

PROGRAM BOOK



Tourism, Gastronomy, Destination International Conference 2021

" Rebuilding and Reshaping Tourism Outlook"

Jakarta, December 2nd 2021



Publisher:
Sekolah Tinggi Pariwisata Trisakti

THE 3rd
INTERNATIONAL CONFERENCE ON
TOURISM, GASTRONOMY, AND TOURIST DESTINATION
TGDIC 2021

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Welcoming Remark

Dear honorable and distinguished guests,



It is a tremendous honor and a great pleasure to welcome you all to the 3rd Tourism, Gastronomy, Destination International Conference (TGDIC) 2021 hosted by Trisakti School of Tourism. The conference, which has the theme of “Rebuilding and Reshaping Tourism Outlook”, intends to bring together scientists, academics, researchers, and practitioners to discuss their expertise, research findings, and experiences in the era of Pandemic Covid 19. This year, the conference is held virtually on 2nd December 2021. We are honored to have Dr. (H.C.) Ir. Tri Rismaharini, M.T, The Minister of Social Affairs of the Republic of Indonesia as the keynote speaker. We are also delighted to have 5 invited speakers from international institutions: James Cook University Australia, Guilin Tourism University China, Hong Kong Polytechnic University, RMIT University Vietnam, and World Women Tourism Singapore, to give presentations related to the theme of conference. Following the plenary session by the five speakers, there will be a parallel session in which the speakers have to attend the assigned room and present their paper. The speakers and authors of the paper come from various institutions in Indonesia, and from overseas, including Portugal, Switzerland, India, Hungary, and China.

We recognize the importance of paper dissemination through international publication. This year we are able to work on a publication with CRC Press, a member of Taylor and Frances group, as one of the leaders in the publication context.

The conference can be successfully held due to the efforts of numerous parties working together. First of all, I would like to offer my heartfelt gratitude to the President of Trisakti School of Tourism, Mrs. Fetty Asmaniaty, SE., MM. and her team for their unwavering support in ensuring that the conference is organized on a regular basis. Secondly, I would like to thank all the co-hosting institutions, which include Universitas Pancasila, Swiss German University, Sekolah Tinggi Pariwisata Ambarukmo, and Institut Pariwisata dan Bisnis Internasional. Thirdly, our appreciation also goes to all the sponsors and media partners. Last but not least my sincere appreciation goes to the committee members who have worked hard for the success of this conference.

I am looking forward to meeting all of you at the 3rd TGDIC 2021

A handwritten signature in blue ink, reading 'Myrza'.

Dr. Myrza Rahmanita, M. Sc.
Chief of the Organizing Committee

Welcoming Speech

Assalamu'alaikum Wr. Wb.



Dear the Honorable guests, speakers and all distinguished participants. It is a tremendous honor and a great pleasure to welcome you all to the 3rd Tourism, Gastronomy, Destination International Conference (TGDIC) 2021 hosted by Trisakti School of Tourism. Praise always to the God Almighty, who has bestowed His mercy and blessings on us all so that today we can be here at Trisakti School of Tourism to take part in this 3rd International Conference on Tourism, Gastronomy, and Destination 2021.

With full of honor and happiness, I thank all the keynote speakers and presenters for their participation in this conference. Let us share information and research results at this conference. We believe this event is very strategic and meaningful not only to us, but also to the development of Tourism and Hospitality industry in the era of Pandemic COVID-19. Through this activity, we expect that we can develop innovation and meet the demands of scientific, technological and socio-cultural development in the field of Tourism, Gastronomy, and Destination.

This 3rd International Conference on Tourism, Gastronomy, and Destination can be held because of the help of various parties, so that on behalf of the TGDIC 2021 committee, let me express million gratitude to the all parties, and especially to all sponsors that have contributed to the successful of this event:

1. James Cook University Australia
2. Guilin Tourism University China
3. Swiss German University, Jakarta
4. Universitas Pancasila, Jakarta
5. Sekolah Tinggi Pariwisata Ambarrukmo (Stipram) Yogyakarta
6. Institut Pariwisata dan Bisnis Internasional, Bali

We indeed still expect very much to be able to collaborate with all the sponsors in other events in the future. Wish you all the best and success participating in this this 3rd International Conference on Tourism, Gastronomy, and Destination.

Wassalamu'alaikum Wr. Wb.



Fetty Asmaniati, SE., MM
President

Rundown

**The 3rd International Conference on
Tourism, Gastronomy, and Tourist Destination (TGDIC 2021)
Trisakti School of Tourism, Jakarta
Thursday, 2nd December 2021**

NO	TIME	DESCRIPTION
1.	08.30 – 09.00	Registration
2.	09.00 – 09.05	Opening by MC
3.	09.05 – 09.15	Welcoming Remarks from The Chairman of Committee Dr. Myrza Rahmanita, M.Sc
4.	09.15 – 09.25	Speech of The President of Trisakti School of Tourism Fetty Asmaniaty, SE., MM.
5.	09.25 – 09.35	Speech of The Chairman of Trisakti Foundation Mayjend (Purn) Dr. Djanadi Bimo Prakoso, PSC., MPA., M.Sc
6.	09.35 – 09.55	Keynote Speaker Dr (HC) Ir. Tri Rismaharini, M.T Minister of Social Affairs of the Republic of Indonesia
7.	09.55 – 10.00	Commercial Break
8.	10.00 – 10.45	Invited Speakers Panel Discussion Session 1. Dr. Pan Junyang Guilin Tourism University – China “Let the machine know you well: Knowledge Graph and It's Application in Tourism” (15 minutes) 2. Hera Oktadiana, Ph.D., CHE James Cook University – Australia “Why do we travel? Insight from Travel Career Pattern Theory” (15 minutes) Moderator: Prof. Willy Arafah Q & A (15 minutes)

