

# Authentic Culinary Business for Sustainable Tourism: Strategy, Experience, Motivation and Value

Sri Mulyantini<sup>1\*</sup>, Lidya Primta Surbakti<sup>2</sup>, Agus Maulana<sup>3</sup>, Ekawati Jati Wibawaningsih<sup>4</sup>

Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia<sup>1,2,3,4</sup>

[sri.mulyantini@upnvj.ac.id](mailto:sri.mulyantini@upnvj.ac.id)<sup>1</sup>, [lidyaprimtasurbakti@gmail.com](mailto:lidyaprimtasurbakti@gmail.com)<sup>2</sup>, [agus.maulana@upnvj.ac.id](mailto:agus.maulana@upnvj.ac.id)<sup>3</sup>, [ekawati.jati@upnvj.ac.id](mailto:ekawati.jati@upnvj.ac.id)<sup>4</sup>



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## Abstract

**Purpose:** This study analyzes the City Government's strategy in developing culinary businesses to support sustainable tourism in Magelang (Central Java) and Depok (West Java), focusing on the role of natural resources, social dynamics, and cultural heritage.

**Methodology/approach:** Using a qualitative case study approach, data were collected through unstructured interviews with 10 key informants from 2023 to 2024. The study examines government strategies and stakeholder involvement in preserving local identity and engaging tourists.

**Results/findings:** Culinary business development emphasizes preserving cultural identity, providing training, and encouraging participation through exhibitions, cooking classes, and workshops. Storytelling and social media campaigns promote engagement. Sustainability is supported through legal protections, consistent promotion, and participation in festivals. Public education fosters cultural pride. The government integrates sustainable tourism principles by balancing economic, environmental, and social goals through collaboration with stakeholders.

**Conclusion:** A strategic, culturally grounded, and collaborative approach is vital to developing sustainable culinary businesses and enhancing tourism appeal.

**Limitations:** The study focuses on policymakers and business actors, excluding cultural stakeholders whose perspectives may offer additional insights.

**Contribution:** The findings inform policy development to support culinary sustainability, encourage government-industry collaboration, and promote culture-driven culinary marketing for inclusive economic growth.

**Keywords:** *Authentic Culinary Business, Experience, Motivation, Performance and Value, Sustainable Tourism.*

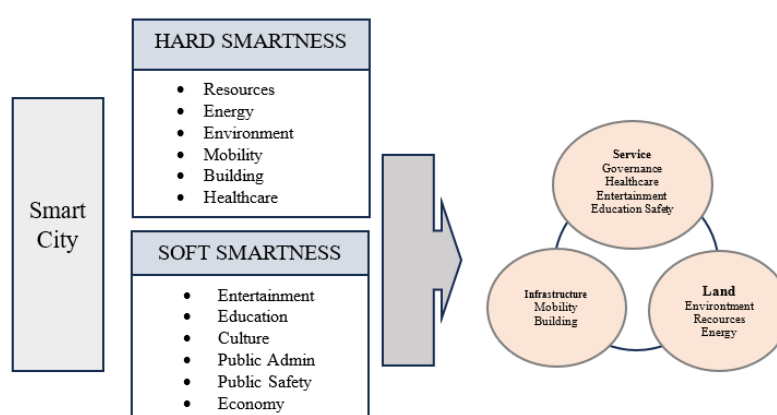
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## 1. Introduction

The objectives of implementing regional autonomy according to Law Number 23 of 2014 include increasing regional original income (PAD), and maintaining diversity and local wisdom. The City Government is required to provide public services, spatial planning, economic development, and environmental management. PAD has been proven to increase through restaurant or dining tax, tourist spending, and room occupancy rates (Khairina & Anggraeni, 2023). The culinary business, which is one of the regional creative industries, is considered capable of contributing the largest GRDP and is able to boost domestic tourism (Wijaya, 2019). In 2022, culinary will still be the highest export contributor with a contribution of 99.94% of the total export value of creative economy products. Based on data from the Ministry of Tourism and Creative Economy in 2023-2024, almost 48 percent of tourist preferences visit Indonesia because of its culinary attractions, the interest of foreign tourists in authentic

cultural experiences, ranks second at 45.95%, and has the potential to grow the fastest and can be a magnet for tourists to stay for several days. The target of 35% of foreign tourist arrivals, due to gastronomic tourism, is the government's performance target in the tourism sector in 2030, which is expected to contribute up to 60% to GDP. There is evidence that the role of government is very important in promoting tourism policies for economic growth (Rasool et al., 2021).

However, the facts show that there has been a decline in culinary tourism performance, according to data from the Ministry of Tourism in 2017, where the health and hygiene ranking was 108th, food safety was 91st, and the readiness of Indonesian culinary technology was 91st. According to the Indonesian Hotel and Restaurant Association (PHRI), in addition to macro factors, there are fabric problems, namely quality standardization, infrastructure, and marketing. Other identification results on research objects where tourism supporting factors such as the Smart City Program, there are study results in the city that are considered not to have run optimally, for example, they have not touched on environmental aspects (Shyfa Azani & Gandini Purbaningrum, 2023). Only a few people use *smart city devices* to meet their needs (Siswanto, 2019). Other results show that mobility and smart indicators have not received much attention as the main aspects of smart cities in Indonesia (Rachmat & Mangkoesoebroto, 2022). Culture which is part of Smart City can be explained in Figure 1.1, according to Lee et al., (2020), *culture* is one of the *Soft Smartness components* that supports the *Smart City program*. Where one of the parties that benefits from the Smart City program is Small and Medium Enterprises (SMEs). Because it will facilitate access to the market, increase operational efficiency, which helps strengthen the local economy.



