

DETERMINANTS OF GASTRONOMIC TOURISM INTENTION TO YOGYAKARTA PALACE CULINARY

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Abstract

The local wisdom of tourism, especially the culinary gastronomy of the Yogyakarta palace, is the main attraction in this study. This study aims to examine the motive factors that determine the intensity of culinary tours in the Yogyakarta palace culinary. This study also aims to examine the differences in motives based on groups of local and foreign tourists. This research is an associative research and the data is collected using a questionnaire. The population in this study is Yogyakarta tourists with a sample of some of the Yogyakarta palace culinary gastronomic tourists who come from foreign and local. The data analysis technique used is regression analysis and ANOVA. The results showed that there was a positive and significant influence of experience, culture, and socialization factors on the intensity of gastronomic tourism; there are differences in the factors of gastronomic tourism motives for local and foreign tourists.

Keywords: Gastronomy, Culinary Tourism, Yogyakarta Palace, Local Culture.

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INTRODUCTION

Apart from being a city of students and culture, the Special Region of Yogyakarta is also known as a city of tourism and a tourist destination for foreign tourists. This is in line with the vision in 2025, Yogyakarta will become a leading tourist destination in Southeast Asia. Based on the Daerah Istimewa Yogyakarta (DIY) Tourism Office Statistics data and referring to star and non-star hotel accommodation data. Overall the number of visits has increased from 2012-2016. DIY has the characteristics of local wisdom as a potential to attract tourists in the culinary field, which can result in differentiation in determining tourist destinations, interest in authentic and experiential activities, lifestyles and interests, including the various culinary offerings offered by tourist destinations. According to UNESCO, Creative Cities of Gastronomy in a country is said to have good local gastronomic wisdom if culinary tourism provides easy access for regional and international tourists as well as part of the tourist attraction (<https://en.unesco.org>).

Gastronomic tourism sounds foreign in Indonesia, this term is more resonant abroad (Agmasari, 2016). According to Hall and Shraples (2003) as summarized by the

United Nations World Tourism Organization (UNWTO), gastronomic tourism is a journey related to food to an area for recreational purposes. The linkage of tourism potential in DIY with royal culinary culture can be found in various restaurants located in the center of Yogyakarta City which can represent symbols of Yogyakarta Palace tourism with culinary offerings with royal nuances such as in Ndalem (Kaneman, Puspodiningratan, Pakuningratan, Yudaningrat, Wironegaran), Ndalem Pesanggrahan Ngeksigondo, Bale Raos, Royal Ambarukmo Yogyakarta, IONs Culinari College, and the Kembang Arum Tourism Village.

Lifting the potential of local gastronomic wisdom to the international market is a problem in the marketing channel. The diverse culinary potentials in the archipelago make it a special attraction for tourists. Currently, there are Indonesian culinary delights that are well known to the world which are included in UNESCO data as the best meat dishes, one of which is rendang. By knowing local gastronomic wisdom, understanding the art of serving food will produce and enhance flavors that can build a sense of love for the Motherland. If Keraton culinary which is part of local wisdom is properly promoted, it will become one of the experiential marketing programs for tourists to visit DIY. DIY Tourism Statistics Data for 2012-2017 shows that the share of tourist destinations to DIY is still dominated by touring and shopping, while experiential destinations, especially culinary ones, are still relatively minimal.

