

## CULINARY TOURISM DEVELOPMENT STRATEGY TO INCREASE TOURISM ATTRACTIVENESS: A LITERATURE REVIEW

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### **Abstract**

This study explores strategies that can be applied in the development of culinary tourism to increase the tourism appeal of a destination. Culinary tourism is an important component in the tourism industry, which not only adds value to the tourist experience but also has the potential to become a major attraction that differentiates a destination from others. Through a literature review, this study identified several key strategies, including strengthening local culinary branding, organizing culinary festivals and events, developing special culinary infrastructure and areas, and effective digital promotion. In addition, innovation in preserving traditional culinary and collaboration between sectors are also recognized as key elements in increasing the appeal of culinary tourism. The results of this study indicate that the implementation of these strategies can increase the number of tourist visits, strengthen local cultural identity, and support regional economic growth. These findings are expected to provide guidance for policy makers and industry players in designing holistic and sustainable culinary tourism development programs.

**Keywords:** Development strategy, culinary tourism, tourism appeal

### **INTRODUCTION**

Tourism is one of the important sectors that can make a significant contribution to a country's economy (Stone et al., 2022). In an effort to increase the attractiveness of tourist destinations, the development of culinary tourism has become one of the main focuses. Culinary tourism not only offers a unique

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taste experience, but also reflects local culture and traditions that can enrich the tourist experience.

Culinary is not just about food, but also includes the culture, traditions, and identity of a region. Typical food of a region often represents the history, values, and way of life of the local community. Therefore, culinary tourism can be a bridge between tourists and local culture, providing a deeper and more authentic experience. Culinary is one of the important elements that provides a complete tourist experience of the host culture at a destination. According to Wondirad et al., (2021) culinary is able to tell the culture of the community in a tourist area, thereby enriching the travel experience obtained by tourists. The main problem faced by culinary entrepreneurs is the relatively small added value of their products. This is due to small capital so that opportunities for expansion are limited, relatively low human resources so that the level of creativity and production innovation is also low, limited marketing, and the organizational management system is not running well. Thus, the process of developing culinary tourism areas is a must for local governments in this era of regional autonomy if they do not want to be left behind and eliminated from economic development in the upcoming free market era. The culinary business has experienced rapid development in recent decades and is considered an important component of the tourism system (Di-Clemente et al., 2020). Even in some tourist destinations, culinary activities can act as the main attraction or attraction that attracts tourists to visit.

Batat, W. (2021) stated that culinary is often the main attraction for tourists, both domestic and foreign. Tourists are interested in trying various typical foods from an area that reflect local cultural identity. Therefore, the development of culinary tourism can be an effective strategy in increasing the tourism appeal of an area. However, despite having great potential, not all tourist destinations have been able to optimize their culinary tourism potential. Some areas may face various challenges, such as lack of infrastructure, limited human resources, and lack of effective promotion. Therefore, an appropriate development strategy is needed so that culinary tourism can be developed optimally and sustainably. According to Thio et al., (2024) culinary tourism has an important role in increasing the attractiveness of tourism in Indonesia. With its rich culinary diversity, each region offers a unique experience that can attract domestic and international tourists. This study aims to identify and formulate an effective culinary tourism development strategy. Culinary not only functions as a basic need, but also as an attraction that can improve the image of a tourism destination. Local food is often one of the main reasons tourists choose

a place to visit. Therefore, the development of planned culinary tourism can make a significant contribution to local economic growth and tourism sustainability.

Several regions in the world have succeeded in making culinary tourism a main attraction, such as Thailand with its street food, Japan with its unique sushi and ramen, and Italy with its pasta and pizza (Niedbała et al., 2020). This success shows that culinary tourism has great potential to attract tourists and create a positive image for tourist destinations. However, despite its great potential, the development of culinary tourism in many regions still faces various challenges. These challenges include the lack of awareness of local communities about the potential of culinary as a tourism asset, limited human resources trained in the food and beverage industry, and the lack of effective promotion both domestically and abroad. In addition, increasingly fierce global competition also demands innovation and differentiation in presenting culinary tourism that can compete in the international market (Martin et al., 2021). Therefore, the right strategy is needed in developing culinary tourism so that it can contribute maximally to tourism attractions. This development not only includes improving the quality of culinary products, but also includes other aspects such as infrastructure, human resource training, and effective and innovative promotional strategies (Seyitoğlu, F., & Ivanov, 2020).

