

GASTRONOMIC TOURISM TRAVEL PATTERNS IN BANDUNG REGENCY

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Abstract

Bandung Regency has significant tourism potential due to its beautiful mountainous landscapes and plantations that produce various local commodities as well as traditional food and beverages. Although tourism in Bandung Regency is quite developed, the local government has identified several issues in tourism development, including the low contribution of tourism to the Gross Regional Domestic Product (GRDP) and the lack of leading tourist destinations in several areas. One of the tourism potentials that could be developed into a flagship attraction in Bandung Regency is gastronomic tourism, as it holds the potential to generate additional regional income by highlighting its traditional cuisine as a magnet for tourists. This research aims to identify potential attractions, map them out, and design itineraries and gastronomic tourism packages in Bandung Regency. The method used is qualitative, with data collection techniques including interviews, observations, literature reviews, and documentation, while participants were selected using snowball and purposive sampling techniques. This research found various tourist attractions such as Kalua Jeruk, Rudjak Ciharang, and Pia Kawitan, which can be developed into gastronomic tourism experiences, resulting in two types of gastronomic tourism packages in Bandung Regency. It is hoped that the map and tourism packages developed from this study can assist stakeholders in managing and promoting these packages to attract local, national, and international tourists.

Keywords: Bandung Regency, travel patterns, gastronomy.

A. INTRODUCTION

The tourism industry plays a significant role in the global economy, accounting for 9.1% of GDP and generating 27 million new jobs by 2023 (WTTC, 2024). The sector helps reduce economic disparities and accelerate development, especially in developing countries (Sharpley & Harrison, 2019). In Indonesia, tourism plays a vital role with 11.68 million foreign tourists and 7.52 million domestic tourists in 2023 (BPS, 2024). The foreign exchange value of tourism is expected to reach \$21.5-22.9 billion by 2024.

Indonesia is abundant in natural resources and cultural heritage, offering significant potential in various forms of tourism, particularly gastronomic tourism, which blends culinary experiences with cultural and historical elements sejarah (Soeroso & Turgarini, 2020; UNWTO, 2017). The sector also contributes significantly to the national GDP with IDR 526.3 trillion in 2023 (BPS, 2024). West Java Province with 2,806 tourist attraction objects in 2022 (Disbudpar Jabar, 2023), has great potential in the development of gastronomy tourism.

Although tourist arrivals in West Java continue to increase, the province still faces challenges in the development of the tourism sector, including a minimal contribution to GRDP and a lack of flagship destinations (Pemda Jabar, 2023). To address these issues, the local government has planned policies for destination development, promotion, marketing, human resource improvement, and local cultural development (Pemda Jabar, 2023). Bandung Regency as part of West Java, has 313 tourist attraction objects in 2022, including cultural, artificial, and natural tourism, and shows a significant increase post-COVID-19 (Disbudpar Jabar, 2023).

Bandung Regency is known for its rich nature, culture and food, and has great potential in gastronomy tourism. Gastronomy tourism destinations and existing local eateries can be an attraction to develop regional tourism and improve the economy and introduce local culture (Turgarini, 2018). To

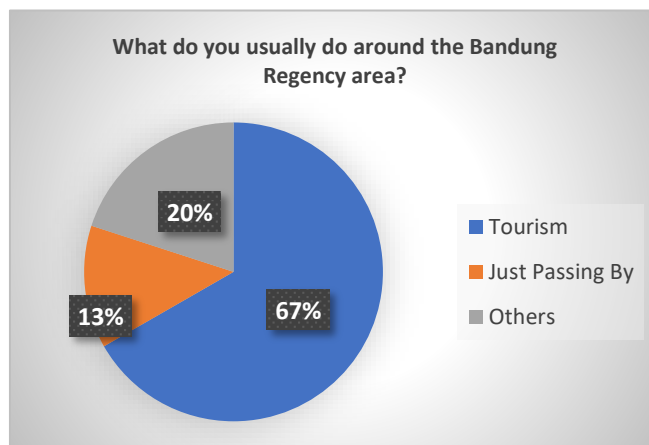
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make the existing tourist potential an attractive attraction for visitors, it is important to carry out sustainable conservation. One way to manage attractions is to use gastronomic routes, which can turn attractions into attractive destinations (Turgarini et al., 2023).

A gastronomic route itself is the planning or design of a series of activities and attractions related to the food production process aimed at attracting tourists as well as showcasing the identity and culture of the area visited (Turgarini et al., 2023). Here are the data from the pre-study results as proof of the problem given to 60 respondents randomly by giving questions that match the problem that the researchers want to study.

Figure 1: Pra – Research 1
 [Source: data processed by the author]



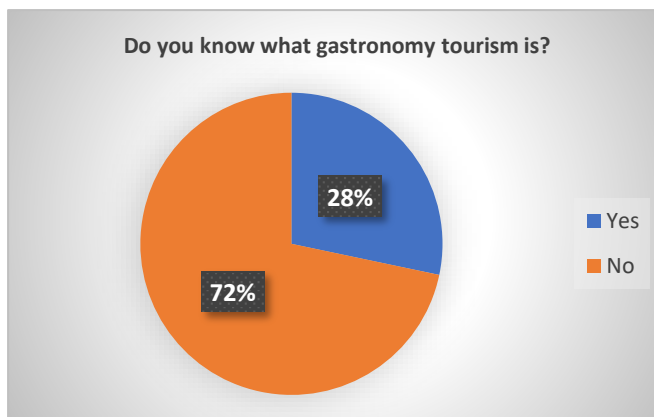
The results of the survey showed that 67.7% of respondents visited the regency of Bandung with the intention of traveling, while 13.3% only passed without stopping, and 20% did other activities. It reflects that the high interest of tourists to do tourist activities in the regency of Bandung.

