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Culinary Experience of Domestic Tourists in Indonesia A Study on Denpasar and Yogyakarta Tourist Destinations Monika Kristanti, Regina Jokom, Serli Wijaya and Deborah C. Widjaja Hotel Management Department, Petra Christian University, Jalan Siwalankerto 121-131, Surabaya, Indonesia mkrist@petra.ac.id, regina@petra.ac.id, serliw@petra.ac.id, dwidjaja@petra.ac.id Keywords: Culinary experience quality, culinary experience satisfaction, destination experience satisfaction, Indonesia Abstract: Many domestic tourists are visiting Denpasar and Yogyakarta to experience the local food. This research aimed to analyse the effects of culinary experience quality towards tourist culinary experience satisfaction and destination experience satisfaction. A questionnaire that involved 202 domestic tourists was completed and being analysed using PLS path modelling. The findings indicate that culinary experience quality has positive significant effect on the culinary experience satisfaction and destination experience satisfaction. The culinary experience quality has higher impact on the destination experience satisfaction through culinary experience satisfaction. 1 INTRODUCTION The richness of natural resources and culture in each area lead to the growth of culinary tourism in Indonesia. There are 485 ethnics in Indonesia that have local food with their own characteristics or uniqueness (Yurnaldi, 2010). Local and yet authentic food can be used to promote the destination and act as a differentiate tool from one destination to another, so this can create such unique attraction for domestic and international tourist, to visit a destination (Mak et al., 2012). In 2013, culinary sector was contributed to gross value added in the amount of IDR 208.6 billion with an average growth of 4.5 percent. The culinary sector also absorbs a workforce of 3.7 million people with an average growth of 26 percent and the business unit created from this sector is 3 million with an average growth of 0.9 percent per year (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2014). In the last few years, the Indonesian government gives great support for the development of culinary tourism. In 2015, the ministry of tourism and creative economy has set five major gastronomic destinations in Indonesia. They are Bali, Yogyakarta, Bandung, Solo and Semarang (Widianto, 2015). Bali and Yogyakarta become the global tourist destinations. Bali is famous for its richness of customs and traditions, and has an enchanting natural appearance. This is evidenced by its worldwide reputation as Asia's best travel destination. Yogyakarta is famous for its various yet unique cultures, heritages and culinaries (Trip Advisor, 2016). Yogyakarta is full with magnificent historical places and artifacts, also has an enchanting natural and hidden beaches and mountains, and countless unique and authentic local foods. This make Yogyakarta becomes "Favourite Cities" award-winner by Indonesian Tourism Award (ITA), one of the most attractive international tourist destinations (Admin, 2015). As global tourist destinations, local culinary of Yogyakarta and Bali have become the leading culinary in Indonesia which have been famous worldwide and able to attract culinary lovers, both domestic and international tourists. Yogyakarta's and Bali's culinary have use an authentic traditional herbs and spices, and base ingredients that create a unique and distinctive taste of food. The flavors provide a special and new experience for tourists. A lot of studies like Björk and Kauppinen-

Räisänen (2014), Kivela and Crotts (2006), and many more, emphasized the importance of understanding the relationship between food and tourism. A tourist's experience of local culinary of the visited destinations influences the overall travel experience (Hendijani, 2016). An impressive and unforgettable culinary experience can also trigger the branding of the destination and most importantly, contribute to the overall satisfaction of tourists. According to the authors' knowledge, very few studies discussed the relationship between the culinary experience quality, the culinary experience satisfaction, and the destination experience satisfaction in Yogyakarta and Denpasar. Therefore, the authors are addressed to analyze more deeply about how the culinary experience quality of domestic tourists in Yogyakarta and Denpasar can affect the culinary experience satisfaction and destination experience satisfaction, and also how the culinary experience satisfaction becomes the mediating between the culinary experience quality and destination experience satisfaction. The result of this study was intended to give clear understanding regarding the effect of the culinary experience quality in Yogyakarta and Denpasar towards tourist culinary experience and destination experience satisfaction. This will be very much beneficial for the local government to develop local culinary in Yogyakarta and Denpasar that will give culinary experience and destination experience satisfaction for the domestic tourists.