This study aims to identify and formulate culinary tourism development strategies that can increase tourism appeal. By understanding the factors that influence the success of culinary tourism, this study is expected to provide recommendations that can be implemented by various stakeholders, including local governments, tourism industry players, and local communities. Through a comprehensive approach, this study will explore various aspects, ranging from local culinary potential, the role of technology in promotion, to collaboration between various parties in creating an attractive culinary experience for tourists. Ultimately, the results of this study are expected to contribute to increasing the competitiveness of tourist destinations through the development of sustainable culinary tourism. This study will explore how culinary tourism can be developed optimally to increase tourism appeal, as well as provide recommendations that can be implemented by various related parties, including local governments, tourism industry players, and local communities. With the right development strategy, it is hoped that culinary tourism can become one of the main pillars in efforts to increase the attractiveness of tourist destinations, which will ultimately contribute to regional economic growth and community welfare.

## **RESEARCH METHOD**

This study uses a descriptive method by collecting data from various reliable sources, including literature studies and recent publications. A descriptive approach is used to describe the culinary tourism development strategy to increase tourism appeal. The first stage in this research method is the collection of literature relevant to the research topic. A literature search is conducted through academic databases, scientific journals, and related publications that discuss describing the culinary tourism development strategy to increase tourism appeal. The selected literature must be of good quality and relevant to the research objectives. After collecting the literature, an analysis and synthesis of the information found is carried out. Relevant data and information about the importance of culinary tourism in tourism, culinary tourism development strategies, culinary tourism development strategies to increase tourism appeal related to the research topic.

## **RESULT AND DISCUSSION**

### **The Importance of Culinary Tourism in Tourism**

Stone, M. J., Migacz, S., & Sthapit, E. (2022) stated that culinary is very important and has potential in tourism development. Food and tourism are deeply related. Culinary can be an attraction to attract visitors. Almost every destination has food as a handicraft. This field should not be underestimated because food is a basic human need so that it greatly supports people spending money on food. Not only covering economic aspects, but also social and cultural. Several factors that influence its success are staff quality, sensory attributes, uniqueness of food, local service, authenticity of food, familiarity of food, and variety of food (Prayag et al., 2020). For this reason, various innovations are made to continue to create culinary creations so that visitors are interested in visiting. Not infrequently, managers make unique creations to attract local and foreign tourists. Culinary tourism is one of the main attractions for tourists looking for an unforgettable travel experience. In addition to beautiful natural scenery, cultural history, and other tourist attractions, local food and drinks are an inseparable part of the trip. Food tourism is a great way to explore the rich culture and flavors of a destination. Here's why food tourism is a major draw for tourists and why it's important to celebrate it (Hall, 2020).

According to Soltani et al., (2021) one of the main reasons tourists seek out local culinary experiences is to understand the culture and traditions of the place they're visiting. Food is a reflection of culture, and by sampling local

dishes, tourists can experience a part of the history, values, and cultural norms of their destination. For example, satay in Indonesia is not just a meat dish served on a skewer, but it is also a symbol of the country's unity and diversity. Local food often has unique flavors that are different from what travelers typically find in their homes. Food tourism provides an opportunity to try authentic foods and drinks that can't be found anywhere else. From the spiciness of Thai food, the deliciousness of Italian pasta, to the sweetness of French caramel cake, these taste sensations provide unforgettable memories.

One of the benefits of food tourism is interacting with the locals. Local restaurants, cafes, and food stalls are the perfect place to talk to locals and gain a deeper insight into their daily lives. It also helps travelers feel closer to the communities they visit. Food is a universal language that connects people. When travelers enjoy local food, they can share this experience with the people they meet during their trip (Rousta, A., & Jamshidi, 2020). This creates a strong bond and an experience that can be shared with friends and family after returning home. The culinary industry also contributes greatly to local economies. Local restaurants, food markets, and producers employ many people and provide opportunities for local businesses to thrive. By supporting culinary tourism, travelers have a positive impact on the economy of their destination. With a wide variety of cuisines available around the world, travelers have the opportunity to try a variety of foods. This can range from cheap street food to fine dining at Michelin-starred restaurants. The ability to explore a variety of menus makes culinary tourism suitable for a variety of travelers, including backpackers, couples, and families. Some local dishes have a rich history and heritage (Jeaheng, Y., & Han, H. (2020). For example, Japanese sushi, Italian pasta, and Chinese dim sum are examples of dishes that have become world cultural heritage. Culinary tourism provides an opportunity to taste these dishes and appreciate the unique contributions of different cultures to the culinary world.

The importance of culinary tourism lies in its broad impact on various aspects of life, both in terms of culture, economy, and tourism. The following is an explanation of the importance of culinary tourism (Rachão et al., 2021):

1. Introduction to Culture Through Taste

Culinary tourism is one of the best ways to introduce the culture of a region. Regional specialties are not only about taste, but also a reflection of the history, traditions, and lifestyle of the local community. By tasting local food, tourists can better understand and feel the cultural identity of a place.

2. Driver of the Local Economy

Culinary tourism makes a significant contribution to the local economy. Restaurants, stalls, and other small businesses in the culinary sector benefit directly from tourist visits. In addition, the agriculture, livestock, and fisheries sectors that supply food ingredients also benefit economically from the increased demand.