Graphic1 Components of a smart city. (Lee et al.,

This is thought to have an impact on the decline in the number of visits and average length of stay of domestic and foreign tourists in starred and non-starred hotels, as shown in tables 1.1 and 1.2 over the last 3 years.

Table 1 Number of Accommodation Facilities in Depok City

Accommodation Types	2021	2022	2023
Hotel Berbintang	5	5	5
Hotel Non Berbintang	13	10	10
Jumlah Tempat Tidur	2.065	1.862	1.851
Jumlah kamar	1.231	1.111	1.157

Source BPS Kota Depok

Table 2 Average Length of Stay Rate

Star Hotel			Non-Star Hotel		
2021	2022	2023	2021	2022	2023
1,78	1,43	1,39	1,45	1,11	1,07

Source BPS Magelang City

Culinary is a basic element of culture and a major component of *intangible world heritage* in addition to natural wealth and art (Amanah et al., 2024). The results of research related to the development of typical culinary businesses can be explained by several studies, for example, culinary businesses can be developed with promotions through websites, (Yousaf & Xiucheng, 2018). The existence of

management support, destination revitalization, socio-cultural development, and the availability of unique gastronomic heritage information, (Wondirad et al., 2021). In addition, through the development of unique food names accompanied by stories about the origins of a dish, which can increase the perception of authenticity, (Youn & Kim, 2017). Or by improving food quality, determining business locations and waiting times for ordering services (He et al., 2019). Also by considering tourist groups, (Nicoletti et al., 2019). As well as concern for environmental and social sustainability due to the increasing sensitivity of tourists to environmental issues (Galati et al., 2023), and (Testa et al., 2019). The results of problem identification and the results of previous research searches can be formulated, namely how the City Government's strategy is to maintain and develop *Authentic Culinary Business* that supports *Sustainable Tourism* (Afnan et al., 2024).

The purpose of this study is to determine the City Government's strategy in maintaining and developing regional culinary businesses that support sustainable tourism. This study aims to complement previous studies through an authentic culinary business development model in the City Government area. The selection of the area is based on the consideration that Depok is the youngest city in West Java which is a buffer for the economy of the capital city of Jakarta. While Magelang is the oldest city in Central Java which is a buffer for world-class tourism, Borobudur Temple. This study is based on the idea that regional development is in line with the concept of *Sustainable Development Theory*, popularized by the World Commission on Environment and Development (WCED), where there are three main pillars, namely economic, social, and environmental sustainability. Economic sustainability presents economic opportunities for local communities through access to employment, as well as creating income from tourist visits. Social sustainability is manifested by appreciation and pride in local culture. While the principle of environmental sustainability, through environmentally friendly practices, such as the use of local food ingredients, energy-efficient cooking methods, and reducing food waste. Another theoretical basis is *stakeholder theory*, according to Edward Freeman (1984) that the success of authentic culinary businesses often involves stakeholders, such as local communities, tourists, government, tourism institutions, and business actors, so this theory underlies the concept of corporate social responsibility (CSR).

Another theoretical basis is *Cultural Capital Theory*, according to Pierre Bourdieu (1973) where every individual or group that obtains cultural capital can be passed down from parents to children. Cultural assets represented by resources at home, family participation in cultural activities, social behavior, and unique manners, can be economic potential. In a business context, authentic cuisine is cultural capital that includes heritage recipes, techniques and cooking skills passed down from generation to generation. The next theoretical support is *the theory of authenticity* which emphasizes the authenticity of local culture and traditions in presenting a unique and different culinary experience. Accordingly Long, (2018), in his book "Culinary Tourism", he explains that culinary businesses that maintain local cultural elements can create unique and sustainable tourist attractions. In addition, planning, development, and management through revitalization of destination facilities, empowerment of local communities, and strengthening inter-sectoral relations, which will encourage economic development.

## **2. Literature Review and Hypothesis Development**

### **2.1 Authentic Culinary Business Strategy and Performance**

The concept of *authentic culinary* is a reflection of the culture, tradition, and original taste of culinary of a region or country. Like Indonesian restaurants that use typical Indonesian ingredients and cooking techniques. That authenticity is closely related to customer trust, (Kim & Song, 2024), Conversely, the relationship between quality, satisfaction, and tourist loyalty depends on the extent to which tourists perceive the authenticity of local rural food, (Zhang et al., 2019). Maintaining the value of the authenticity of traditional food has a competitive advantage in the global market, despite many challenges amidst commercialization and modernization. Running an authentic culinary business is not just about serving, but also requires the right business strategy to compete and grow. Some strategies, for example *Customization*, emerge as a strong strategy, which allows customers to feel that every product they buy is the result of their own choices, reflecting individual tastes, lifestyles, and needs. That customization is the key to a positive customer experience, which requires culinary professionals to understand customer choices (Kaushal & Yadav, 2021).