Table 1: Pra – Research 2
 [Source: data processed by the author]

Question	Answer Options	Score	Percentage
Have you ever visited any of the following gastronomic tourism destinations? (Rudjak Ciherang, Puntang Coffee, RM. Gepuk Ceu Tarmini, Pia Kawitan, Kalua Jeruk, Bandrek Abah, Borondong, Peyum Abbas Sawargi, RM. Gepuk and RM. Tangek)	Never	3	55%
	Kalua Jeruk	1	1.7%
	Rudjak Ciherang	11	18.3%
	RM. Tangek	15	25%

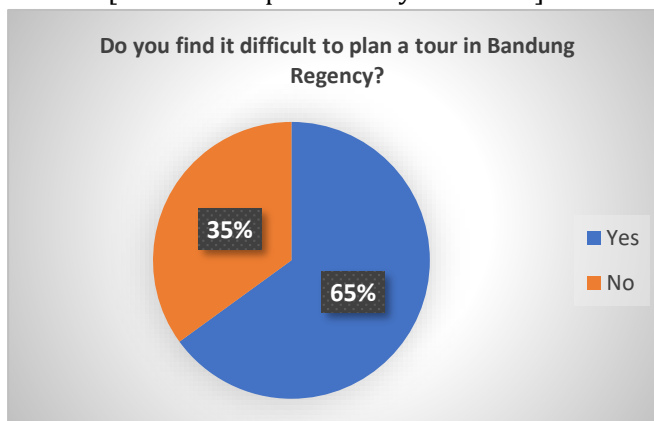
The results of the survey showed that the majority of respondents had never visited the mentioned gastronomic tourist destination, with 55% of the respondents. Only a few have ever visited Kalua Orange (1.7%), Rudjak Ciherang (18.3%), and RM. Tangek 25%. While some of these places have been standing for quite a long time and can be raised as a potential gastronomic tourism in the regency of Bandung.

Figure 2: Pra – Research 3
[Source: data processed by the author]



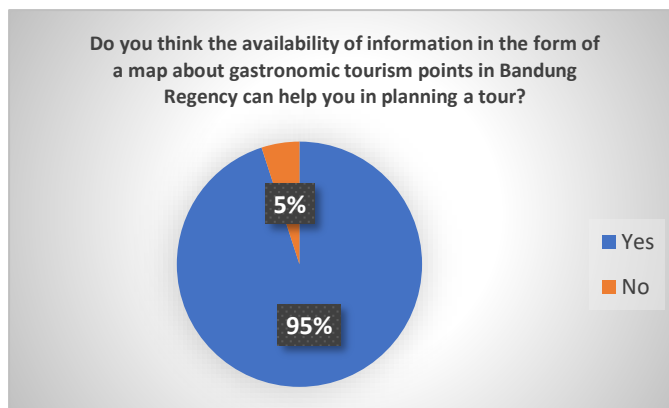
Based on the survey results, 71.7% of respondents were not familiar with the concept of gastronomy, while 28.3% of respondents already knew about gastronomic tourism. This shows that the majority of respondents do not have knowledge about this topic and there is a need to increase understanding about gastronomic tourism among the public.

Figure 3: Pra – Research 4
[Source: data processed by the author]



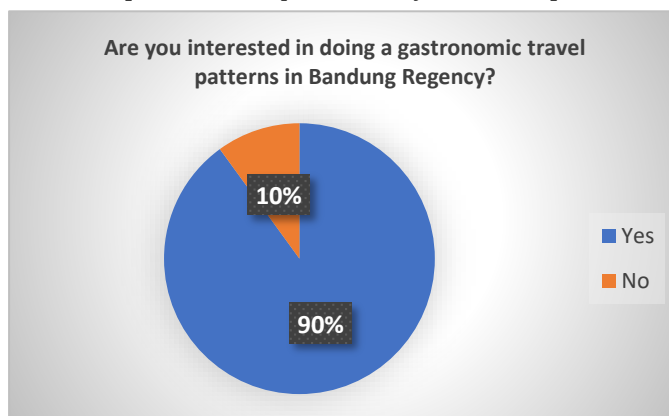
The data indicates that the majority of respondents, 65%, find it difficult to plan a tourist trip in Bandung regency. In contrast, 35% of the respondents do not experience any difficulties in such planning. This indicates that there are still significant challenges in planning tourist trips in the Bandung Regency area.

Figure 4: Pra – Research 5
[Source: data processed by the author]



The data showed that the majority of respondents, namely 95%, believed that the availability of information such as a gastronomic tourist point map in the regency of Bandung would be very helpful in planning a tourist trip and only 5% did not feel so. So from that, he needed further research on the mapping and tourism patterns of gastronomy in Bandung regency.

Figure 5: Pra – Research 6
[Source: data processed by the author]



The data showed that the majority of respondents, 90%, showed interest in making gastronomic trips in the regency of Bandung, while 10% were not interested in making travel patterns and gastronomic tour packages in Bandung regency. It shows that gastronomic tourism can be used as an opportunity in developing tourism in Bandung regency.