		<p>Invited Speakers Panel Discussion Session</p> <p>1. Dr. Justin Matthew Pang D.HTM, MHA, MBA, CHA, GMP Tourism & Hospitality Management School of Business & Management RMIT University Vietnam "A perspective of Vietnam's Management of Tourism Attraction- Pre Covid" (15 minutes)</p> <p>2. Dr. Barkathunnisha Elevated Consultancy & Training Founder & Principal Consultant "Tourist Destination" (15 minutes)</p> <p>3. Dr. Wantanee Suntikul Carl H. Lindner College of Business, University of Cincinnati – Ohio USA "Trends and Opportunities in Gastronomy and Tourism" (15 minutes)</p> <p>Moderator: Dr. Himawan Brahmantyo Q & A (15 minutes)</p>
9.	10.45 – 12.00	
10.	12.00 – 13.00	Lunch Break
11.	13.00 – 16.00	Papers Presentation (6 rooms)
12.	16.00 – 16.30	<p>Closing Ceremony</p> <ol style="list-style-type: none"> 1. Closing speech – President of Trisakti School of Tourism 2. Announcement

Parallel Session Presentation

Time Table

3rd TGDIC 2021

Thursday, 2nd December 2021

Breakout Room : 01

Moderator : Dr. Ir. Waluyo, MM

No	Time	Title	Author(s)
1	13.00-13.15	THE EFFECT OF MARKETING MIX TO THE CUSTOMER LOYALTY IN THE LODGE AT JAGORAWI GOLF & COUNTRY CLUB, KARANGGAN WEST JAVA	Candra Hidayat, Devita Gantina, Surya F. Boediman
2	13.15-13.30	COMMUNITY PARTICIPATION FOR SUSTAINABLE TOURISM MODEL IN TULAMBEN, BALI	Yulia Lintangkawuryan
3	13.30-13.45	THE PERCEPTION AND ATTITUDES OF INDONESIAN EMPLOYEES IN HOSPITALITY INDUSTRY TOWARDS TOURISTS FROM CHINA	Rina Suprina, Purwanti Dyah Pramanik, Nurti Rahayu
4	13.45-14.00	CREATING COMPETITIVENESS OF CULTURAL TOURIST DESTINATION BASED ON STAKEHOLDER ORIENTATION, STRATEGIC CAPABILITY AND SHARED VALUE CREATION IN BANTEN, INDONESIA	Titus Indrajaya, Fx Setiyo Wibowo, Kadek Wiweka
5	14.00-14.15	A LITERATURE REVIEW OF DISASTER TOURISM CONCEPT, PRODUCT AND MANAGEMENT	Liyushiana, Robert Sibarani, Agus Purwoko, Emrizal
6	14.15-14.30	THE EFFECT OF TOURISM ATTRACTION ON VISITOR SATISFACTION IN CITOREK GUNUNG LUHUR VILLAGE	Devita Gantina, Gebrin Stefanus, Willy Arafah, Nurbaeti
7	14.30-14.45	THE POTENTIAL FOR DEVELOPING HOMESTAY A SWOT ANALYSIS FROM A CASE STUDY	Purwanti Dyah Pramanik, Santi Maudiarti, M. Achmadi, Hanni Adriani
8	14.45-15.00	COMPETITIVE AND SUSTAINABLE TOURISM DESTINATION PRODUCTS OF KSPN SENTARUM AND SURROUNDINGS	Elda Nurmalinda, Nurbaeti, Fetty Asmaniaty
9	15.00-15.15	DESTINATION IMAGE AND VISITOR SATISFACTION: THE ROLE OF VISITORS' SATISFACTION AS AN INTERVENING VARIABLE	Tina Nurzachra Latifah Rizkiliiana, Nurbaeti, Linda Desfaitri RB.
10	15.15-15.30	SMART TOURISM STRATEGY AND DEVELOPMENT POST COVID-19: A STUDY IN NATIVE JAKARTA CULTURE SITE	Farah Levyta, Rode ayu, Hendra Utomo, Aditya Nova
11	15.30-15.45	Management of Pilot Tourism Village Development (Conceptual Model for Tugu Utara Tourism Village, Bogor Regency, West Java)	I. N. Suryawan, Amrullah, Nurbaeti