That culinary tourism agents must be professional and certified. The next strategy is through business management, destination revitalization, maintaining and appreciating socio-culture, providing unique gastronomic heritage information, and developing unique food names accompanied by stories about the origin of a dish, which can increase customer perceptions of authenticity and purchasing intentions (Kim & Youn, 2017). Another strategy is to consider different groups of tourists, for example, *experiencers* show great appreciation for local food and become the group that has the greatest impact on the regional economy (Nicoletti et al., 2019). To improve *performance*, especially sustainable culinary destinations, it is necessary to pay attention to aspects of environmental and social concern, considering tourist expectations due to increasing sensitivity to the environment and society, which form specific targets for culinary tourists. (Galati et al., 2023) Because, it has been proven to play an important role in influencing the frequency of tourists to enjoy local food and drinks at agrotourism destinations. (Galati et al., 2023) In addition, by improving the competence of chefs, which is balanced with good promotion and publication, active in culinary events, archiving and documentation, and prioritizing traditional dishes. (Auliya & Mona, 2020) So the appeal of culture, tradition, and cuisine with original regional flavors gives rise to business ideas, requiring strategies to run them such as *Customization*, business management, destination revitalization, socio-cultural harmony, provision of gastronomic heritage information, maintaining the uniqueness of food names, and considering tourist groups and environmental sustainability factors, so that uniqueness accompanied by sustainable practices becomes an attraction for tourists to visit again.

## **2.2 Authentic Culinary Business and Sustainability**

In the current era of globalization and economic growth, culinary has become a promising and rapidly growing business sector. One of them is *Authentic Culinary Business*, which is a culinary business that emphasizes the authenticity, culture, and culinary traditions of a region or country. We need to maintain local culture, so that the difference between the original and non-original identities can be seen. (Mardatillah, 2020). The value of authenticity and uniqueness of food is a legacy from generation to generation, and innovation by culinary business actors based on local wisdom values can increase sustainable competitiveness. (Nurhayati et al., 2022) The unique value contained in the product is a symbol of strong identity in order to appear different from competitors. Traditional food is found to be less sustainable, but can be developed through support and hard work, humility, human resource development and professional management can be sustainable. In addition, by increasing value through improving quality, service and affordable prices, and by utilizing the internet.

That typical culinary contains local values, ethics, manners, and friendly service with distinctive and iconic characteristics, which can be improved through gastronomic tourism attractions with the support of the government and all stakeholders (Nurhayati et al., 2022). That innovation influences competitive advantage through local policies, the availability of formal and informal places such as stalls, street food stalls, (Mardatillah, 2020). Culinary offerings have authentic, iconic, unique, and distinctive characteristics with the local community that can be a competitive advantage if supported by effective policies, which prioritize community-based tourism, (Prerana et al., 2024). Although local food products are widely produced, there is still a lack of awareness of sustainable food, and only a few business actors have the motivation and perception of food sustainability. While food/culinary sustainability is one of the goals of many companies, (Ozturk & Akoglu, 2020). The products offered are not only about taste, but also reflect the history and way of life of the local area. So local food can play an important role in sustainable tourism because it attracts visitors' desire for authenticity and holiday experiences. Authentic culinary business is in great demand because people are increasingly interested in exploring authentic and unique, traditional foods.

## **2.3 Authentic Culinary**

### **1.3.1 Tourist Experience and Motivations**

Authentic culinary experiences have become one of the main attractions for tourists. In facilitating interactions between communities, tourism destinations and stakeholders, culinary tourism is seen as a relevant and significant factor, and a meaningful element, which when communicated and enhanced technologically, will strengthen the perception and brand image of a destination. (Vrontis et al.,

2021) Many tourists enjoy local food as a motivation and a way to better understand the culture, history and society of a destination. Several studies have shown that tourists have an increasingly strong motivation to travel for food and beverages, considering that the act of traveling followed by the act of eating/drinking and the individual's attitude and emotions are likely to create memories, and the culinary tourism experience includes sensory, emotional, social and interpersonal relationships, as well as novelty and experimental relationships, (Stone et al., 2022). According to the traditional view authenticity is the main antecedent of the quality-satisfaction-loyalty framework of culinary tourism, while iconic foods are unique signature dishes that represent and identify a destination and are what motivate tourists to visit it. (Anton Martin et al., 2021), that iconic foods strengthen the influence of perceived value on the intention to repeat the experience, while general experience with local cuisine supports the intention to recommend, (Anton Martin et al., 2021). That there are three types of tourists with different levels of interest in local gastronomy, namely survivors, enjoyers, and experiencers, where experiencers are tourists who have a great interest in local gastronomy, (Nicoletti et al., 2019). Related to the experience that there is no development of a multidimensional scale of authenticity that produces the main determinants that shape an authentic dining experience, although initial steps towards an authenticity scale have been made, (Le et al., 2019). That individual perceptions of authenticity influence the intention to revisit through positive emotions and perceived value, (Kim & Song, 2024). That culinary tourist motivation has a positive effect on culinary experience and satisfaction; culinary tourism experiences are positively related to satisfaction and loyalty, especially if accompanied by cooking class participation, which will increase the value of the experience, satisfaction and loyalty, (Suntikul et al., 2020).