Based on the exposure, the regency of Bandung has shown significant tourism development with great potential tourism gastronomy and local food. However, the lack of information and packaging of unoptimal tourist potential indicates the need for mapping and development of tourist patterns of gastronomy. Then from that, the researchers plan to do research on the potential patterns of gastronomic tourism in Bandung regency.

B. RESEARCH METHOD

This research applies a qualitative descriptive method, which focuses on an in-depth understanding of objects in a real context without experimental manipulation (Sugiyono, 2013). This approach involves interviews to explore opinions, emotions, and actions (Moleong, 2014). It also aims to describe social or natural phenomena accurately and systematically (Wardiyanta, 2006). By using this method, the research seeks to provide a detailed description of the mapping and travel patterns of gastronomic tourism in Bandung Regency.

The researcher employs a qualitative approach as this method allows for an in-depth investigation of phenomena across various cases and provides a comprehensive understanding of the research object. This enables the development of data from diverse sources. This study aims to obtain an overview or description of the potential patterns of gastronomic tourism journeys in Bandung Regency based on the research conducted.

Participants in this research are individuals with relevant information, selected using purposive sampling to ensure the validity and quality of the data (Lenaini, 2021; Moleong, 2014; Semiawan, 2010). Participants consisted of 9 categories, including information media, business people, government, workers, suppliers, connoisseurs, observers, NGOs, and experts, with a total of 100 respondents (24 stakeholders and 76 tourists). Bandung Regency, was chosen due to its potential in gastronomy tourism that requires further development to boost the local tourism sector and attract visitation to the region.

In qualitative research, the researcher serves as the primary instrument responsible for the observation, analysis, and interpretation of data (Sugiyono, 2013). Researchers need tools like laptops, phones, notebooks, cameras, and recorders to collect and process data. Software such as GPS, ArcGIS, Microsoft Excel, and Microsoft Word are also important for digital mapping, data analysis, and documentation. In addition, guidelines for interviews, questionnaires, and literary studies serve as guides and references to support the research process.

This research uses various data collection methods including structured interviews to obtain in-depth information, questionnaires with closed questionnaires for data from tourists about travel patterns (Abubakar, 2021; Sugiyono, 2013), passive participant observation to observe without being directly involved (Abubakar, 2021; Sugiyono, 2013), literature study for additional information and context (Rianto, 2020; Zed, 2014), and documentation studies for supporting data from documents (Sugiyono, 2013). The data analysis technique in this study involves several important steps. First, data through transcription and sorting, data reduction to eliminate irrelevant information, data presentation with matrices or diagrams, and conclusion drawing to validate the results (Hardani, 2020). Data validity testing is carried out through triangulation techniques, which are techniques for verifying data by comparing information from various sources, such as interviews, observations, and literature (Abdussamad, 2021; Noble & Heale, 2019; Sugiyono, 2013).

C. RESULT AND ANALYSIS

C.1 Respondent Characteristics

Characteristics Based on Demographics

Based on data gathering conducted by researchers of 76 tourists who have visited the regency of Bandung through a questionnaire. The majority of tourists were female with a percentage of 57.9%, while males accounted for 42.1%. Most respondents were 26–35 years old (43.4%), followed by 18–25 years old (34.2%). Respondents aged 36–45 were 18.4%, while those aged over 45 were only 3.9%. This suggests that tourists who visited Bandung regency came from different age groups, with the majority being in the age range from 26 to 35 years.

Based on the last level of education, the majority of respondents have completed high school/SME education (46%), followed by undergraduates (21%) and diplomas (14,5%). Respondents with SD and SMP education were 6.6% and 9.2% respectively, while those with postgraduate education were only 2.6%. This shows that tourists who visited Bandung regency most of their last education was at the level of high school / SMK.

Based on the type of job, the majority of respondents were private employees (23.7%), followed by students/students (21%) and householders (17.1%). Respondents with entrepreneurial jobs contributed 14.5%, public officials 11.8%, and private businessmen 7.9%. The rest were honorary teachers and entrepreneurs by 3.9%. This shows that tourists visiting Bandung regency mostly work as private employees. While based on the amount of income, the majority of respondents earned between Rs. 2,100,000 – Rs. 3,500,000 (26.3%), followed by Rs. 3,600,000 – Rp. 5,000,000 (21%) and < Rs. 500,000 (15.8%). This shows that the tourists who visit the regency of Bandung majority earned Rs. 2,100,000 – Rs. 3,500,000.