Understanding the motives for gastronomic tourism is important for marketers, there are three main reasons for conducting research related to tourist motivation, namely: motive is an important key to designing offers for tourists; motive directly conveys the next satisfaction evaluated by tourists; classification and ranking motives that enable marketers and tourism planners to understand the process of tourists in decision-making (Kassean & Gassita, 2013). Several gastronomic tourism studies attempt to identify the motive factors for gastronomic tourism, which try to identify the variables of gastronomic tourism motives such as cultural experience, enjoyment, interpersonal relationships, sensory appeal, and health problems (Y. G. Kim et al., 2013). (Fields, 2003) has proposed a conceptual framework of the four main motives of culinary tourists which include physical, cultural, interpersonal, and status-prestige. (Chang, 2011) and (Hu et al., 2013) found that novelty, socialization, family, and the physical experience of food are the main motives for culinary tourists. The limited literature discussing gastronomic motives is a gap that needs to be disclosed in research (S. Kim et al., 2019), besides that the different factors from various findings are also a gap that needs to be followed up. (Yoo et al., 2018) argue that no single model can adequately understand tourist motivations, especially gastronomy, in a more fragmented and diverse tourism market, and suggests that a new integrated perspective is needed by combining research models that reflect specific research contexts. The research conducted attempted to combine the factor models formulated by (Y. G. Kim et al., 2013) and (Fields, 2003) which can be reduced to factors of experience, culture and socialization. (Gálvez et al., 2017) succeeded in testing differences in culinary travel motives, namely new food experiences, culture and socialization based on different segment orientations.

(Kassean & Gassita, 2013) put forward three main reasons for conducting research related to tourist motivation, namely: First, motive is an important key to designing offers for tourists; Second, motives directly convey the next satisfaction that is evaluated by tourists; Third, classifying and ranking motives that enable marketers and tourism planners to understand the process of tourists in decision making. Babolian

(Babolian Hendijani, 2016) discusses the importance of gastronomic motivation when tourists decide to visit certain destinations. (Andersson et al., 2017) divided these gastronomic experiences into three groups: sensory, cultural, and social. (Crespi-Vallbona & Dimitrovski, 2016), strengthen the results of this study by classifying the gastronomic motivation of tourists to a destination into three dimensions: sensory appeal, local food experience, and health problems. (López-Guzmán et al., 2017) studied the motivations and experiences of tourists through a study of gastronomic festivals, and these results show differences in motivation, taking into account three factors: new food experiences, culture, and socialization. Based on the description above, the problems in this study can be identified as follows:

1. The low orientation of tourist visits that are experiential in nature while the potential for culinary gastronomy has a tourist attraction in DIY which is supported by the local wisdom of the Yogyakarta Palace.
2. The lack of knowledge of tourists regarding the culinary gastronomy information of the Keraton in Yogyakarta, both local and foreign tourists.
3. There is no single model that can adequately understand tourist motivations in the more fragmented and diverse gastronomic tourism market, so an integrated perspective is needed.

Based on the problems that have been described, this study has two objectives. the first objective is to find out the motives for a gastronomic tour of the culinary delights of the Yogyakarta Palace in terms of experience, culture and socialization factors. the second objective is to find out the differences in the motive factors for gastronomic tourism among local and foreign tourists.

RESEARCH METHODS

The paradigm in this study is oriented towards the positivism paradigm. This research took place in Yogyakarta on the basis of the consideration that DIY has local wisdom in the form of the Yogyakarta Palace and is one of the tourist destinations in Indonesia and the Yogyakarta Palace has a historical cultural value that is different from other artefacts and local superior culinary which is an attractive potential for culinary gastronomy in Indonesia. The population in this study were culinary tourists from the Palace in the Special Region of Yogyakarta (DIY). The sampling technique for this study was to use purposive sampling. This study uses primary data collected through a survey with a questionnaire. The level of research variable data collected is in the form of interval data scores and operational definitions related to the meaning of all latent variables used in field research. The test instrument used is to test the validity and reliability of the questionnaire on the question items. Thus the data obtained with the questionnaire can be valid and reliable. The technique used is multiple linear regression analysis to examine the role of motives which are reasons for tourists to choose the culinary gastronomy of the Yogyakarta Palace on gastronomic tourism intentions. The next stage of analysis uses analysis of variance (Anova) to test the differences in the motive factors for gastronomic tourism among local and foreign tourists.