Breakout Room : 02

Moderator : Dr. Ir. Doni Muhandiansyah, M.Si., ERMCP, CERG, CCGO

No	Time	Title	Author(s)
1	13.00-13.15	IMPACT OF AYURVEDA, YOGA, AND DIET ON LIFESTYLE OF URBAN RESIDENTS OF UTTARAKHAND (INDIA) IN THE CONTEXT OF COVID19 PANDEMIC	Shyju P J, P K Mishra, Rajeneesh Bahuguna, Anupiya Gupta
2	13.15-13.30	THE INFLUENCE OF FOOD TOURISM BEHAVIOR ON VISITOR INTENT TO PURCHASE TO LOCAL FOOD: A STUDY IN SERANG, BANTEN	Farah Levyta, C. Umam, Y.F Dewantara, D. Rosman
3	13.30-13.45	HOMESTAY MANAGEMENT BASED ON LOCAL WISDOM IN THE BOROBUDUR AREA	Amalia Mustika, Fachrul Husain Habibie, Deivy Zulyanti Nasution, Himawan Brahmantyo
4	13.45-14.00	JOB ENLARGEMENT ON EMPLOYEES' MOTIVATION: A CASE STUDY IN A HOTEL DURING COVID-19 PANDEMIC	Triana Rosalina Dewi, Purwanti Dyah Pramanik, Joko Haryono
5	14.00-14.15	WORK-FROM-HOME PERSPECTIVES OF EMPLOYEES' WORK-LIFE-BALANCE IN INDONESIA AMID COVID-19 PANDEMIC	M. Rahmanita*, J. Zhu, D. Muhandiansyah, Waluyo, Robiatul Adawiyah
6	14.15-15.00	GREEN PATHS FOR FOODIES AFTER COVID-19 – SUSTAINABLE PRACTICES OF EUROPEAN HIGH-END RESTAURANTS	Bence Csapody, K. Ásványi, M. Jászberényi
7	15.00-15.15	TRAVELER'S BEHAVIOR INTENTION ANALYSIS ON THE UTILIZATION OF HEALTH ALERT CARD (E-HAC) DURING PANDEMIC; AN IMPLEMENTATION OF UTAUT MODEL	Maria Dewi Indrawati, Nila Krishnawati
8	15.15-15.30	THE IMPORTANCE OF STAKEHOLDER'S COLLABORATION BETWEEN CORPORATION AND LOCAL COMMUNITIES IN THE INDONESIAN TOURISM INDUSTRY	Tomi Agfianto
9	15.30-15.45	THE ROLE OF MAJELIS TA'LIM ON INCREASING TOURIST VISITATION OF PILGRIMAGE AT THE TOMB OF MBAH PRIUK	Sayid Muhammad Fajri Almahdi Edrus, Sarodjini Imran, Hindun Nurhidayati
10	15:45-16.00	SUSTAINABLE HOMESTAY MANAGEMENT IN KAMPUNG TAJUR, PURWAKARTA	Savitri Hendradewi, Amalia Mustika, Fachrul Husain Habibie

Breakout Room : 03
Moderator : Prof. Dr. Willy Arafah, MM. DBA

No	Time	Title	Author(s)
1	13.00-13.15	GHOST KITCHEN STRATEGY TO INCREASE RESTAURANT REVENUE IN PANDEMIC CONDITION	Filma Festivalia, Anita Swantari
2	13.15-13.30	THE REVIVING THE LOST HERITAGE: TEXTILE HERITAGE CULTURAL ROUTES IN THE PERSPECTIVE OF INDONESIAN SPICE NETWORK	Puspita Ayu Permatasari, Daya Negri Wijaya
3	13.30-13.45	GASTRONOMIC TOURISM: MARKETING OF REGIONAL FOODS BY GEOGRAPHICAL INDICATION (GI): AN INDIA PERSPECTIVE	Senthilkumaran Piramanayagam, Partho Pratim Seal
4	13.45-14.00	CHEF'S PERCEPTION OF MOLECULAR GASTRONOMY: A STUDY IN INDIAN LUXURY HOTELS	Partho Pratim Seal, Het Shah, Senthilkumaran Piramanayagam
5	14.00-14.15	THE IMPACT OF HOTEL EMPLOYEE RESILIENCE AND BURNOUT ON TURNOVER INTENTION WITH THE MEDIATING ROLE OF WORK-FAMILY CONFLICT: A STUDY FROM A HOTEL IN JAKARTA, INDONESIA	Linda Desafitri RB, Alexander Fiandre Read, Alexander Fiandre Read
6	14.15-14.30	FOREST BATHING OPPORTUNITIES AS A NEW TREND OF TOURISM IN INDONESIA ON THE NEW AND NEXT NORMAL ERA	Revi Agustin, Fuadi Afif, Hamdan Anwari
7	14.30-14.45	COMMUNITY-BASED COFFEE AGROTOURISM SIRUNG TANJUNG DEVELOPMENT, CIPASUNG VILLAGE, KUNINGAN REGENCY (ACTOR-NETWORK THEORY PERSPECTIVE)	Arief F. Rachman, Novita Widyastuti, Johannes Kurniawan, S.P. Djati, Willy Arafah
8	14.45-15.00	PRODUCT INNOVATION OF FERMENTED STICKY RICE RETURNS	Novita Wisyastuti, Ira Mayasari, Fetty Asmaniaty
9	15.00-15.15	HOW INDONESIA JAMU HERBAL DRINK'S INNOVATION AND INSTAGRAM CONTENT INFLUENCE PURCHASE INTENTION ON MILLENNIAL GENERATION: CASE STUDY ON ACARAKI CAFÉ	Devi Gracia Pangestu, Mryza Rahmanita, Rahmat Ingkadijaya
10	15.15-15.30	HISTORY OF TRADITIONAL CULINARY TAOGE TAUCO (GECO) IN SUKABUMI CITY AND PRESERVATION EFFORT THROUGH CULINARY TOUR	Ira Yulia, Saptarining Wulan, Linda Desafitri RB
11	15.30-15.45	TOURISM POLICY AND STAKEHOLDERS DILEMMAS IN THE POST COVID-19 ERA - A CASE STUDY OF GUILIN TOURISM CO., LTD.	Jing Junchao, Zhang, Rahmat Ingkadijaya, J. Zhu