That culinary tourism experiences are heterogeneous based on the dimensions of guides, food characteristics (taste, variety, flexibility, and availability), educational experiences, authentic experiences, memorable experiences, values, socialization/meeting people, safety, local hospitality, and satisfaction, which become recommendations and revisit intentions, (Seyitoğlu, 2021). According to (Walter, 2017), culinary tourists seek accumulation of knowledge and gastronomic experiences when visiting museums and restaurants, and each experience is shaped by environmental and social factors. That tourist motivations are revealed at the individual, social, and institutional levels resulting from behaviors displayed during the visit. At the individual level, the most dominant motivation comes from the search for knowledge, practice and sensory and physical experiences. At the social level, it highlights the importance of social togetherness and kinship, while the motivation at the institutional level is the authenticity of the food, (Park et al., 2022). Promoting culinary tourism is not only about displaying the variety of traditional foods that are owned, but it is also important to convey to the market about the socio-cultural values behind the food. (Wijaya, 2019). The existence of various local products combined with unique gastronomic heritage not only enhances the visitor experience but also extends their length of stay. The provision of authentic culinary products also shows local culture and thus portrays a positive destination image, (Wondirad et al., 2021)

### 3. Methodology

To describe the research results in depth, using a qualitative research method with a case study approach. Namely to find out information about the culinary SME development strategy through economic aspects, environmental aspects and culture that support sustainable tourism in the Depok City Area, West Java and Magelang, Central Java. The qualitative research used in this study because quantitative research lies in its reliance on numerical data and statistical analysis, which may not fully capture the complex, qualitative aspects of the culinary sector and its cultural influences. To understand the phenomenon, avoid subjectivity, and ensure the validity and reliability of data, this study uses triangulation, namely the use of several data sources or methods to ensure that the research findings are accurate. Participatory observation was carried out by observing and analyzing documents and texts related to how the local government's strategy is towards developing typical culinary as a tourism product, how to develop infrastructure, empower business actors, efforts to preserve typical culinary heritage, as well as digitalization and promotion.

Triangulation, in this context, refers to the use of multiple data sources or methods to cross-check and validate the findings, thus enhancing the credibility and reliability of the research. The triangulation process involves combining various techniques such as participatory observation, document analysis, and the examination of texts. Specifically, the research involves observing and analyzing relevant documents and texts to understand how local governments approach the development of local culinary products as part of tourism. It also looks at how they develop infrastructure, empower business actors, preserve culinary heritage, and promote digitalization within the sector. By utilizing these diverse data sources and methods, the study ensures a more robust and accurate representation of the strategies and practices surrounding the sustainable development of culinary SMEs in the region.

In this study, the selection of informants was conducted through purposive sampling, a method commonly used in qualitative research to ensure that participants possess specific characteristics or expertise relevant to the research topic. The informants were chosen based on their direct involvement in the culinary sector and their roles in shaping the development of culinary SMEs within the context of sustainable tourism. These individuals include local government officials, representatives from tourism boards, culinary business owners, and key actors involved in the preservation and promotion of culinary tourism. This research involves interviews and discussions with various parties, and combines them with observation and document analysis. Interviews involved informants 1 staff of the Magelang City Tourism Office, 1 staff of the IKM Center, 2 officers of the Betawi Village Cultural Center of the DKI Jakarta Tourism Office, and 12 culinary business actors from Magelang and Depok City. Furthermore, FGD was conducted to enrich the data sourced from the policy-making team and implementers in the field in developing strategies, creating experiences, motivations and values for *authentic culinary tourists*. The FGD was conducted twice at the Office of the UKM and Cooperatives and the Office of the Youth, Sports, Culture and Tourism of the Depok and Magelang City Governments. The FGD activities were still focused on the Depok City Government considering that there were more problems in the city, especially local culinary businesses.

FGD I was conducted at the Depok City SME and Cooperatives Office (DUKM) on July 4, 2024 from 09.00 to 13.00 to discuss problems and strategies in developing culinary businesses through training and empowerment for business actors, especially local culinary businesses. FGD participants consisted of the Head of the Development Division of the Small and Medium Enterprises Office (DUKM), Head of the Empowerment Division of DUKM, Head of the Cooperative Division of DUKM, 3 DUKM staff. FGD II was conducted with the Youth, Sports, Culture and Tourism Service (Disporyata) of Depok City on July 15, 2024 from 10:00 to 12:30, which discussed problems and strategies for developing tourism, especially culinary tourism. FGD participants consisted of the Head of the Culture and Tourism Division of Disporyata, 4 staff Cultural and Tourism Sector of Disporyata, For data analysis process, using narrative analysis that focuses on stories built by elements of local government, IKM Center and business actors in developing authentic culinary businesses, which provides in-depth insight into how local governments define and interpret typical culinary businesses that support tourism.

## **4. Results and Discussion**

### ***4.1 Local tourism potential that can be developed***

The results of the identification of tourism potential in the research object show that the City Government (Pemkot) has a variety of tourism potential that has the potential to be developed. For example, by integrating tour packages for several tourist destinations, such as nature tourism, sports tourism, historical tourism, cultural tourism, it has the potential to increase local revenue (PAD). Both regions have a wealth of culinary culture that has the potential to become tourist attractions, especially with the support of the City Government.

As the youngest city in West Java, Depok City Government has cultural roots similar to Betawi culture, including various Betawi culinary specialties with Depok characteristics. Other potentials include iconic buildings in the form of places of worship, ancient tombs, colonial government heritage houses, and proximity to the Betawi Cultural Center owned by the Jakarta Cultural Service. From an environmental aspect, this area is crossed by large rivers such as Ciliwung, Cisadane, there are many situ (lakes), city

forests, and there are centers for superior horticultural commodities with competitive value. From these three aspects, there is potential for the development of religious and cultural tourism, culinary tourism accompanied by cooking demonstrations and *cooking classes*, food festivals, combined with fashion and craft product exhibitions. As well as lake tours, rafting, outbound arenas, agro tourism, homestay businesses for accommodation and *family gathering events*. In terms of the economy, there is an opportunity to increase creative economy exhibition events, fashion shows, and crafts. As a buffer for the Capital City, this area has the opportunity to become an economic center through optimal government support.