Figure 6: Map of the Regional Distribution of Tourist Origins in Bandung Regency
[Source: data processed by the author]

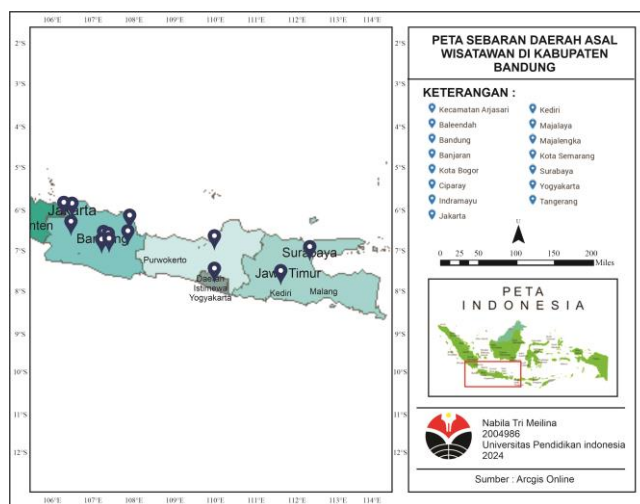


Figure 6 shows the characteristics of tourists who visit Bandung regency based on the origin of the area. Most of the respondents were from Bandung 30.3 %, followed by Baleendah and Majalengka, respectively 14.4 %. Respondents from Ciparay accounted for 9.2 %, while those from Arjasari and Tangerang were 3.9 % respectively. Several other regions, such as Banjaran, Bogor, Indramayu, Jakarta, Kediri, Majalengka, Semarang, Surabaya, and Yogyakarta, have a percentage of 2.6 % to 1.3 %. It shows that the tourists who visited Bandung regency mostly came from Bandung and Bandung regencies such as Baleendah, Majalaya, Ciparay, Arjasari and Banjaran and still around Java Island.

According to the data, the majority of respondents are female (57.9%) with an average age of 26–35 years (43.4%). Most respondents have a final high school/SMK education (46%) and work as private employees (23.7%). In terms of income, most respondents had an income between Rs. 2,100,000 – Rs. 3,500,000 (26.3%). Most of the respondents are from Bandung 30.3 %, followed by Bandung regencies such as Baleendah, Majalaya, Arjasari and Banjaran. It shows that the tourists who visit the regency are generally adult, middle-educated, medium-income, and from the area around Bandung.

Characteristics Based on Behavioral

Based on data collection carried out by researchers from 76 tourists who had visited Bandung Regency through questionnaires. Most respondents, namely 46.1%, had visited Bandung Regency more than five times, while 26.3% visited 2-3 times, and 21.1% visited 4-5 times. Meanwhile, 1.3% of respondents only visited once, and another 5.2% said they visited frequently. Most respondents, namely 68.4%, visited Bandung Regency for tourism purposes, while 18.4% did so for family purposes, and 5.3% for business. In addition, 7.9% of respondents visited for reasons of residence or work. This shows that tourists generally have visited Bandung Regency more than five times for the purpose of tourism. This shows that Bandung Regency has a main attraction as a tourist destination. The majority of frequent tourists show satisfaction and strong interest in this place, indicating great potential for further development and promotion in the tourism sector

Most respondents, namely 53.9%, learned about tourism in Bandung Regency through social media, while 42.1% got information from friends or relatives, and 3.9% through print media such as brochures, magazines and newspapers. Meanwhile, the majority of respondents, 71%, spent less than Rp. 500,000 when visiting Bandung Regency, while 22.4% spent between Rp. 500,000 – Rp. 2,000,000. Only 6.6% of respondents spent between Rp. 2,100,000 – Rp. 3,000,000, and no respondent spent more than Rp. 3,000,000. This shows that social media and recommendations from friends or relatives are the main sources of information for tourists visiting Bandung Regency. The majority of tourists also pay relatively low costs, namely less than Rp. 500,000, shows that visits to Bandung Regency can be done on an affordable budget.

Table 2: Characteristics Based on Destinations Visited
 [Source: data processed by the author]

Question	Answer Options	Score	Percentage
What are some of the gastronomic destinations you've visited below? (Kp. Adat Cikondang, Kp. Adat Mahmud, Kasepuhan Bunisari, Bumi Alit Kabuyutan, Ds. Wisata Alamendah, Ds. Wisata Tenjolaya, Ds. Wisata Laksana, Tea and Kina Research Center)	Never	35	46.1%
	Cikondang Traditional Village	5	6.6%
	Mahmud Traditional Village	9	11.8%
	Kasepuhan Bunisari	9	11.8%
	Bumi Alit Kabuyutan	3	3.9%
	Alamendah Tourism Village	7	9.2%
	Tenjolaya Tourism Village	6	7.9%
	Laksana Tourism Village	5	6.6%
	Tea and Kina Research Center	3	3.9%
	Others:		
- Ciwidey Regional Tourism (Situ Patenggang, Kawah Putih, etc.)	7	9.2%	
- Pangalengan Tourism (Situ Cileunca, Taman Langit, etc)			

Table 2 shows the characteristics of tourists based on the destinations they have visited. The majority of respondents (46.1%) have never visited the mentioned gastronomic tourist destination. Of those who have visited, the most frequently visited destinations are Mahmud Aboriginal Village and Bunisari Kasepuhan (11.8% each). Other relatively well-known destinations include Alamendah Tourist

Village (9.2%) and other tourist areas such as Ciwidey and Pangalengan (9,2%). Several destinations such as Kabuyutan Alit Land, Tea and Kina Research Centre, and Laksana Tourist Village have fewer visits. Many respondents who are not familiar with the mentioned gastronomic tourist destinations, indicate the potential to enhance the promotion and knowledge of these destinations.