Breakout Room : 04
Moderator : Dr. Reno Catelya Dira Oktavia

No	Time	Title	Author(s)
1	13.00-13.15	EVALUATION OF LANDSCAPE VISUAL QUALITY: WADUK DARMA KUNINGAN TOURISM DESTINATIONS	Hanni Adriani, Tessina L Nurtanio
2	13.15-13.30	THE INFLUENCE OF MARKET SEGMENTATION, PROMOTION AND PURCHASE DECISION AS AN INTERVENING VARIABLE TO SALES VOLUME OF MICEAT ARYADUTA SUITES SEMANGGI DURING PANDEMI COVID-19	Adhi Trirachmadi, Siti Jubaidah, Nurbaeti
3	13.30-13.45	CONSUMERS' PERCEIVED RISK AND DINING-OUT BEHAVIOR DURING COVID-19 PANDEMIC	Sienny Thio, Endo Wijaya Kartika, Vido Iskandar
4	13.45-14.00	EVALUATION OF BANYUWANGI'S NEW NORMAL TOURISM STRATEGY TO MAINTAIN THE SUSTAINABILITY OF TOURISM DEVELOPMENT DURING THE COVID-19 PANDEMIC	Adetiya Prananda Putra, Kanom, Randhi Nanang Darmawan
5	14.00-14.15	THE EFFECT OF PRICE AND EXPERIENTIAL MARKETING ON REPURCHASE INTENTION OF NCT'S ONLINE CONCERT TICKET WITH PURCHASE DECISION AS AN INTERVENING VARIABLE	Linda Desafitri RB, Jane Millenia
6	14.15-14.30	SYSTEMATIC REVIEW OF THE RELATIONSHIP BETWEEN GROUP COHESION, EMOTIONAL INTELLIGENCE AND EMPLOYEE RETENTION	Munawaroh, Simon Portmann, Keigie Salim
7	14.30-14.45	COMPETENCIES OF BACHELOR'S DEGREE GRADUATES IN THE FIELD OF CULINARY BUSINESS MANAGEMENT AND GASTRONOMY TOURISM	Caria Ningsih, Risya Ladiva Bridha, Dafina Fadila
8	14.45-15.00	DETERMINATION OF CRITERIA AS AN EFFORT TO ELIMINATE GAP IN GASTRONOMY TOURISM VILLAGE MANAGEMENT	Dewi Turgarini, Amiluhur Soeroso, Vita Datau, Desta Titi Raharjana
9	15.00-15.15	TOURISM ATTRACTION OF SAUNG CIBURIAL AS A POTENTIAL OF GASTRONOMIC TOURIST VILLAGE	Caria Ningsih, Dewi Turgarini, and Hasna Nurussahar
10	15.15-15.30	TOURIST PREFERENCES FOR THE MOUNT TALAGA BODAS TOURISM COMPONENT DURING COVID-19 PANDEMIC	Dini Turipanam Alamanda, Fikri Fakhru Roji, Diqy Fakhrun Shiddieq, Zildan Haryono
11	15.30-15.45	REFLEXIVITY ON QUALITATIVE TOURISM RESEARCH METHODOLOGY	Jinsheng (Jason) Zhu, Myrza Rahmanita, Fetty Asmaniaty, Ismeth Emier Osman

Breakout Room : 05

Moderator : Drs. Amrullah, SH., M.Hum, M.Si.Par

No	Time	Title	Author(s)
1	13.00-13.15	THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY: CASE STUDY I VEGAN PIZZA RESTAURANT	R. Graciano, Robert La Are
2	13.15-13.30	A STUDY ON THE IMPACT OF CUSTOMER BASED BRAND EQUITY TOWARDS THE PURCHASE DECISION OF HEALTHY FOOD: A CASE STUDY OF BURGREENS, JAKARTA	Ariane Elizabeth Kawboon Manibog, Rano Abryanto
3	13.30-13.45	TOURIST DECISION TO STAY AT A HOTEL DURING THE COVID-19 PANDEMIC IN INDONESIA REVISED (DOES IT MAKE DOMESTIC GUESTS SATISFIED?)	Surya Fadjar Boediman, Lestari Ningrum, Revionica Wijaya
4	13.45-14.00	CULTURAL TOURISM: THE MEANING AND SYMBOL OF CROCODILE BREAD IN BETAWI TRADITIONAL MARRIAGE	Oda Ignatus Besar
5	14.00-14.15	TO IMPRESS OR BEING IMPRESSED: VISITOR EXPERIENCE OF LOCAL VALUES ON INSTAGRAM PHOTO SPOTS IN UBUD BALI	I Made Adhi Gunadi, Lauren A. Siegel, Nungky Puspita
6	14.15-14.30	CHSE CERTIFICATION, AND THE IMPACT OF PPKM POLICY ON HOTEL PERFORMANCE IN INDONESIA	Dino Gustaf Leonandri, Purwanti Dyah Pramanik
7	14.30-14.45	INDONESIAN DOMESTIC TOURISTS' BEHAVIOR BASED ON THEIR RISK PERCEPTIONS AFTER COVID19 OUTBREAK (CASE OF JAKARTA METROPOLITAN AREA RESIDENTS)	Nur Pratiwi Widhawati, Devi Roza Kausar, Yustisia Pasfatima Mbulu, Edy Supriyadi
8	14.45-15.00	DOES INSTAGRAM DRIVE TOURISTS TO BUY LOCAL CUISINES? (CASE STUDY: SOLO CITY, INDONESIA)	Suci Sandi Wachyuni, Tri Kuntoro Priyambodo, Dyah Widiyastuti
9	15.00-15.15	SINGAPORE IMAGE AS A MUSLIM-FRIENDLY DESTINATION	Deivy Z. Nasution, Fachrul Husain Habibie, Amalia Mustika, Myrza Rahmanita, Willy Arafah
10	15.15-15.30	CAPACITY "DEWI AMARTA" DURING PANDEMIC COVID 19 DEVELOPMENT TUGU UTARA VILLAGE BOGOR	RMW. Agie Pradhipta, Amrullah, Pusparani, Fifi Nofiyanti
11	15.30-15.45	THE EFFECTIVENESS OF SOCIAL MEDIA AS A TOURISM PROMOTION TOOL OF THE YOGYAKARTA TOURISM DEPARTMENT	Ani Wijayati, Erlangga Brahmanto, Fathurahman, Emmita Devi Hari Putra, Atun Yulianto