Furthermore, the Magelang City Government area has beautiful natural scenery. Because it is surrounded by Mount Merapi, Sumbing, Sindoro and Mount Merbabu, Vukit Tidar in the middle of the city, water sources, rivers, rice fields and plantations, as well as many horticultural commodities such as coffee, fruits such as durian, rambutan, longan. In this area, village tourism has indeed emerged as an impact of Village Fund assistance. As the oldest city in Central Java, Magelang City has the same cultural roots as Javanese Culture including various delicious regional snacks and drinks that can be found in legendary stalls, restaurants and eateries or souvenir shops. This city has several nicknames, namely Gethuk City with a historical story behind the emergence of the food. In addition, as a Military city, there are museums and historical buildings of the TNI, and the story of national heroes General Sudirman and Prince Diponegoro. With a clean city layout equipped with a city square with the presence of a statue of Prince Diponegoro, an iconic ancient water tower, also the "Chinatown" area, Klenteng, and a clean and orderly traditional market, it provides a great opportunity for City Tour tourism. In addition, it is very close to the world-class historical site of Borobudur Temple

With these natural conditions, the City Government has the potential to develop natural tourism such as river rafting, white water rafting, mountain tracking, agro tourism, camping ground, glamping, plantation and rice field tours, which are equipped with homestays and accommodation. In addition, it has the potential to have historical tourism, nature tourism and cultural tourism while enjoying culinary tourism that provides special dishes in culinary centers. Especially with the support of the City Government through the Office of the Service, UKM Center and the *smart city program*, as well as annual cultural events, culinary festivals and other creative economic exhibitions. has the potential to increase PAD and sustainable economy

#### **4.2 Strategies that create tourist experiences**

The strategies implemented by the City Government to create experiences include through certification programs, tax relief and ease of licensing for business actors as well as collaboration and partnerships (Kasmahidayat & Hasanuddin, 2022). Certification is in order to meet health, safety, and quality standards. Certification also maintains trust, access to a wider market, and innovation for increasing competitiveness. Both research areas encourage halal certification and meet SNI. Certification is also useful for branding and proof of compliance through the inclusion of certification logos on products. Certification is carried out in collaboration with the Office of the Service, Banking Institutions, Universities and BSN, certification is also carried out for workers in the tourism sector such as hotels and restaurants for *front office staff, housekeeping, food and beverage*. Other strategies are by providing incentives for Restaurant Tax ranging from 5% to 10% of total sales. The Central Government also provides relief in the form of a final Income Tax (PPh) exemption at a rate of 0.5 percent of turnover, for micro, small and medium enterprises (MSMEs). Starting in 2022, MSMEs with a turnover of no more than IDR 500 million per year are entitled to tax-free facilities. The Depok City Government provides restaurant tax relief from 10 percent to 7 percent. In addition, there is ease of licensing, namely by eliminating the Business Certificate (SKU) or Business Domicile Certificate (SKDU). Meanwhile, the Magelang City Government imposes regional tax objects including Hotels, Restaurants, Entertainment and others. Although it does not provide relief, the City Government conveys openness in the use of taxes for the development of tourism facilities and infrastructure such as comfortable road access, transportation facilities, clean and comfortable public and supporting facilities and easy access to Borobudur tourism. Public-private collaboration and partnership strategies are also carried out in relation to infrastructure development, marketing, and HR training. Public partnerships usually provide policies, regulations, and infrastructure support, while the private sector is in terms of operations and



management. Programs that have been carried out by the Depok City Government with the DPRD related to discussions on fulfilling the mayor's campaign promises and establishing UKM Centers in each sub-district, to build local potential. Partnerships in training and business development activities through Expo events, production training, cooking (cooking Class) of various traditional cakes, use of safe ingredients, packaging/labeling, food photography, and selling skills. In addition, launching the Dkerens application, for access in one system (one single system) for training information.

The Magelang City Government has established international cooperation with the City of Penang, Malaysia to exchange experiences in developing and promoting joint tourism. The City Government through the Regional Development Planning, Research, and Innovation Agency also conducted a *Focus Group Discussion* (FGD) involving stakeholders in formulating strategies to strengthen the tourism sector that supports the Borobudur National Tourism Strategic Area. Also FGD with KADIN, Business Actors, Regional Government Organizations, the Indonesian Journalists Association, tourism communities, and Academics with the theme "*Synergy of MSMEs, Creative Economy and Tourism to Build Magelang City into a Service City*" which is a reflection of the pentahelix. The City Government also hosted the *Forum for Development and Employment Promotion* (FEDEP) or the Local Economic Development Forum.

As an impact of this strategy, MSMEs get certification and have the ability to increase business capital fertilization because there is tax relief. Furthermore, the City Government has succeeded in receiving various awards such as the third best predicate from the Regional Development Award (PPD) for Central Java Province in 2021, the National Regional Development Award (PPD) in 2024 for the City Category, Performance and Good Governance at the City Level for the General Category at the 2024 Pandu Negeri Award from the Indonesian Institute for Public Governance. In addition, the Government has a forum for economic actors from the public and private sectors to collaborate in economic development and job creation, playing a strategic role in providing input and recommendations to Bappeda, regarding efforts to develop the regional economy.