### 3. Increasing Tourist Attraction

Tourist destinations that have typical foods are often more attractive to tourists. Unique food and drinks are an additional attraction that can increase the popularity of an area. A real example is how foods such as rendang from West Sumatra or sate lilit from Bali have become icons that attract tourists to the area.

### 4. Enriching the Travel Experience

Culinary tourism adds a new dimension to the travel experience. Tourists do not only come to enjoy the scenery or visit historical sites, but also to explore the culinary riches that exist. This makes their trip more memorable and varied.

### 5. Preserving Culinary Heritage

Amidst the currents of modernization and globalization, many traditional foods are at risk of being forgotten. Culinary tourism helps preserve ancient recipes and traditional cooking methods, by introducing them to tourists. This ensures that the culinary heritage of a region remains alive and appreciated by future generations.

### 6. Encouraging Innovation and Creativity

With the interest of tourists, culinary industry players are encouraged to continue to innovate. They may create new variations of traditional dishes or combine modern elements with old recipes. This creativity not only satisfies tourists, but also keeps local cuisine relevant and growing.

Overall, culinary tourism has a very important role in promoting and maintaining cultural richness and supporting economic growth in a region. It is not just about food, but about how food can be a bridge to get to know, understand, and appreciate the diversity of the world. Culinary tourism is an undeniable tourist attraction. It provides an opportunity for travelers to understand local culture, taste unforgettable taste sensations, interact with locals, create valuable experiences, support the local economy, explore the diversity of menus, and experience the world's culinary heritage. For those looking for an immersive and meaningful travel experience, exploring local cuisine is one of the best ways to experience it.

### **Culinary Tourism Development Strategy**

According to Nurmilah et al., (2022) the threat faced by business actors themselves is the loss of their sales market, which is caused by losing competition. In modern times like this, culinary tourism enthusiasts can lose out to shopping enthusiasts and others. In addition, the lack of innovation or promotion from the government and the sellers themselves can be a threat to the loss of culinary tourism. The development that will be experienced later is that more tourists will come and taste the traditional cuisine itself. The development of culinary tourism is useful for developing other tours and can enhance traditional culture. In addition, this development can also have a positive impact, to advance the economy and culture that can continue to be preserved. The more visitors who come or the more enthusiasts there are, the more people will attend culinary tourism. Culinary tourism is very diverse and there are many benefits from culinary tourism. Starting from advancing local culture, becoming an alternative and fairly safe tourist attraction if done, and becoming an alternative way to introduce culture, customs and manners and helping to increase the regional economy and being able to open up employment opportunities. However, even though it is diverse, few enthusiasts will be in vain.

There are several factors that hinder the development of culinary tourism. Such as management and funding issues. Management of the place, distribution of funds to help build businesses, lack of support and participation from the local community and lack of support from the government to support culinary tourism activities. Then, there is also culinary tourism that does not have a sales strategy, only expecting passers-by to taste the culinary they serve, lack of human resources development, lack of training on strategies and what should be done by culinary tourism business actors and lack of infrastructure to support culinary tourism. Therefore, a strategy is needed for the development of culinary tourism (Sulaiman et al., 2022).

One of them is promotion on social media and promotion to the local community. With the promotion carried out, the development of culinary tourism can grow rapidly in line with how and what media for promotion. In addition, with culinary tourism, not only the regional economy develops but also the culture can be preserved. Culinary tourism that serves traditional food can introduce a culture that is almost extinct in modern times. Therefore, it is hoped that there will be more and more culinary tourism enthusiasts, so that culinary tourism, traditional snacks and local culture can continue to exist and be preserved. According to Liberato et al., (2020) the development of culinary

tourism requires a planned and comprehensive strategy in order to provide maximum benefits for tourist destinations and local communities. The development of culinary tourism is an important step to increase the tourism appeal of an area. Here are some strategies that can be applied to develop culinary tourism effectively. Before developing culinary tourism, it is important to conduct a local potential analysis. This includes identifying the types of culinary specialties that exist, such as traditional food or unique local dishes. Cooperation between local governments and culinary business actors is very important. The government can provide support through training, socialization, and promotion. For example, a coaching program for culinary traders can help them understand how to process and serve food that is attractive and hygienic. Community involvement can also strengthen local culinary identity and increase community participation in the development of culinary tourism.

An effective marketing strategy is essential to attract tourists. This can be done through social media, culinary festivals, and other promotional events. Using digital platforms to market local culinary can reach a wider audience and raise awareness of the uniqueness of the region's cuisine. Adequate infrastructure, such as comfortable dining areas, accessibility, and other supporting facilities, is essential to support culinary tourism. Building an attractive and comfortable culinary area can improve visitors' experience and encourage them to return. Developing an innovative and attractive menu can be a special attraction (Rizkiyah et al., 2022).

