosc Corn

History and Tradition: Bosc corn means corn that is pounded in a mortar to remove the outer shell and is done manually so it takes a long time. This pounding process continues to develop to this day, using hard wood instead of stone and giving it a hole in the middle and giving it the name mortar ([Hamaisa et al, 2022](#)).

Ingredients and Manufacturing Process: Made from corn, peanuts, coconut milk and spices. The process involves cooking corn with beans until it becomes mush.

Marketing and Service: Highly sought after by tourists and served with typical chili sauce and crackers.

Educational and Nutritional Value: Has educational value in introducing traditional gastronomic arts and contains carbohydrates, protein and fat.

Unforgettable Experience: Unique in how it is made and in taste.

Ethics and Etiquette: Reflects Indonesian culture in eating etiquette.

b. Katemak Corn ([Nahak MMN, 2018](#)):

History and Tradition: Typical Eastern food with traditional historical value.

Ingredients and Manufacturing Process: Made from corn, pumpkin, beans and spices. Cooked with various spices until tender.

Marketing and Service: Sold in restaurants and served at affordable prices.

Educational and Nutritional Value: Has educational value in introducing traditional gastronomic arts and contains essential vitamins and nutrients.

Unforgettable Experience: The taste is unique and delicious.

Ethics and Etiquette: Reflects Indonesian culture in eating etiquette.

c. Se'i Sapi:

History and Tradition: Initially wild boar meat was used, but later replaced it with beef.

Ingredients and Manufacturing Process: Made from beef cured using smoking techniques, cooked with special spices.

Marketing and Services: Promoted through digital media and popular throughout the archipelago.

Educational and Nutritional Value: Has educational value in introducing traditional gastronomic arts and contains protein, fat and other nutrients.

Unforgettable Experience: The taste is spicy and addictive.

Ethics and Etiquette: Reflects Indonesian culture in eating etiquette.

d. Fish in Sour Sauce:

History and Tradition: Local culinary specialties of Kupang and Labuan Bajo.

Ingredients and Manufacturing Process: Made from fish with fresh sauce and special spices.

Marketing and Services: Marketed via digital media and served in restaurants (Fana LLZ, 2023).

Educational and Nutritional Value: Has educational value in introducing traditional gastronomic arts and contains protein, fat and other nutrients.

Unforgettable Experience: The taste is fresh and unique.

Ethics and Etiquette: Reflects Indonesian culture in eating etiquette.

e. Rumpu Rampe:

History and Tradition: Typical East Nusa Tenggara stir fry with ingredients that reflect local philosophy.

Ingredients and Manufacturing Process: Made from various types of vegetables which are boiled and sauteed with special spices.

Marketing and Service: Cheap and selling well in restaurants.

Educational and Nutritional Value: Has educational value in the introduction.

4.2. Developing Local Food of East Nusa Tenggara as Marine Tourism Attraction

East Nusa Tenggara boasts a diverse range of local food like as reviewed previously. However, there are still numerous constraints reported by informants, such as difficult accessibility to certain locations, inadequate service or human resources, and prices that are not budget-friendly compared to the food offered. Additionally, many informants were unaware of gastronomic tours (Sutiadiningsih et al, 2023). To address these constraints, several steps need to be taken to develop gastronomic tours, not only by preserving typical local NTT food but also by garnering interest from the nine stakeholders. Here is the explanation:

- a. Entrepreneurs and workers, as a home business, have been running local food businesses mostly by owners and their families. Some of the additional workers are their neighbors.
- b. The government, Kupang City Tourism Office and West Manggarai strongly support the development of gastronomic tourism in their regions. Gradually all the potential for gastronomy will become developed simultaneously with other tourist attractions.
- c. Experts and observers can contribute significantly to introducing local NTT specialties so that they are widely known and can become a gastronomic tourist attraction. A number of documentation related method making, recipe, history and philosophy is necessary so that people understand about it, especially the younger generation. This is method aims to safeguard the authenticity of local cooking recipes.
- d. Suppliers, currently there are quite a lot of suppliers for local food needs so they can support each other.
- e. Connoisseurs, such as tourists, can help support the preservation of local NTT specialties. The more visitors, the more opportunities for local people to open businesses.
- f. Promotion of typical NTT food can be done in two ways, namely through print media and electronic media. For example, you can use Facebook, Instagram, Web, or Tiktok. In print media, it can be published in the culinary column. Unfortunately, there is no print media

that has a special column about typical NTT food. Hopefully more local media, both print and electronic, can help promote local NTT food.