Breakout Room : 06
Moderator : Dr. Devi Roza Kausar

No	Time	Title	Author(s)
1	13.00–13.15	VOLUNTEER TOURIST MOTIVATION THROUGH REFLECTIVE AND EXPERIENTIAL ENGAGEMENT AND THE IMPACT OF VOLUNTOURISM TRAVELING AND TEACHING 1000 GURU SOUTH SUMATERA	Indriani Eka Pratiwi, Myrza Rahmanita, Sri Sulartiningrum
2	13.15–13.30	INVESTIGATING FOOD CONSUMPTION VALUES: A CASE OF CULINARY DESTINATIONS IN INDONESIA	Deborah Christine, Shieny Thio, R. Jokom
3	13.30–13.45	THE ROLE OF PRIVATE COMPANIES IN THE DEVELOPMENT OF SUSTAINABLE TOURISM VILLAGES IN SUNGSANG VILLAGE OF BANYUASIN REGENCY OF SOUTH SUMATRA	Fachrul Husain Habibie, Amalia Mustika, Nurbaeti
4	13.45–14.00	THE INFLUENCE OF SERVICE QUALITY, PRICE AND BRAND IMAGE TO PURCHASE INTENTIONS; ANALYSIS FROM A CASE STUDY IN HORISON CILEDUG HOTEL	Joko Haryono, Himawan Brahmantyo
5	14.00–14.15	ANALYSIS OF THE IMPACT OF VOLUNTEER TOURISM-BASED TOUR PACKAGES TOWARDS LOCAL RESIDENTS OF AKETOBOLOLO VILLAGE AND TOURISTS ON AFO TOUR AND TRAVEL, NORTH MALUKU	Nurlaea Jauhar, Rahmat Ingkadijaya, Sri Mariati
6	14.15–14.30	MILLENNIALS PREFERENCE ON CHINA'S DOMESTIC TOURISM DESTINATION IN NEW NORMAL PERIOD	Yang Huaihuai, Gao Yuanheng, Myrza Rahmanita
7	14.30–14.45	ANALYSIS OF PRODUCT IMAGE AND PRICE OF MINANGKABAU SONGKET ON PURCHASING BEHAVIOR, THROUGH FASHION INVOLVEMENT AS AN INTERVENING VARIABLE [CASE STUDY ON MILLENNIALS WOMEN IN PADANG]	Elsa Thessia Yeneva, Myrza Rahmanita, Himawan Brahmantyo
8	14.45–15.00	TOURISM RECOVERY STRATEGY DURING PANDEMIC: A CASE FROM MANADO CITY	Teresa Ponomban, Myrza Rahmanita, Rahmat Ingkadijaya
9	15.00–15.15	PRESERVATION OF CULTURAL HARVEST TRADITION OF KASEPUHAN CITOREK AS A CONCEPT OF CULTURAL TOURISM	Fifi Nofiyanti, Rianto, Deivy Zulyanti Nasution
10	15.15–15.30	EXPLORATORY STUDY ON THE FUTURE OF TRAVEL & TOURISM TRENDS IN RESPONSE TO COVID-19 PANDEMIC IN CHINA	Ou Jia, Gao Yuanheng, Myrza Rahmanita

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Plenary Speakers Profile

Associate Professor Hera Oktadiana, CHE



Hera Oktadiana earned her Ph.D from the School of Hotel and Tourism Management, the Hong Kong Polytechnic University. She also received CHE (Certified Hospitality Educator) from the American Hotel & Lodging Educational Institute. She has been the Head of Hotel Management and Hospitality and Tourism Departments at Bina Nusantara (BINUS) University and Bunda Mulia University, and Deputy Manager for the International Hotel and Tourism at Trisakti School of Tourism in Indonesia. She joined James Cook University, Australia as a Visiting Scholar (tourism research) in 2017, then later as an Adjunct Associate Professor. She is also affiliated with the tourism postgraduate program of Trisakti School of Tourism, Indonesia. Her research interests include tourism and hospitality education and tourist behavior. She has published articles in various reputable international hospitality and tourism journals as well as book chapters. She also published an edited book titled "Delivering Tourism Intelligence: From Analysis to Action". She is on Editorial Board of Asia Pacific Journal of Tourism Research, International Journal of Tourism Cities, and Journal of Hospitality and Tourism Insights. She is presently a guest editor for International Journal of Tourism Cities' special issue: "Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities". She is now the Regional Vice President Southeast Asia of the International Tourism Studies Association (ITSA).

Dr. Barkathunnisha



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Investigating Food Consumption Values: A Case of Culinary Destinations in Indonesia

D.C. Widjaja*, S. Thio, R. Jokom

Abstract: Tourism has become one of the most contributing source of income in Indonesia. Due to the Corona virus disease 19, Indonesia has decided to focus on domestic tourists. Local food has become an attraction and consideration for tourists to visit a destination. In order to attract domestic tourists to visit a tourist destination, it is important to understand what they value in consuming local food. This study investigated the local consumption food value comprising of functional, emotional, prestige, interaction and epistemic values based on gender, age group and three culinary destinations, namely: Jogjakarta, Solo and Semarang. This study included 462 respondents who had eaten local food in one of three culinary destinations. Several analyses were used in the study: the descriptive statistics analysis and then the comparative analysis using independent sample T-test and one-way analysis of variance (ANOVA) to determine the statistical significance of the differences between gender, age group and culinary destinations. The findings of the study showed that There were significant differences based on gender, age group and culinary destinations.

Keywords: Local food consumption value; Gender; Age group; Culinary destinations; Indonesia.

Traveler's Behavior Intention Analysis on the Utilization of Health Alert Card (E-HAC) During Pandemic; an Implementation of Unified Theory of Acceptance and Use of Technology (UTAUT) Model

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Abstract: Electronic Health Alert Card (E-HAC) apps is an effective tool to analyze the traveler behavior in Indonesia. This study was conducted to analyze the traveler behavior by confirming the relationships between factors influencing technology acceptance by utilizing UTAUT approach and also satisfaction of E-HAC user in Indonesia during COVID-19, which previous research have not given. The research context is the Indonesia travelers who travelled during the pandemic. The researchers have collected data from 163 respondents which taken through an online survey. This study contributes to government agencies, healthcare along with tourism service providers in developing strategies and policies to strengthen E-HAC services as a digital health passport that will boost travelers' confidence and encourage them to use applications to support Indonesia's tourism recovery program.