#### **4.3 Strategies to increase tourists' motivation to visit**

Strategies to foster tourist motivation include providing supplies, training, empowerment, and environmental and social awareness campaigns to the community. There is an increase in tourist concern for environmental and social sustainability. The city government seeks to support the local economy, through the use of environmentally friendly materials, and a commitment to sustainable business practices. For this reason, the Depok City Government is empowering Pokdarwis on Optimizing Tourist Attractions, launching the Cultural and Tourism Information System application, and selecting Tourism and Creative Economy Ambassadors to help with tourism and creative economy campaigns. In addition, conducting a campaign to appreciate culture, especially the diversity of regional cuisine through the provision of free Indonesian food and drinks, festivals, and competitions in collaboration with several communities. The Magelang City Government has Proklim (Climate Village Program), with an environmentally friendly village program, holding tourism workshops for RT representatives throughout the city.

Another strategy is empowerment, training and mentoring for business actors. The city government through the Office of the Service opened 18 types of job training. Also training on the Digital Entrepreneurship Academy (DEA) for 100 business actors partnering with the Ministry of Communication and Information. Mentoring and promotional training were held at the Expo for training participants and New Entrepreneurs (WUB) in the culinary, craft and fashion fields. The Magelang City Government through the Office of several related Offices holding Training and mentoring for independent workers and training in food processing production for culinary business actors. IKM Center as an exhibition and promotion event also provides a "*coaching clinic*" forum with support from competent mentors in partnership with colleges of business professionals. The appeal of authentic culinary tourism that motivates tourists to visit in addition to providing a unique experience, also uses infrastructure development and strengthening strategies, for various needs of facilities and services during a visit to a destination. The Depok City Government has made efforts to organize and improve the environment, Rehabilitate, Build town squares, city forest parks, and several spots and product



display centers including culinary in collaboration with several shopping centers. Also developing environmentally friendly tourism facilities, with the help of private parties/land owners in areas that have not been utilized.

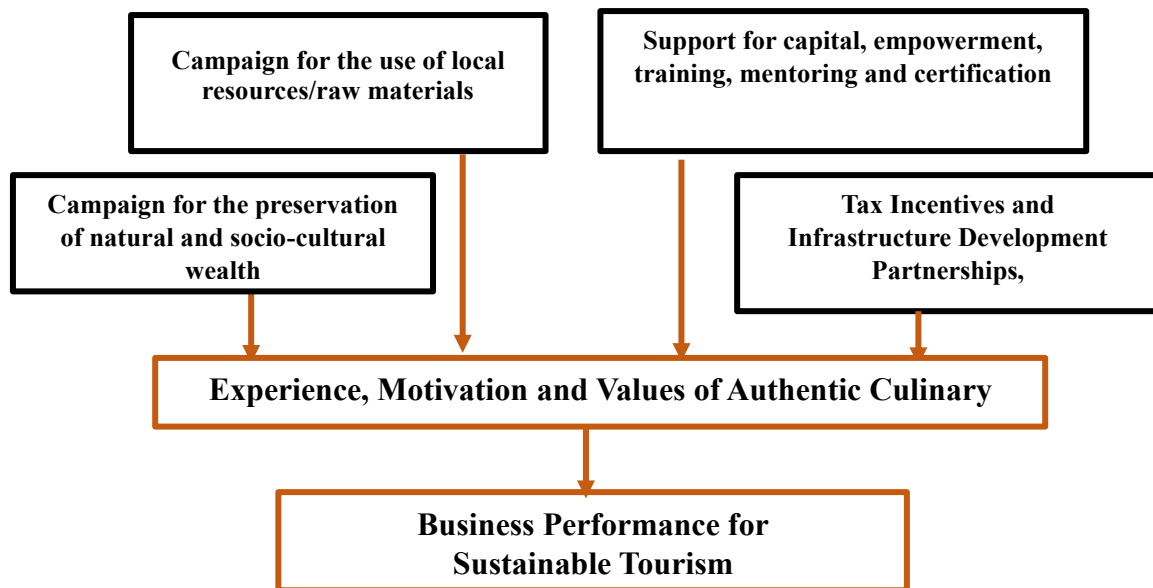
To increase its attractiveness, the Magelang City Government conducted a study on the needs of community-based tourist destinations, with a priority scale of developing access to the Borobudur Temple and Bukit Tidar tourist attractions. To support the competitiveness of SMEs, the provision of an IKM Center, which displays SME products and serves orders for consumption or to be taken as souvenirs. In addition, it has many superior programs, such as Progamis (Magelang Agamis Program), Magesty (Magelang Smart City), Magelang Cantik (Organic Love), Balai Belajar, the Community Empowerment Program for Advanced, Healthy and Happy Magelang Keren (Entrepreneurship Center Village). In addition, beautifying the city through flower gardens, Provision of culinary spots in the city square area, the iconic Chinatown area. As well as revitalizing areas/places for culinary specialties that are no longer adequate to be more modern, such as the revitalization of the legendary culinary spot "Ngesengan", and encouraging SMEs to open more legendary culinary spots. The impact of this strategy is that the community is increasingly motivated to increase environmental awareness and knowledge about tourism potential in their respective regions. In addition, it increases the independence and level of competence of culinary business actors for business development, as well as the availability of typical culinary spots and infrastructure. This allows for the creation of unique and interesting experiences for tourists.

#### ***4.4 Strategies to raise authentic culinary value***

Authentic culinary businesses play an important role in increasing the value of the local economy. Preserving traditional cuisine is not only about maintaining recipes and cooking techniques, but also preserving the cultural values contained within. Promoting the use of environmentally friendly local ingredients, workshops and cooking events that showcase the use of local and environmentally friendly raw materials, with stories behind the origins of the ingredients used are important strategies. These strategies not only support environmental sustainability but also help preserve cultural heritage in the form of culinary. The Depok City Government has a regular exhibition agenda in the Mayor's Office, in collaboration with the Kontak Tani Nelayan Andalan organization, which carries agricultural products and their processed products, including the promotion of local fruit products and their processed products. In addition, exhibition activities and cultural parades (clothes and various dances, games, culinary and crafts) in collaboration with the MICE Study Program.