RESULT AND DISCUSSION

The characteristics of the respondents observed in this study include several indicators. Respondents aged less than 30 years were 48 people, while respondents aged 30-40 years were 122 people, and the rest were respondents aged > 40 years. Respondents with male gender group were 121 people and respondents with female

gender were 105 people. Respondents with foreign tourist groups were 82 people and respondents with local groups were 144 people.

Based on the results of the second stage of the CFA test shown in the table above, it is known that all items have been grouped according to the indicators and all of them are declared valid because they have a loading factor value above 0.50. The results of the reliability test in the table above show that all question items from the four variables studied are reliable because each has a Cronbach Alpha value of more than 0.60. The results of the normality test show that the significance value is 0.052 and greater than 0.05 so it can be concluded that the research data has a normal distribution. The summary results of the linearity test in this study were greater than 0.05 so it could be concluded that the research data had linear data. The variables X1, X2 and X3 have a Tolerance value of 0.663, the value is above 0.10 and the Variance Inflation Factors value is 1.427, the value is below 10 which means there are no symptoms of multicollinearity in this research data. The results of the heteroscedasticity test in the table above show that each independent variable has a significance value of more than 0.05, so it can be concluded that the regression model in this study has no heteroscedasticity problems.

Based on the results of the regression analysis, it can be explained that the constant value shows 0.112. This means that if the gastronomic tour intention variable persists even without being influenced by experience, culture, and socialization factors. The beta coefficient value on the experience factor variable (X1) is equal to 0.608, meaning that the more experience a tourist has, the higher the intention of a gastronomic tour, conversely the less experience a tourist has, the lower the intention of a gastronomic tour. The beta coefficient value on the cultural variable (X2) is equal to 0.408 meaning that the greater the perceived cultural role, the higher the gastronomic tourism intention, conversely the smaller the cultural role felt by tourists, the lower the gastronomic tourism intention. The beta coefficient value on the socialization variable (X3) is 0.439, meaning that the greater the socialization role, the higher the gastronomic tourism intention, conversely, the smaller the socialization role felt by tourists, the lower the gastronomic tourism intention.

The significant value of the experience variable is 0.000 which is less than 0.05 ($0.000 < 0.05$), and has a regression coefficient with a positive value; then hypothesis 1, hypothesis 2 and hypothesis 3 are accepted. The coefficient of determination is the magnitude of the role of the independent variable in explaining the dependent variable. It was shown that the intention to travel to gastronomy could be explained by the factors of experience, culture and socialization by 37.9% while the role of other aspects outside the variables of experience, culture and socialization was 62.1%.

Based on the post hoc tests from ANOVA, it is known that the mean value of the experience aspects of local tourists is lower than foreign tourists, which means that there are significant differences in the aspects of experience between local and foreign tourists, and the experience aspects of foreign tourists are higher than those of local tourists. The mean value of the cultural aspects of local tourists is lower than that of foreign tourists, which means that there are significant differences in cultural aspects between local and foreign tourists where the cultural aspects of foreign tourists are higher than those of local tourists. The mean value of the socialization aspect of local tourists is higher than that of foreign tourists, which means that there are significant differences in socialization aspects between local and foreign tourists where the socialization aspect of local tourists is higher than that of foreign tourists.

CONCLUSION

Based on the results of research and discussion, two conclusions can be drawn. The first conclusion is that there is a positive and significant influence of experience, culture, and socialization factors on the intention of gastronomic tourism. This shows that the greater the experience, cultural, and socialization factors, the higher the intention level of gastronomic tourism. The second conclusion is that there are differences in the motive factors for gastronomic tourism for local and foreign tourists.

Based on the conclusions obtained in this research, suggestions can be given. Marketers, especially those engaged in culinary or gastronomic tourism, need to pay attention to several important aspects in building gastronomic tourism intentions. Management of marketing information includes the motive of enjoying different tastes, physical attraction and taste, experiences that are different from everyday life, discovering something new and different experiences.

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