Table 3: Characteristics Based on the Places You Have Visited
 [Source: data processed by the author]

Question	Answer Options	Score	Percentage
Below, which of these traditional and local eateries have you visited? (Rudjak Ciherang, Kopi Puntang, Gepuk Ceu Tarmini, Pia Kawitan, KPBS Pangalengan, Kalua Jeruk, Bandrek Abah, Borondong, Gepuk Mahmud, Peyeum Abbas Sawargi)	Never	28	36,8%
	Rudjak Ciherang	5	9,2%
	Kopi Puntang	9	11,8%
	RM. Gepuk Ceu Tarminii	3	3,9%
	Pia Kawitan	7	9,2%
	KPBS Pangalengan	18	28,9%
	Kalua Jeruk	13	17,1%
	Bandrek Abah	6	10,5%
	Borondong	12	15,8%
	Gepuk Mahmud	3	5,2%
Peyeum Abbas Sawargi	2	2,6%	
Others : Raja Tulang	1	1,3%	

Table 3 shows the characteristics of tourists based on the dining places they have visited. Most respondents (36.8%) have never visited the mentioned traditional and local dining establishments. Of those ever visited, KPBS Pangalengan is the most well-known (28.9%), followed by Kalua Orange (17.1%) and Borondong (15.8%). Other dining places like Rudjak Ciherang, Kafi Puntang, Pia Kawitan, and Bandrek Abah also have significant visitor rates. While restaurants like Peyeum Abbas Sawargi and King Bones have very low visits. Many of the respondents are not familiar with the dining places that the researchers mentioned, while some of these places have been in existence for a long time and can be used as a potential gastronomic tourism, This shows the potential to increase the promotion and knowledge about those dining areas.

Table 4: Characteristics Based on the Destination You Want to Visit
 [Source: data processed by the autho]

Pertanyaan	Pilihan Jawaban	Skor	Persentase
If you travel to Bandung Regency, which gastronomic destination would you like to visit? (Kp. Adat Cikondang, Kp. Adat Mahmud, Kasepuhan Bunisari, Bumi Alit Kabuyutan, Alamendah, Ds. Wisata Alamendah, Ds. Wisata	Cikondang Traditional Village	23	30.3%
	Mahmud Traditional Village	12	15.8%
	Kasepuhan Bunisari	19	25%
	Bumi Alit Kabuyutan	11	14.5%
	Alamendah Tourism Village	17	22.4%
	Tenjolaya Tourism Village	16	21%
	Laksana Tourism Village	16	21%
	Tea and Kina Research Center	11	14.5%
	Rudjak Ciherang	18	23%

Tenjolaya, Ds. Wisata	Kopi Puntang	12	15.8%
Laksana, Tea and Kina	RM. Gepuk Ceu Tarmini	15	19.7%
Research Center, Rudjak	Pia Kawitan	19	25%
Ciherang, Puntang Coffee,	KPBS Pangalengan	22	28.9%
Gepuk Ceu Tarmini, Pia	Kalua Jeruk	26	34.2%
Kawitan, KPBS	Bandrek Abah	15	19.7%
Pangalengan, Kalua Jeruk,	Borondong	23	30.2%
Bandrek Abah, Borondong,	Gepuk Mahmud	12	15.8%
Gepuk Mahmud, Peyeum	Peyeum Abbas Sawargi	9	11.8%
Abbas Sawargi)	Others :		
	- Bapiak Panas Pak Berry	3	3,9%
	- Lontong Barjah		
	- RM. Sate Cilampeni		

Table 4 shows the characteristics of tourists based on the destinations they want to visit when visiting Bandung Regency. Tourists who want to visit Bandung regency tend to choose a diverse gastronomic destination. The most popular destinations are Kalua Orange (34.2%), followed by Cikondang Adult Village and Borondong (30.3% and 30.2% respectively). Other popular locations include KPBS Pangalengan (28.9%) and Pia Kawitan (25%). Places like Peyeum Abbas Sawargi and other seldom mentioned options have lower interests. Respondents showed interest in a variety of gastronomic destinations, showing opportunities for development and promotion at various locations. Whereas dining places with lower interests, have the potential to boost promotions to become more known by tourists.

Overall, the results of the research show that the regency of Bandung has a strong appeal as a tourist destination with great potential for further development, especially in enhancing the promotion of unknown destinations and places to eat.

C.2 Research Justification

Potential Tourism Attractions in Bandung Regency

Tourism, according to Fandeli in Heryati (2019), is divided into three types according to its attractions: Natural tourist attractions are visits to places with natural beauty such as the sea, mountains, and beaches; Cultural tourism attractions such as visiting places with cultural peculiarities, for example Cirebon Kasepuhan Kraton and Dragon Village; As well as tourist attraction of special interests such as visits to tourist sites based on particular interests, such as spiritual, sports, and culinary.

According to Cooper et al. in Safitri & Kurniansyah (2021), tourism attractiveness covers four main criteria: Attractions as a unique characteristic of a destination that attracts visitors, for example natural resources or cultural heritage; Facilities as a necessary means of visitors including basic accommodation and services; Accessibility as ease of access and movement to tourist attractions; As well as additional support services such as marketing, tourist information agencies, and travel agencies to advance the destination.

Based on the results of a research interview with Raden Gilang Hendarsyah as staff of means and tourism facilities in the regency of Bandung, tourism in Bandung Regency includes cultural, natural, village and water tourism, with the main focus on natural and cultural tourism. Although the potential for gastronomic tourism, such as the traditional food of Kalua Jeruk, is considerable, this sector is not yet a top priority.

Tourist facilities in Bandung Regency are generally adequate, especially in private areas, but facilities in the Tourism Villages still require improvement. The main destinations already provide facilities such as separate toilets and prayer rooms, as well as lodging such as homestays and hotels that meet basic standards.