2. LITERATURE REVIEW

Furthermore, Karim and Chi (2010) said that food and destinations are inseparable and food can influence tourist's destination decision. Food is also regarded as a cultural identifier of a destination (Peštek and Činjurević, 2014). In addition, research by Hendijani et al. (2013) also confirmed that in Malaysia, food plays an important and interesting role in enhancing destination experience. A positive culinary experience quality perceived by tourists specifically the first-time travellers indicating culinary satisfaction, which in turn, it can be used to trigger revisit intention. World Tourism Organization (2007) stated that the culinary experience is one of the attraction factor, which is able to encourage the satisfaction of tourists to a destination. Based on the above discussion, the following hypothesis was proposed: Hypotheses 1: Culinary experience quality has positive and significant impact on the destination experience satisfaction Culinary is one component of tourism products which is plays an important role in creating an impressive tourist experience (Peštek and Činjurević, 2014). Tourist who has strong desire to consume traditional foods, will also looking for impressive new culinary experiences (Björk and Kauppinen-Räsänen, 2014). In addition, Peštek and Činjurević (2014) explained that the culinary experience is a combination of tourist's opinions, the attributes of food, and the response of tourists that involves their feelings. The response is an evaluation of the whole culinary experience, that will assesses whether it is good or not. Based on the above explanation, the culinary experience is a phenomenon that not only involved food as a whole but also include emotions from tourists. Based on the earlier study, the following hypothesis was deduced Hypotheses 2: Culinary experience quality has positive and significant impact on culinary satisfaction In addition, Previous research revealed that culinary experience is one of the key factor in choosing tourism destination and also contribute to the tourists' overall satisfaction (Kivela dan Crotts (2006) ; Björk dan Kauppinen-Räsänen (2014)). Destination management organizations (DMOs) could use culinary as a representative of cultural experience, status, cultural identity, as well as how to communicate the tourist destinations (Horng and Tsai, 2012). Further, Silkes et al. (2013) noted that food could show a unique and most memorable experience for the whole trip. Therefore, Hendijani et al. (2013) showed that food could give additional attraction to the destination. Hence the hypothesis appears as follows: Hypotheses 3: Culinary experience quality has positive and significant impact on the destination experience satisfaction with culinary experience satisfaction as a mediating variable.

3. RESEARCH METHOD

3.1 Survey Instrument and Sample

The data were collected through self administered questionnaire-based survey to domestic tourists who have been visited Yogyakarta and Denpasar. The sampling process used judgemental sampling that the respondents should be at least 21 years, and have enjoyed local food during their visit in Denpasar and Yogyakarta. The questionnaire was divided into several parts. Part 1 sought information about participant demographics such as gender, age,

occupation, purpose of visit and the long of staying. Part 2 contained questions related to the culinary experience quality of domestic tourists in Denpasar and Yogyakarta. In Part 3, the participants were requested to give opinion regarding culinary experience satisfaction in Denpasar and Yogyakarta. Part 4 sought participants' opinion regarding their visited destination experience satisfaction. The culinary experience quality was measured by three sub-variables. They are food, social and place, adapted from Björk dan Kauppinen-Räsänen (2014). The culinary experience satisfaction were measured by overall satisfaction to food, social interaction and quality of place, adapted from Kivela and Crotts (2006); and the destination experience satisfaction were measured by four sub-variables that are attraction, public and private facilities, human resources, and price, adapted from Wang (2016). The level of agreement with given statements was assessed using a sevenpoint Likert- type scale, with anchors "strongly disagree" as 1 and "strongly agree" as 7.

3.2 Preliminary Data Analysis

A total of 205 questionnaires distributed to domestic tourists in Denpasar and Yogyakarta. Prior to data analysis employing the above-mentioned statistical techniques, data-cleaning process was accomplished to test the normality and possible outliers. Three questionnaires were dropped, leaving a total of 202 usable questionnaires ready for further data analysis. The study employed descriptive statistics to describe the participants' profiles meanwhile Partial Least Square (PLS) path modeling was applied to test the proposed research hypotheses.

4. RESULT AND DISCUSSIONS

4.1 Profile of participants

Of all the respondents, 52% were female and 48% were male. The majority of the participants were between 21 and 30 years old (57%) and mostly from Jakarta and Surabaya (41%). Two major occupations are students and employees which at about 55% of total participants. In terms of the participants' travelling behaviour, the majority of participants already visited the destination more than 3 times (43%), together with family or friends (81%), and stayed for less than a week (49%).