Keywords: Traveler Behavior; Behavioral Intention; Technology Acceptance; UTAUT Model; E-HAC, Satisfaction.



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Investigating food consumption values: A case of culinary destinations in Indonesia

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ABSTRACT: Tourism has become one of the most contributing sources of income in Indonesia. Due to COVID-19, Indonesia has decided to focus on domestic tourists. Local food has become an attraction and consideration for tourists to visit a destination. In order to attract domestic tourists, it is important to understand what they value in consuming local food. This study investigated the local consumption food value comprising functional, emotional, prestige, interaction, and epistemic values based on gender, age group, and three culinary destinations, namely: Jogjakarta, Solo, and Semarang. This study included 462 respondents who had eaten local food in one of three culinary destinations. Several analyses were used in the study: the descriptive statistics analysis and then the comparative analysis using independent sample T-test and one-way analysis of variance (ANOVA) to determine the statistical significance of the differences between gender, age group, and culinary destinations. The findings of the study showed that there were significant differences based on gender, age group, and culinary destinations.

Keywords: Local food consumption value; Gender; Age group; Culinary destinations; Indonesia

1 INTRODUCTION

Tourists come to a tourist destination for a variety of reasons, one of which is to enjoy and experience the local food. The local food in one tourist destination might inspire the establishment of new and exciting activities when tourists visit a tourist destination (Björk & Kauppinen-Räsänen 2016; Mitchell & Hall 2004). Local food is an important component of a tourist destination's overall tourist experience (Almeida & Garrod 2017). The greater a tourist's perception of local food in one destination, the better their perception of the destination as a whole. Tourists will be attracted to visit a tourist destination when there are various activities to explore the destination such as walking, tasting local food, shopping, or playing games (Pearce 2005).

Indonesia has several culinary destinations which are popular due to the fact that the local food is very appealing. The Indonesian Ministry of Tourism selected five culinary destinations, namely Bali, Bandung, Joglosemar (Jogjakarta, Solo, dan Semarang) (Samparaya 2018). Currently, the tourism industry in Indonesia, as well as in other countries affected by the Coronavirus Disease 2019 (COVID-19) pandemic, has taken a huge hit due to the global concerns about the widespread transmission and spread of the COVID-19 virus. The entry of COVID-19 transmission in Indonesia first occurred in February 2020, and since then tourism in Indonesia has been on the decline, reaching its lowest point in the country's history of tourism growth (Nuraini 2020). However, the government is currently preparing Indonesian tourism to enter a new normal. The Ministry of Tourism and Creative Economy chose a strategy to focus on domestic tourists in this situation (Fauzan 2020). Therefore, this research was directed at domestic tourists, with a concentration on three of Indonesia's five culinary destinations: Joglosemar (Jogjakarta, Solo, and Semarang).

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Several studies on culinary tourism have been completed in various contexts in nations throughout the world, but few have conducted research or examined the local food consumption value that makes tourists interested in local food in a tourist destination in Indonesia. Previous research has shown that there is a strong correlation between the local food in a destination and the attractiveness of a tourist destination. For tourists, the main attraction of a tourist destination is local food. Tourists are interested in visiting a tourist destination because they want to taste the local food at the destination visited (Ab Karim & Chi, 2010; Brokaj 2014). Therefore, this study investigated the consumption value of domestic tourists when doing culinary tours in the three tourist destinations, namely: Jogjakarta, Solo, and Semarang.

2 LITERATURE REVIEW

2.1 Culinary tourism

Culinary tourism is a form of tourism in which visitors organize a trip either partially or entirely to taste the local food or participate in food-related activities (Herrera et al. 2020). Culinary tourism, which offers high-quality local products, has grown in popularity as a result of the role of food in destination selection and tourist consumption (Gaztelumendi 2020). In addition, tourists who enjoy these culinary activities will also engage in other tourism activities, such as visiting historical sites and participating in outdoor activities, all of which contribute to the local economy (Gilmore 2015).

2.2 Local food consumption value

The theoretical framework of *consumption value* was first developed by Sheth et al. (1991) which was subsequently applied to numerous contexts in the realm of *hospitality and tourism*. This consumption value varies depending on the products available (Choe & Kim 2019). The consumption value of the local food tends to have many different elements compared to other products or services (Dagevos & Van Ophem 2013). Basically, individuals will pay more for the added value provided because there is a perceived dining experience (Richards 2020).

An in-depth measurement was carried out by Choe and Kim (2019) to identify the consumption value of local food to determine the behavior and experiences of tourists when consuming local food in a destination. The first was the *functional utilitarian value* associated with food selection (Kim, Choe & Lee, 2018; Kim, Tang & Bosselman, 2018) which tourists evaluated from three aspects while eating local food: *taste/quality value*, *price value*, and *health value*. The second was the *emotional value*, referring to the sensations of pleasure and satisfaction that arise when consuming food in a new location, where eating local food delivers a unique emotional experience (Choe & Kim 2019). The third factor was the *prestige value*, referring to the social image that was created when a person dined at a restaurant (Kim & Lee 2017). Eating unique/special local foods might help tourists gain status and prestige (Mak et al., 2012). Trying local food in one new location gave tourists a sense of social prestige, and they were happy to discuss their culinary adventures with their friends after returning home (Chang et al. 2010). The next factor was the *interaction value*, which emphasizes the importance of social interaction with friends and family (Goolaup & Mossberg 2017). In the context of food consumption, social interactions between family members, food providers, and consumers were valued (Williams et al. 2015). The last was the *epistemic value*, where local food became the primary medium to appreciate the culture of a destination (Bardhi et al. 2010). Enjoying local food became an effective method of learning local culture (Björk & Kauppinen-Räsänen 2016).