Tourist accessibility in Bandung Regency is generally good, but there are problems such as potholes, distance from the city center, and congestion during the holiday season because the main road is only one lane. Infrastructure improvements and access arrangements are needed for tourist convenience. Public transportation is also limited, especially to areas like Pangalengan that do not have direct shuttles. The Transportation Agency is developing solutions for more efficient transportation routes.

Additional services in Bandung Regency are still limited, with access to ATMs and banks only in the city center and no services at tourist sites. QRIS facilities make transactions easier, and there is assistance from the local community although often for a fee. Institutional development such as pokdarwis is underway, but further research is needed to expand tour packages and activities.

Based on analysis, although the regency of Bandung focuses on natural and cultural tourism, the potential of gastronomic tourism has not been explored in depth. Besides, although tourist facilities are already sufficient in private areas, facilities in tourist villages need to be improved. Accessibility is also a problem with infrastructure that needs to be improved, and additional services such as access to ATMs and public transport facilities are still limited. Further research is expected to explore the potential of gastronomic tourism, improve the facilities in the tourist villages, as well as improve infrastructure and accessibility. The development of additional services such as access to ATMs and more efficient public transportation solutions is expected to improve the experience of tourists in the regency of Bandung.

Stakeholder Efforts in Tourism Development in Kabupaten Bandung

Turgarini (2018: 217) stated that to support the development of the region as a gastronomic city, the engineering and review of food products required the cooperation of nine parties involved in the industry called *Miss Helix* or *Cinyusu Salapan*. This concept consists of information technology, business, workers, government, observers, suppliers, donors, NGOs, and experts. The development of gastronomic cities by applying the idea of *Cinyusu Salapan* pointed to the development of a food business that relies on creative innovation. (*creativepreneurship*). Here are the results of a research interview with a number of stakeholders involved in the development of gastronomic tourism in the regency of Bandung :

- 1) Based on the results of research interviews with Mutiarani AP as owners of *Rudjak Cihérang*, Anida as owner of *Borondong Madu Rasa*, and Hj. Elin Ratna Asmara as owner of *Kalua Jeruk Legitsari*, businesses in Bandung Regency are instrumental in the development and promotion of their products with a focus on quality, hygiene and friendly service. They actively use online platforms and delivery services to expand exposure, listen to customer feedback, and educate the public about traditional food. In addition, they plan to open branches in tourist sites and target various market segments through online platforms and local events. Despite the obstacles, they remain committed to attracting tourists and preserving the local food heritage.
- 2) Results of researchers' interviews with Desi Febrianti as *Kalua Legitsari* workers, Rusmini as *Borondong Pak Ara* workers, and Sari Mulyati as *Peyeum Abbas Sawargi* workers, showing that workers' knowledge of gastronomic components varied; some were familiar with and applied some components, while others were less familiar or only partially applied because they considered cooking a family secret. The majority of workers agreed that training is essential to thoroughly understand the production process and master specific techniques, as well as to improve their skills and competencies in supporting the production process.