4.2 Result PLS path analysis

was employed to assess the research model and test the proposed hypotheses. Figure 2 showed that the validity and reliability levels of the observable variables were good, which had loading factors above 0.50. This means all the empirical indicators were a valid reflector of the examined latent variables, respectively. Figure 2. Path diagram of the research model In addition, table 1 exhibits the composite reliability of three latent variables. It shows that all had the score above the cut-off value of 0.70 (reliable). Table 1. Composite reliability of latent variables. CEQ (Culinary Experience Quality) 0.9532 CES (Culinary Experience Satisfaction) 0.8912 DES (Destination Experience Satisfaction) 0.9594 The result of R-square Model is presented in Table 2. Goodness of fit in PLS can be seen from the Q2 value. The value of Q2 has the same meaning with the determination coefficient (R-square / R2) in regression analysis. The higher the R2, the more fit the model with the data. From the R2 values, the Q value can be calculated as follow: $Q2 = 1 - [(1 - 0.76002) \times (1 - 0.83172)] = 86.97\%$. Table 2. The R Square result CEQ (Culinary Experience Quality) CES (Culinary Experience Satisfaction) DES (Destination Experience Satisfaction) - 0.7600 0.8317 Moreover, the subsequent path analysis revealed the result of the inner weights. Table 3 shows that the relationship among the variables was positive (original sample estimate). From the result of the t- statistics, it revealed that all the relationships are significant, therefore the hypotheses are accepted. In addition, the direct effect of culinary experience quality (CEQ) toward destination experience satisfaction (DES) score is 0.4096 which is less than score of the indirect effect ($0.8718 \times 0.5325 = 0.4648$). It showed that culinary experience satisfaction (CES) could strengthen the effect of culinary experience quality (CEQ) toward destination experience satisfaction (DES). Table 3. Inner weight result. Original Sample (O) Sample Mean (M) Standard Deviation (STDEV) Standard Error (STERR) (O/STER T-Statistic R) CEQ -> CES 0.8718 0.8692 0.0319 0.0319 27.3642 CEQ -> DES 0.4096 0.3976 0.0952 0.0952 4.3030 CES -> DES 0.5325 0.5416 0.0931 0.0931 5.7223

4.3 Discussions

The result of this research gives insight that the culinary experience quality of the domestic tourist in Denpasar and Yogyakarta appeared to be positively influence towards destination experience satisfaction through culinary experience satisfaction. This means, the better quality of culinary experience, the higher the satisfaction of destination experience. Therefore,

satisfaction to the culinary experience will enhance satisfaction to the destination experience. Hendijani et al. (2013) proved that the quality of the food experience is an important and interesting thing to add to the attraction of a tourist destination and contribute to the overall satisfaction of tourist destinations. Afterwards, when tourists are satisfied with the local food, tourists will begin to satisfy with the destination. The three main concern of culinary experience quality are hospitality of the local people (CEQ-S4), authenticity of the food's taste and spices (CEQ-F2) and the ambience of the dining place reflected the local culture (CEQ-P2). In line with the previous study, Wijaya, et. al (2017) found that staff quality, sensory appeal and food uniqueness are the top three factors that affect participant dining expectations with local Indonesian food. Moreover, Denpasar and Yogyakarta are two cities in Indonesia which are well known by its friendly local people. Moreover, they have remarkable local cuisines with a strong taste of spiciness in Denpasar and sweetness in Yogyakarta. In addition, the cities are characterized with many cultural attributes such as Pura, Balinese carving in Bali and batik in Yogyakarta. The main reflector of culinary satisfaction is the quality of the food. Similar were reported by Peštek and Činjurević (2014), who suggested that good image of food quality and price is the most important determinant of tourist satisfaction. Hence, accommodation is the best reflector for destination experience satisfaction, followed by tourism attractions, value for money, and communication skill of the local staff. Since Denpasar and Yogyakarta are the most well known as touristic places, therefore the accommodations are already provided in the professional manner.

5.

CONCLUSIONS This study has been assessed the effect of culinary experience quality on destination experience satisfaction through culinary experience satisfaction. The findings showed that culinary experience quality influences culinary experience satisfaction and destination experience satisfaction. However, the culinary experience quality has higher impact on destination experience satisfaction through culinary experience satisfaction. Therefore, culinary experience satisfaction acts as mediating variable. Understanding this model will help the local government to increase the satisfaction of domestic tourist toward local culinary and the destination. Moreover, government should pay attention to the tourists experience while having local food in Denpasar and Yogyakarta.

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