The City Government also supports international culinary flavors through competitions, product displays, training classes, and food photography initiated by the private sector. As well as involving SMEs in turns in several exhibition events at several institutions. In addition, the Health Office also holds local food training for the community and SMEs. To raise the economic value of culinary specialties, the Magelang City Government holds an annual Fair and people's party on the City's Anniversary, and commemoration of national days, which also serve as a means of promoting local products, cultural performances, and culinary festivals, such as the Getuk Festival. The festival involves local SMEs and other regions and is related to the term "Getuk City", with the historical story behind the term. Training is also carried out on local food processing, as well as education to improve insight and skills in alternative foods for the community, business actors, and food cadres.

The impact of this strategy is the increase in various culinary events including typical culinary, and the appeal of the culinary for the community, the younger generation and tourists to enjoy and love local culinary and promote it to others. Thus increasing the value of local culinary businesses that are able to increase sustainable tourism. So, in short, the strategy implemented by the city government in developing authentic culinary businesses is as shown in the image below.



Graphic 2. Authentic Culinary Business Development Strategy Model

#### ***4.5 Tourism Potential that Supports Authentic Culinary Business***

Based on the results of the study, both regions have cultural, environmental and economic potential that creates experiences, motivations and can increase the economic value of the culinary business. There is potential from the natural beauty, unique culture, history, and activities of local communities that can attract both domestic and foreign tourists. With its wealth of natural resources, lakes, mountains, forests, and historical sites, this area offers great opportunities for further development. The potential of nature, cultural heritage and unique local wisdom, are opportunities for increasing PAD, although there are several obstacles that need to be considered, such as the accessibility of several destinations is still difficult to reach due to inadequate infrastructure, such as roads or public transportation. Lack of tourist facilities, such as lodging, places to eat, and information centers, which can reduce the comfort of tourists. Limited and minimal promotion, makes culinary tourism and other tourism destinations not yet widely known. Overall, the tourism potential, especially culinary tourism in this area is quite potential, because both regions have a variety of typical culinary delights that come from the diversity of local cultures. The Depok City Government should ideally collaborate with the DKI Jakarta Province in development, as well as with academics in conducting studies on the potential and innovation of community tourism needs, this is in accordance with the fact (Mardatillah, 2020), that innovation influences competitive advantage through local policies, providing places that attract tourists.

Here the role of government is very important, because there is evidence that the role of government is very important in promoting tourism policies. (Rasool et al., 2021) For the Magelang City Government with a strong culture through various culinary delights, it can be integrated with culinary needs in the national tourism area which also needs culinary tourism to complement the needs of local culinary tourism, a program that has been continued with more cooperation with the Regency government and with international institutions. With good planning and involving all stakeholders, culinary tourism can develop to produce sustainable tourism packages and provide economic, social, and environmental benefits.

#### ***4.6 Strategies that create tourist experiences***

According to the research results, the government provides support in the form of certification policies for business actors, tax relief, ease of licensing, building infrastructure, conducting training, creating a comfortable environment, and maintaining community culture which is carried out through cooperation and collaboration, in order to create a unique culinary experience for tourists. Considering that authentic and typical cuisine is a unique specialty dish that represents, identifies a destination and motivates tourists to visit it, (Anton Martin et al., 2021). So the certification policy for business actors, tax

incentives and ease of licensing carried out, are positive and supportive strategic steps. Certification helps guarantee authenticity, as well as an effort to meet food safety health standards, quality of ingredients and processing or production processes. If this is done, it will maintain consumer trust, allow access to a wider market and be able to encourage innovation for increasing competitiveness, and influence competitive advantage according to (Mardatillah, 2020). Likewise (Kim & Youn, 2017, culinary tourism agents must be professional and certified, which can increase customer perceptions of authenticity and intention to return. So certification of tourism workers, especially in the hotel and restaurant sector for front office, House Keeping, Food and Beverage, is also very supportive. This strategy is also relevant to the problems faced related to the declining performance of culinary businesses as indicated by the low health level, cleanliness level, and food safety level.

Tax relief for culinary businesses will increase opportunities for business development such as opening new branches, expanding markets, or adding product variations, increasing liquidity or availability of funds for investments such as purchasing equipment, improving facilities, and training employees so that they can increase business productivity and service quality. Tax relief also provides greater opportunities for research and product development. This can include innovation in food presentation, this is appropriate (Kaushal & Yadav, 2021), that a positive customer experience, which requires culinary professionals to understand customer choices, namely customization strategies. While this will reduce the risk of failure in business that often occurs in small businesses.

The policy related to the ease of managing permits for culinary businesses is expected to accelerate the opening of businesses, save time and administrative costs and immediately focus on business development. This convenience will reduce administrative costs so that there will be capital accumulation that can be allocated for other needs. Policies related to public and private collaboration and partnerships have been able to provide an impact, both in developing potential, infrastructure development, training and empowerment of human resources. However, it is still necessary to develop cooperation with cultural centers to maintain better culinary culture, for example through organizing cultural events, exhibitions, cultural festivals, and developing applications that support easy access to information. In addition, increasing international cooperation with other parties to facilitate broader funding and can be felt by many business actors, considering that many business actors are unable to finance it themselves, including mentoring. This is in accordance with the support of the theory according to stakeholder theory, by (Edward Freeman 1984) that the success of authentic culinary businesses often involves stakeholders, such as local communities, tourists, government, tourism institutions, and culinary business actors. According to the results of the study that the impact of the tax utilization policy for the benefit of providing public facilities, the city government has succeeded in winning various regional development awards from the central government.