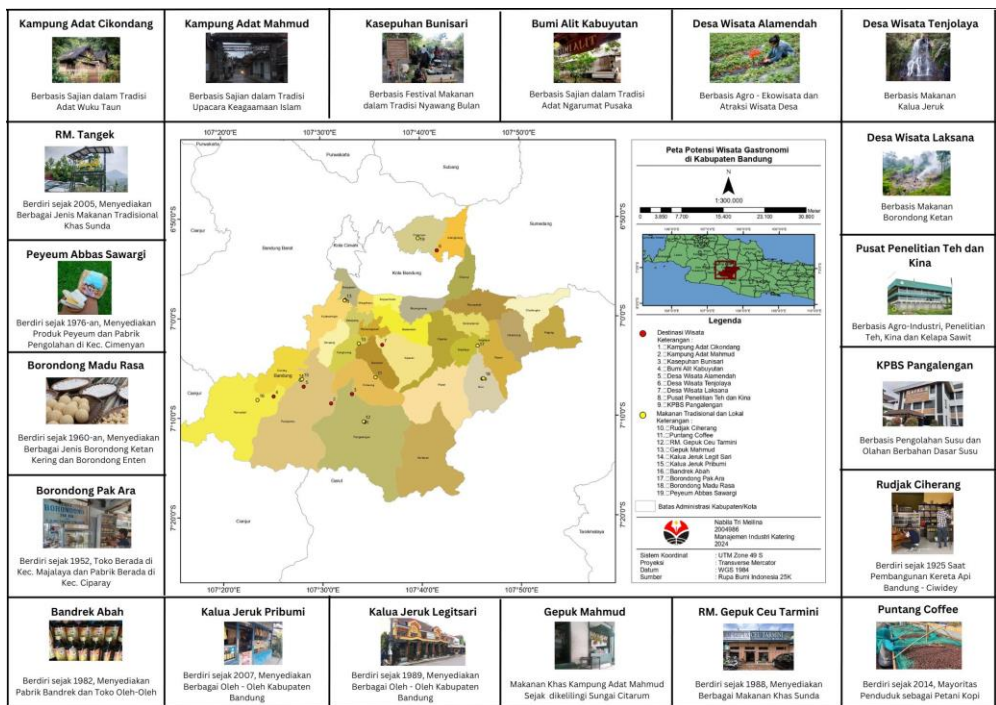
- 3) Based on researchers' interviews with Ai Sumirat as a supplier of bali orange, Udin as a sugar supplier, and Arul Jaya as a meat supplier, suppliers support the development of gastronomy by maintaining the quality of raw materials, carefully selecting them and meeting market demands. They also arrange distribution from local farmers and are prepared for increased orders through an organized distribution system, ensuring the quality and availability of raw materials for the gastronomy industr.
- 4) Based on data collection conducted by researchers of 76 tourists who have visited the regency of Bandung through a questionnaire on consumer preferences to gastronomic products. The survey shows that 75% of respondents prioritize the consumer experience, including service, atmosphere and food quality. 65.8% considered sustainability in gastronomy important, while 57.9% wanted product variety and creativity. Fulfilling the consumer experience, sustainability and product variety are key to meeting their expectations.
- 5) Results of researchers' interviews with Ricky Agus Budiman as staff in the field of SME Department of Education regency of Bandung and Raden Gilang Hendarsyah as staff of facilities and tourism facilities in Bandung regency, showing that the Bandung Regency government is actively developing tourism with APBD allocations for infrastructure and HR training, as well as support from the Ministry of Tourism. They integrate tourism development in their RPJM and RPJP with a focus on preserving local culture and food. However, they face administrative, community participation and budget management constraints. Nonetheless, the government and stakeholders are committed to supporting the development of gastronomy tourism, which has great potential to attract tourists through the introduction of local food and culture.
- 6) Based on the results of research interviews with Puspa Nur Ayda as a creative economy staff at the Tourism Culture Department of West Java, as well as Wawan Suherman as an Ais Pangampih or cultural advisor in Bandung regency, The development of local food and beverages in Bandung Regency is relatively stable despite the challenges of claims and information dissemination. Typical foods such as kalua jeruk remain in existence thanks to cooperative support, while those without organizational support tend to be less developed. Gastronomic products have great potential as a tourist attraction, especially if integrated with other tourism, such as nature tourism, to provide a more holistic experience.
- 7) Based on the results of the researchers' interviews with Herman Selaku, Chief of the Pokdarwis Village of Girimekar and Aep Wiguna, Chancellor of the Treasury and Deputy Chief Pokdarwis Village of Alamendah, 7) In Bandung Regency, there is no specific organization focused on gastronomy, but institutions such as Pokdarwis, Karang Taruna, and PKK support the development of local tourism and gastronomy. Programs such as "nyawang bulan" and cultural villages, as well as MSME tourism, play a role in preserving and promoting local food. Constraints include a lack of community awareness and skills, as well as the challenge of regenerating the younger generation who are already busy with other jobs.
- 8) The results of a research interview with Riadi Darwis as a gastronomist, Ahmad Hudaiby Galih Kusumah and Rini Andari as a tourism expert in Bandung regency, stated that Bandung Regency has great potential for gastronomy tourism development, supported by various locations that offer distinctive culinary experiences such as bancakan. Despite developments with new restaurants and tourist villages, local gastronomy development is not yet formally integrated. This opportunity relies on the commitment of all parties to encourage further development. Gastronomy tourism can capitalize on cultural heritage and natural beauty, but currently, tourist interest is more focused on nature and cultural activities. Additional support from stakeholders is needed to attract more visitors.

9) Based on the results of the researchers' interviews with Puspa Nur Ayda as smilingwestjava ambassador and Asep Hermawan as influencers on instagram9) Social media plays an important role in promoting tourist destinations, including remote ones, by allowing information to spread quickly and be widely accessed. It makes it easier for travelers to find and interact with interesting destinations, extends promotion, and increases user engagement. However, constraints include limited capital for quality content and difficulty updating current information. In Bandung Regency, local information media focus on the creative economy and tourism villages, with a lack of specific programs for gastronomy tourism. Collaboration with content creators is still limited to general promotion without targeting gastronomy as a key program.

The research identifies shortcomings in the development of gastronomic tourism in the regency of Bandung, including the lack of specialized organizations that focus on gastronomy, the limitations of special promotion in social media, and the need for training and a deeper understanding of the gastronomic component by workers. Besides, despite the huge potential, the development of gastronomy has not yet been formally integrated into the tourism strategy. Hopes for the development of gastronomic tourism in the regency of Bandung include the integration of gastronomy into the tourism strategy officially, increased gastronomy promotion on social media, and strengthening support from stakeholders. Comprehensive training for workers is also expected, as well as improvements to infrastructure and facilities to support the experience of tourists. Wider involvement of the community and local organizations is expected to accelerate the development and promotion of gastronomy as a major tourist attraction.

Mapping Potential Tourist Attractions in Bandung Regency

Figure 7. Mapping of Gastronomy Tourism Potential in Bandung Regency
 [Source: data processed by the author]



There are 9 potential gastronomic tourism destinations in Bandung Regency, namely Cikondang Traditional Village, Mahmud Traditional Village, Kasepuhan Bunisari, Bumi Alit Kabuyutan, Alamendah Tourism Village, Tenjolaya Tourism Village, Laksana Tourism Village, Tea and Kina Research Center, and KPBS Pangalengan. In addition, there are 13 potential traditional and local eateries, including Rudjak Ciherang, Puntang Coffee, Gepuk Ceu Tarmini, Gepuk Mahmud, KPBS Pangalengan, Kalua Jeruk Legitsari, Kalua Jeruk Pribumi, Bandrek Abah, Borondong Pak Ara, Borondong Madu Rasa, and Peyeum Abbas Sawargi.