Prior studies showed that gender was an important variable influencing local food consumption. Males were more interested in epistemic value such as experiencing local food than females. On the other hand, females were more interested in interaction value than males (Kim et al. 2013). On the other hand, Liu et al. (2017) found that females were more interested in epistemic value than males; while male tourists were more interested in interaction value. Moreover, based on the

study done by Promsivapallop and Kannaovakun (2020), it was found out that gender did not have an impact on local food consumption. Consequently, this study was intended to investigate further the significance of differences in the local culinary consumption value in terms of the *functional, emotional, prestige, interaction, and epistemic value* based on gender. In this case, the hypothesis is formulated as follow:

H1: *“There were significant differences in the local food consumption value in terms of functional, emotional, prestige, interaction, and epistemic value based on gender.”*

Besides gender, age group was another variable affecting the local food consumption. Previous studies showed that there was a significant difference between different age groups in their food consumption values. Older tourists were more concerned about the functional value specifically in terms of the dietary needs, while the more younger tourists were more interested in affordable prices (Vuksanović et al. 2019). Therefore, this study was also investigating the significance of differences in the local culinary consumption value in terms of the *functional, emotional, prestige, interaction, and epistemic value* based on age group. In this case, the hypothesis is formulated as follows:

H2: *“There were significant differences in the local food consumption value in terms of functional, emotional, prestige, interaction, and epistemic value based on age group.”*

Lastly, the study was intended to investigate the significance of differences in the local culinary consumption value in terms of the *functional, emotional, prestigious, interaction, and epistemic value* based on the three culinary destinations: Jogjakarta, Solo, and Semarang since the three destinations were located in Central Java but they had different unique food appeals. Therefore, the hypothesis is formulated as follows:

H3: *“There were significant differences in the local food consumption value in terms of functional, emotional, prestige, interaction, and epistemic value based on the three culinary destinations.”*

3 METHODS

This study conducted a survey to determine how the tourists perceive the local food consumption value. The data was gathered from three cities that the government has designated as culinary destinations. This survey included 462 respondents who had eaten local food in one of three culinary destinations in the previous two years (161 respondents in Jogjakarta, 150 respondents in Solo, and 151 respondents in Semarang). The questionnaire was written in Indonesian because the study's target population was Indonesian domestic adult tourists. The first section of the survey asked the respondents to answer questions about their socio-demographic profile and travel behaviors. The following section uses Choe and Kim's (2019) aspects of consumption value to investigate their perceptions of local food consumption value. The measurement of Consumption value consists of 11 statements of Function value, 6 statements of Emotion value, 4 statements of prestige value, 2 statements of interaction value, and 6 statements of epistemic value. Pilot research with 30 respondents revealed that all indicators are valid and reliable. The data collection was conducted online due to the COVID-19 pandemic. The SPSS software was used to examine the acquired data. Several analyses were used: first, descriptive statistics were performed to obtain the profile of the respondents, the travel behavior, and their perception of the local food consumption value; second, a comparison analysis using independent sample T-test and one-way analysis of variance (ANOVA) was performed to determine the statistical significance of the differences between gender, age group and culinary destinations (Jogjakarta, Solo, Semarang).

4 RESULTS AND DISCUSSION

4.1 Results

The profiles of respondents of this research consisted of 58% females and 42% males with the majority aged 17–25 years old (59%). The level of education was undergraduates (49%) and senior

high school (40%). The majority of the respondents were students (48%), self-employed (21%), and workers (18%) with a monthly income of less than 10 million Rupiahs. The majority of respondents visited the destinations for leisure (60%).

The findings revealed that the most significant consumption value acquired from local food by domestic tourists is the emotional value (mean: 5.70), then followed by the epistemic value (mean: 5.66) and functional value (mean: 5.63). This indicated that eating local food might provide a pleasurable experience. In comparison to other values, the interaction value is perceived the least. This study also investigated the different perceptions of local food consumption value among the Indonesian domestic tourists' socio-demographic group, namely gender, age, and differences in each culinary destination. The independent t-test result in Table 1 revealed that there were significant differences in consumption value perceptions of local food between males and females. In particular, the mean scores for males are higher than those for females. Therefore, hypothesis 1 (H1) was supported.

Table 1. Differences in perceived consumption value between gender.

Gender	N	Mean	Std. Deviation	t-value	Sig
<i>Functional Value</i>					0.03*
Males	196	61.07	7.72	-2.20	
Females	266	62.62	7.36	-2.19	
<i>Emotional Value</i>					0.03*
Males	196	33.52	5.73	-2.17	
Females	266	34.73	6.06	-2.19	
<i>Prestige value</i>					0.04*

One-way ANOVA tests were employed to examine differences in perceived consumption value among age groups and culinary destinations, as shown in Table 2. The findings revealed that there were significant differences between age groups and destinations. The differences were found in functional value, emotional value, prestige value, and interaction value. Therefore, hypothesis 2 (H2) was supported. The Tukey post hoc test was conducted to analyze further the differences among groups. In comparison to the other age groups, senior citizens above the age of 55 had lower consumption values. In addition, the three tourist destinations had different epistemic values. Tourists eating local food in Jogjakarta perceived higher consumption value compared to tourists consuming local food in Solo and Semarang. Therefore, hypothesis 3 (H3) was supported.

Table 2. Differences in perceived consumption value among age group and destination.