4.3. Tour Package

Researchers design gastronomic tour packages which are intended to provide tourists with more experiences in terms of gaining knowledge about food local food of NTT. In this package tour, tourists will be invited to taste some local specialties from NTT and visit some of the top tourist attractions in Kupang and Labuan Bajo. This segment of the package is for local and foreign tourists (Fiatiano E, 2009). The following are the packaging details for the Kupang City and Labuan Bajo gastronomic tour packages:



Figure 1. Brochure Package Tour Explore Kupang & Labuan Bajo

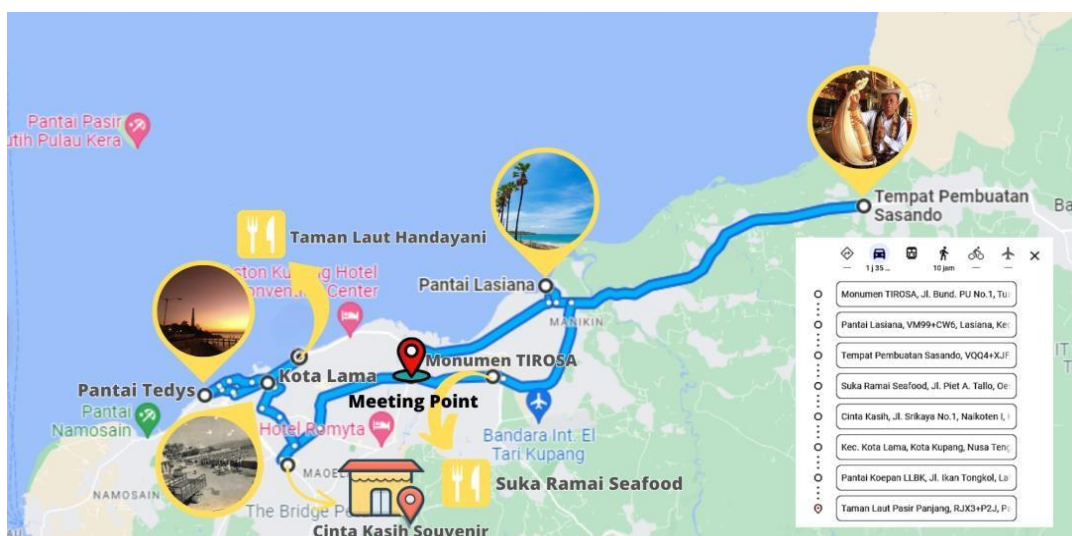


Figure 2. Mapping Digital

Source: Processed by Authors, 2023

Table 1. Itinerary to Explore Kupang X Labuan Bajo 4D3N

1st Day Kupang City East Nusa Tenggara

Time	Activity
04.00	Meet in meeting point Statue Tyrose Kupang
04.30	Journey going to Beach Lasiana
04.45	Enjoy sunrise in Beach Lasiana And enjoy bose corn in OCD Beach Café
08.00	Learn to make Rote Sugar Plates directly at the production center on the edge of Lasiana Beach.
10.00	Journey to House Sasando Oebelo
10.30	Learn about traditional music instrument of NTT in Sasando House
12.00	Journey to Seafood Suka Ramai restaurant
12.30	Lunch Time in Seafood Suka Ramai restaurant
13.30	Journey to Love Love Souvenirs
13.45	Buy small gifts typical Kupang (bowsprit, kue rambut, weaving etc)
14.30	Journey to Old City Kupang
14.40	Explore Old City Kupang to learn the history of Kupang
16.00	Walk to Tedys Beach to enjoy the sunset and local food: banana gepe, corn titi, grilled corn.
17.30	Journey to Taman Laut Restaurant
17.40	Rest and prepare for dinner at Taman Laut Restaurant, enjoying traditional NTT dishes like Fish with Sour Sauce.
19.30	Return to meeting point at the Tyrose Statue Kupang
19.40	Parting remarks