Gastronomic tourism in Bandung regency is grouped or clustered with Nearest Neighbor Ratio of 0.611914, Z-Score of -3,236201 indicates significant results with a chance of randomness of less than 1%, and P-Value of 0.001211 indicates that the pattern of spread is acceptable. Distribution patterns show clear concentrations in areas such as Jambu Sand, Ciwidey, Rancabali, and Pangalengan, with great potential for economic development and tourism, especially in areas like Pacira known for local agricultural products.

Travel Patterns and Gastronomy Tourism Packages in Bandung Regency

Figure 8. *Gastro Heritage Expedition in Pangalengan*
[Source: data processed by the author]

FAUGET TRAVEL

Gastro Heritage Expedition in PANGALENGAN

Pesan Sekarang !

HARGA PAKET MULAI DARI
355K (Pax)
Min. 10 Pax

Daftar Kegiatan :

- Kampung Adat Cikondang
- RM. Tangek
- Situ Cileunca
- RM. Gepuk Ceu Tarmini
- Pia Kawitan

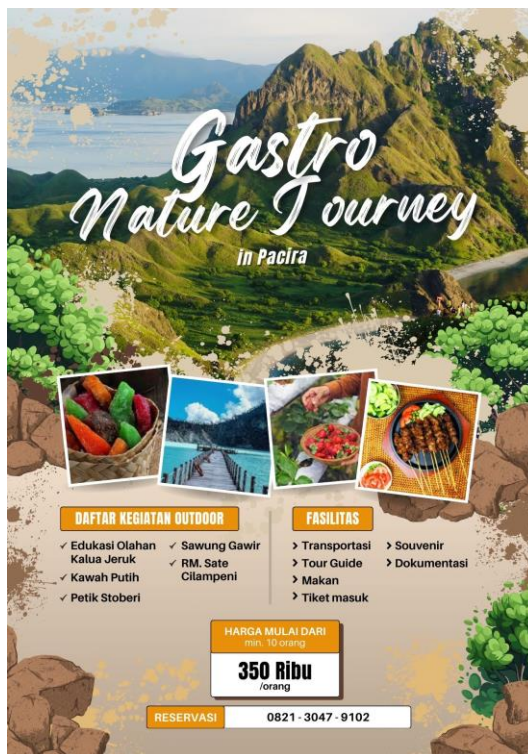
Paket Sudah Termasuk :

- Transportasi
- Tour Guide
- Makan Siang & Malam
- Souvenir
- Dokumentasi
- Rafting

0821-3047-9102 | Kabbdg.tourism@gmail.com

The travel pattern of gastronomic tourism in Pangalengan follows the Stop Over pattern with a Single Loop route that starts and ends at Banjaran Square. Tourists visit Cikondang Traditional Village, RM. Tangek, Situ Cileunca, RM. Gepuk Ceu Tarmini, and Kawitan Pia Cake Shop, exploring Sundanese history, culture and culinary. The trip covers a distance of about 52.6 km using a private car, tour bus, or motorcycle. The Gastro Heritage Expedition tour package targets local communities, high school students, and PKK mothers with a cost of Rp. 355,000 per person, including transportation, meals, entrance tickets, souvenirs, and documentation.

Figure 9. *Gastro Nature journey in Pacira*
[Source: data processed by the author]



Gastro Nature Journey in Pacira follows a Stop Over pattern with a Single Loop route, starting and ending at Banjaran Square. The journey includes Kalua Jeruk Pribumi, Saung Gawir, Kawah Putih, and RM. Cilampeni Satay. The total distance is about 67.3 km using car, bus, or motorcycle. The tour package targets the people of Bandung, high school students, and PKK mothers with a cost of Rp. 350,000 per person, including transportation, meals, entrance tickets, souvenirs, and documentation.

D. CONCLUSION

The potential of gastronomic tourism in Bandung has not been fully developed. Currently the regency of Bandung is more focused on tourism of nature and culture. Tourism development in Bandung has gone well, but faces administrative constraints, public disobedience, and limited information. This research uses the theory of the miss helix and nine gastronomic components to identify thirteen local foods. Gastronomy of Bandung regency is still similar to the surrounding region and is more focused on production and distribution than as a tourist attraction. A better approach is to make it a tourist destination.

Mapping the tourist potential in Bandung regency has identified 19 gastronomic tourist destinations, including tourist locations and traditional dining places such as Cikondang Adient Village, Kalua Jeruk-based Tenjolaya Tourist Village, and Ciherang Rudjak. Mapping indicates that gastronomic potential tends to group around areas of Jambu Sand, Ciwidey, Rancabali, and Pangalengan, with significant and non-random spread patterns,

The planning of travel patterns and tour packages in Bandung regency has a pattern of travel is a stop over pattern with a single loupe route. The researchers have designed two tour packages namely the Gastro Heritage Expedition in Pangalengan and Gastro Nature Journey in Pacira. This package is a kind of ready-made tour package developed through discussions with various stakeholders. This tour package includes historical attractions, culture, nature, cooking education, shop-by-shop, as well as destinations with gastronomic potential in it.

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