Item	Age Mean Square	F	Sig.	Destination Mean Square	F	Sig.
<i>Functional Value</i>						
Between Groups	217.80	3.92	0.00*	54.18	0.95	0.39
Within Groups	55.54			56.96		
Total						
<i>Emotional Value</i>						
Between Groups	152.19	4.44	0.00*	85.99	2.45	0.09
Within Groups	34.31			35.11		
Total						
<i>Prestige value</i>						
Between Groups	69.32	3.37	0.01*	12.23	1.63	0.20
Within Groups	20.56			7.13		
Total						

Table 2. Continued.

Item	Age Mean Square	F	Sig.	Destination Mean Square	F	Sig.
<i>Interaction Value</i>						
Between Groups	20.54	2.92	0.02*	146.77	1.72	0.18
Within Groups	7.03			30.30		
Total						
<i>Epistemic Value</i>						
Between Groups	5.33	0.17	0.95	146.77	4.84	0.01*
Within Groups	31.03			30.30		
Total						

4.2 Discussion

The findings of this study showed that the majority of the respondents perceived that consuming local food in Jogjakarta, Solo, or Semarang made them delighted. They felt pleased when they could enjoy the local food every time they visited Jogjakarta, Solo, or Semarang. Besides the emotional value that the respondents could gain from consuming the local food, they could also obtain epistemic value where the tourists could satisfy their intention to try more diverse local food in Jogjakarta, Solo, or Semarang. Moreover, the tourists could also attain functional value by enjoying tasty local food with appealing flavors that was not expensive and offered good value for money. This finding was significant since the previous study demonstrated that tourists were drawn to tourist destinations by local food, particularly authentic local food. Tourist satisfaction would increase as they ate more, told others about the food and destinations, and returned to the destination in the future (Yurtseven & Kaya 2011; Zhang et al. 2019).

This study also revealed that there were significant differences between gender in terms of functional value, emotional value, and prestige value. In this case, females were more concerned with all three consumption values, namely: functional, emotional, and prestige values. Surprisingly, there was no significant difference between males and females in terms of the interaction and epistemic values. This finding was not in accordance with the previous studies which showed significant differences both in the interaction and epistemic values between the two genders (Gaztelumendi 2020; Herrera et al. 2020). The reason was most probably due to the different nationalities and cultural backgrounds of the respondents. The previous study (Herrera et al. 2020) involved respondents from South Korea, Spain, and the United Kingdom. The second reason was due to the fact that the respondents were domestic tourists who were most likely to be quite familiar with the people and cultural background of the destinations.

Furthermore, this study also revealed that there were significant differences between age groups which were found in functional value, emotional value, prestige value, and interaction value. This finding confirmed that of the previous studies that there were significant differences between age groups where the older age group was more concerned about a healthy diet but the younger age group was more concerned about the price of food (Vuksanović et al. 2019). In accordance with the previous study, this study finding revealed that the older age group above 55 years old had a lower food consumption value. It means that the older age group had a higher expectation of the consumption value as compared to the other age groups. This was most probably because the older age group was more concerned about the healthy diet so that they had higher expectations, especially on the functional value (Vuksanović et al. 2019). Therefore, it is necessary to promote different kinds of local food based on the specific concern of each age group.

Lastly, the study finding also revealed that there was a significant difference in the epistemic value between the three destinations where Jogjakarta had the highest epistemic value as compared with the other two destinations, Solo and Semarang. In comparison to Solo and Semarang, Jogjakarta is somehow more popular as a tourist destination. Jogjakarta so far has been the most popular tourist

destination in Central Java. The government has promoted Jogjakarta as a tourist destination since long before Solo and Semarang. The two popular temples, Borobudur and Prambanan, listed as UNESCO world heritage sites, are also located in Jogjakarta, which has made Jogjakarta even more popular as a tourist destination. Moreover, Jogjakarta has been very famous for its typical cuisine, Gudeg which also becomes an advantage. Therefore, it is of the utmost importance to increase the promotional efforts for the tourist destinations and culinary uniqueness, especially for Solo and Semarang.

5 CONCLUSION AND IMPLICATIONS

This study was intended to investigate the significant differences in the local food consumption values, the functional, emotional, prestige, interaction, and epistemic values, as compared between different gender, age groups, and tourist destinations; namely: Jogjakarta, Solo, and Semarang. The finding of this study revealed that the domestic tourists could gain emotional value in that they experienced a pleasurable feeling when enjoying the local food. Besides that, they could also gain epistemic value when they enjoyed the diverse local food. They could also gain functional value in that the local food was tasty and offered good value for money.

Contrary to the previous studies, this study showed significant differences between gender-based on functional, emotional, and prestige values. In this case, female tourists were higher in all three values. Moreover, the study also revealed that there was a significant difference between age groups based on functional, emotional, prestige, and interaction values. It was important to note that the older age group had lower consumption values than the other age groups. Furthermore, there was a significant difference between the three destinations based on the epistemic value in which Jogjakarta had the highest epistemic value.

Based on the findings of this study, it is recommended that the marketing efforts be differentiated based on different gender and age groups. For example: when marketing local food to female tourists, it is better to emphasize the food taste and flavor, appeal to the emotion and stress the attraction of enjoying local food as well as the good value for money. Moreover, when marketing to the older age group tourists, it is advisable to emphasize all values, in particular, stress the healthy diet of eating local food. In addition, it is advisable for the government to plan and improve more promotional efforts to promote Solo and Semarang as alternate culinary destinations in Central Java, besides Jogjakarta, by introducing the uniqueness of the city and its local food.

As this study was focused on Jogjakarta, Solo, and Semarang only, it is recommended that future studies should be done in other culinary destinations in Indonesia, such as Bali and Bandung, on the local food consumption values to confirm and generalize the findings. Moreover, since this study was limited to domestic tourists, it is recommended that international tourists are the main subject of future studies.

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