2nd Day Leave Kupang City to Labuan Bajo

Time	Activity
08.00	Gather in meeting point namely the Tyrose Statue Kupang
08.30	Journey to the airport El Tari
08.15	Check in and prepare for flight to LBJ
13.00	Arrive at Komodo Airport and prepare for the journey to the hotel
13.10	Arrive at the hotel and rest for a moment
15.00	Journey to Pede Beach
15.10	Wait for the sunset in Pede Beach learning Rangkuk Alu dance
17.30	Journey to Molas Café
17.35	Dinner in Molas Café
19.00	Return to hotel
19.35	Until in Arrive at the hotel hotel and free time

3rd Day Sailing to Komodo dragon Island

Time	Activity
6.30	Pickup from hotel
7.00	Depart for Padar Island
8.15	Arrive at Padar Island
9.45	Finished trekking and photographed, return to speed boat and leave to Pink Beach
10.00	Arrive at Pink Beach. Snorkel in the area and enjoy the uniquely colored sand
11.00	Depart for Komodo Island to see Komodo
13.00	Depart for Taka Makassar. Have dinner on the way to the next destination.

Time	Activity
13.30	Arrive at Taka Makassar. Enjoy swimming and sunbathing on this small island in the middle of the Flores Sea.
14.15	Depart for Mantas Points. snorkeling with manta rays if we are lucky
15.00	Depart for Kanawa Island
15.30	Arrive at Kanawa Island. Enjoy beautiful reef coral, sunbathe And snorkel around Kanawa
16.30	Return to Labuan Bajo
17.00	Arrive in Labuan Bajo. Transfer to the hotel

4th Day Learning How to make tenun and buy some souvenirs of Labuan Bajo

Time	Activity
8.00	Breakfast at the hotel
9.30	Depart for Rumah Tenun Baku Peduli.
10.00	See And learn how to weave
11.30	Depart for Exotic Komodo dragon Souvenir Shop
12.00	Arrive in Exotic Komodo dragon Souvenirs, shopping small gifts and having dinner
13.30	Drop to airport / hotel / free program

Source: Processed by authors, 2023

Table 2. Tour Quotations to Explore Kupang X Labuan Bajo 4D3N

Fixed Cost		Variable Cost	
Transport		Entrance Fees	
• Kupang Hiace 12h	Rp. 1,200,000	• Making Sugar Plates	Rp. 25,000
• LBJ Hiace 10h	Rp. 1,500,000	• Sasando House	Rp. 15,000
Parking Fees		• Rangkuk Alu Dance	Rp. 10,000
• Lasiana Beach	Rp. 10,000	• Rumah Tenun Baku Peduli	Rp. 20,000
• City Long Kupang	Rp. 10,000	• Package Island Komodo 1D Accommodation	Rp. 1,450,000
• Tedys Beach	Rp. 10,000	• Hotel Meruorah Labuan Komodo dragon Bajo (Twin Bed) 2N	Rp. 1,960,000
• El Tari airport	Rp. 15,000	Flights Tickets	
• Pede Beach	Rp. 10,000	• Wings Air COE - LBJ	Rp. 1,058,300
• Exotic Komodo Souvenir Shop	Rp. 15,000	ETC	
Guide Fees		• Insurance	Rp. 25,000
• 200k/day @4 day	Rp. 800,000	• K3	Rp. 5,000
ETC			
• Miscellaneous expense	Rp. 100,000		
Total	Rp. 3,670,000	Total	Rp. 4,568,300

Price Per Pax = $TCP/n + TVC$
= $Rp. 3,670,000/10 + Rp. 4,568,300 = Rp. 4,935,300$
Add 10% Profit = $(10\% \times Rp. 4,935,300) + Rp. 4,935,300$
= $Rp. 493,530 + Rp. 4,935,300 = Rp. 5,428,830$
Sell Price : IDR = Rp. 5,500,000
USD = 376 \$.

5. CONCLUSION

Based on the explanation above, it can be concluded that there are still many obstacles encountered by tourists when they want to enjoy local food in NTT Province, especially the cities of Kupang and Labuan Bajo. However, to develop gastronomic tourism so that it can reduce obstacles, efforts and support from the 9 stakeholders included in the Nona Helix concept are needed. With the Nona Helix concept, the government and local communities who participate in the development of gastronomic tourism will understand the steps that must be taken.

Gastronomic tourism can be introduced Researchers have created an example of a 4-day, 3-night gastronomic tour package from Kupang to Labuan Bajo with comprehensive facilities. Through this packaged tour, which includes various tourist attractions, tourists can savor typical local NTT food as outlined in the gastronomy-based package.

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