Culinary entrepreneurs need to adapt to the latest food trends and create unique culinary experiences. For example, combining traditional cuisine with modern techniques or presenting food in a creative way can attract tourists (Vakil Alroaia et al., 2020). Culinary tourism must also pay attention to aspects of cultural preservation. Educating tourists about the history and traditions behind each dish can add value to their experience. This also helps to keep local culinary heritage alive and relevant amidst changing times. By implementing these strategies, culinary tourism development can provide significant benefits to the local economy, increase tourism appeal, and preserve regional culinary culture.

## **Culinary Tourism Development Strategy to Increase Tourism Attractiveness**

According to Savelli et al., (2022), an effective culinary tourism development strategy can significantly increase the tourism appeal of a destination.

### **1. Iconic Culinary Development**

Every region has a typical food that can become an icon. Identifying and promoting this culinary as the main attraction can increase tourists' interest in visiting. Creating a strong brand or identity for this culinary through historical stories, unique tastes, and the involvement of famous chefs can strengthen the appeal of this culinary in the eyes of tourists.

### **2. Organizing a Culinary Festival**

Holding an annual culinary festival that showcases regional specialties and drinks can attract tourists from all over. This festival can include cooking demonstrations, culinary competitions, and exhibitions of local food products. Holding culinary events with a specific theme, such as street food, traditional cuisine, or organic food, can attract a more specific market segment and create a unique experience for tourists.

### **3. Culinary Destination Development**

Developing a special area that offers a variety of culinary choices in one area, such as a food street or night market. This area can be a major attraction for tourists who want to enjoy a variety of local dishes in an authentic atmosphere. Ensure that culinary destinations are easily accessible to tourists by providing clear information, good transportation access, and supporting facilities such as parking and sanitation.

### **4. Integrated Marketing and Promotion**

Using digital platforms such as social media, websites, and applications to promote culinary tourism. Digital marketing allows for wider reach and direct interaction with potential tourists. Collaborate with food bloggers, vloggers, and culinary influencers to promote typical foods and culinary destinations on social media. Interesting and authentic content from influencers can increase tourist interest.

### **5. Culinary Tourism Product Development**

Providing tour packages that combine culinary experiences with visits to other tourist destinations. For example, a package that includes a tour to a traditional market, cooking class, and dinner at a famous local restaurant. Holding cooking classes, culinary tours, or workshops on local cuisine. This provides added value for tourists who want to learn more about the culture and how to cook typical foods.

6. Preservation and Innovation of Traditional Culinary

Preserving traditional recipes that may be threatened with extinction through documentation and training. This ensures that typical cuisine remains a long-term attraction. Encourage innovation in culinary presentation and creation that maintains traditional elements but with a modern touch. This can attract tourists who are looking for new and different culinary experiences.

7. Collaboration with the Tourism Industry

Work with hotels, restaurants, and travel agents to promote culinary tourism as part of the overall tourism experience. For example, offering meal vouchers or culinary tours as part of a stay package. Involve local governments and local communities in the development of culinary tourism so that the programs run are in accordance with local needs and potential, and receive broad support.

8. Development of Technology-Based Services

Develop applications or websites that provide complete information about culinary destinations, including locations, menus, reviews, and recommendations. This technology makes it easier for tourists to plan their culinary visits. Facilitate online food ordering or dining reservations, which makes it easier for tourists and increases their comfort during their travels.

9. Increasing Human Resource Capacity

Provide training and certification to culinary business actors to improve the quality standards of services and products. This is important to ensure that tourists get a satisfying and high-quality culinary experience.

By implementing these strategies, tourist destinations can strengthen their culinary appeal, attract more tourists, and create unforgettable experiences for visitors. A well-developed culinary tourism will contribute significantly to the economic and cultural sustainability of the area.

## **CONCLUSION**

Literature review on culinary tourism development strategies shows that culinary has great potential to increase the tourism appeal of a destination. Culinary tourism not only functions as a complement to other tourist attractions, but can also be the main attraction that defines the identity of an area. Typical local cuisine can be the main attraction for tourists. Unique and authentic food not only provides a gastronomic experience, but also reflects the culture and traditions of the local community. Therefore, the development of local cuisine must be carried out by maintaining its authenticity and quality.

The importance of training and improving skills for culinary business actors is a major highlight. By improving the quality of human resources, both in terms of cooking and service, a better experience will be created for tourists. This contributes to visitor satisfaction and the likelihood of them returning. In conclusion, a successful culinary tourism development strategy requires a holistic and coordinated approach. By optimally utilizing local culinary potential through branding, promotion, infrastructure improvement, and culinary preservation and innovation, a destination can increase its appeal and offer a richer and more memorable tourism experience for visitors. Culinary tourism, with all its potential, plays an important role in strengthening the position of a destination on the global tourism map.

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