#### ***4.7 Strategies that increase tourist motivation***

The creation of conditions that support the experience of tourists in culinary tourism trips can motivate them to visit again because of unforgettable memories in their lives, according to (Stone et al., 2022), that memories, and culinary tourism experiences include how sensory relationships, emotional relationships, social and interpersonal relationships, novelty and experimental relationships. That attitudes and emotions allow the creation of memories, and culinary tourism experiences. So in essence, experience, motivates tourists to come back again. The role of the government is considered very important, especially in supporting infrastructure maintenance, revitalizing unsuitable places or building access to new facilities, without reducing the importance of maintaining environmental balance and sustainability.

Strategy to increase awareness and love for the environment and society through empowerment of Tourism Awareness Groups (Pokdarwis), Selection of tourism ambassadors to support education and knowledge of culture and the environment. In addition, the environmentally friendly village program and love for local culture. as well as tourism workshops for the community to develop culinary tourism potential in their respective areas. Holding an annual event of a local culinary festival. Providing free culinary specialties for the community. Where attention to the existence of various agricultural products

combined with unique gastronomic heritage not only enhances the visitor experience but also extends their length of stay. The provision of authentic culinary products also makes it possible to realize local culture and thus depict a positive destination image, (Wondirad et al., 2021). This is in accordance with the background of the problem, namely the lack of infrastructure towards a more optimal Smart City according to the results of the evaluation and study related to the obstacles to developing a smart city which faces many challenges according to the mobility and smart indicators have not received much attention as the main aspects of a smart city in Indonesia, (Rachmat & Mangkoesoebroto, 2022). In addition, the smart city program has not run optimally, for example because it has not touched on environmental aspects (Shyfa Azani & Gandini Purbaningrum, 2023)

Strategy through Empowerment, training and business mentoring as well as access to capital for business actors is important. The City Government and its ranks, in collaboration with the Ministry of Communication and Information, provide empowerment and training on the Digital Entrepreneurship Academy (DEA) to business actors including culinary businesses, as well as several types of work training programs. The City Government and its ranks hold training in processed production and mentoring for independent workers for several types of business actors, including culinary business actors. The City Government provides IKM Center facilities, business consultations/clinics and holds exhibitions and expos/bazaars regularly to help access the market supported by experienced mentors. The City Government provides cooperation with financial institutions, namely banks and cooperatives for access to capital. This has an impact on There is an increase in digital literacy needed for marketing and capital interests There is easy access to capital from financial institutions (Kosasih & Sulaiman, 2024). There is easy access to marketing through the IKM Center (Hardiyanto et al., 2025). This is appropriate, (Galati et al., 2023) in order to improve environmental performance, the government can increase concern for the environment through empowerment of Pokdarwis, community elements at the Neighborhood Association (RT) level.

Given that sustainability plays an important role in the selection of culinary destinations to meet the expectations of culinary tourists. Furthermore, social and environmental sustainability has been proven to play an important role in influencing the frequency of tourists enjoying local cuisine at agrotourism destinations. (Galati et al., 2023) The government also prepares tourism ambassadors to maintain culture which is an important component in tourism development. The government is trying to maintain culinary specialties by providing free culinary specialties at various important events and agendas, (Auliya & Mona, 2020) that culinary ecosystem mapping. Chef competencies need to be continuously improved. Which is balanced with good promotion and publication, regular culinary events and increased on a large scale, archived and documented, with priority for traditional dishes.

#### ***4.8 Strategy to maintain and increase value***

To increase the economic value of the City Government, it develops culinary tourism through holding culinary festivals accompanied by cooking demonstrations, local raw material exhibitions, local product bazaars, local superior product festivals following cultural events, this is in accordance with (Kim & Youn, 2017), that providing information on unique gastronomic heritage can increase tourists' perceptions of authenticity and the intention to return again. This strategy can also be an effort to brand regional economic values. Encouraging business actors to certify products and facilitate licensing will save costs so that capital accumulation occurs, encouraging business actors to innovate in menus and presentation methods without reducing their authenticity so that it will increase the economic value of typical culinary. In addition, holding training and empowerment and encouraging the use of environmentally friendly local raw materials, in accordance with (Galati et al., 2023), that concern for the environment and society is in order to meet the expectations of tourists who are increasingly sensitive to the environment and society.

The City Government is also revitalizing legendary culinary business locations, building access to authentic culinary tourism routes, providing souvenir centers that accommodate derivative products from legendary culinary. This is considered capable of increasing the economic value of local farmers, expanding the absorption of local workers. Holding training and empowerment as well as campaigns on the use of environmentally friendly local raw materials and products. Empowerment for cleanliness

and health of local food nutritional quality. In an effort to maintain local cultural values, the city government also holds folk festivals, cultural titles and attractions packaged in the form of dance art titles, traditional games and traditional culinary festivals regularly which are characteristic of local culture inspired by stories, customs and traditions of ancestors and cultural figures. This is in accordance with (Auliya & Mona, 2020) that through increasing the competence of chefs accompanied by good promotion and publication, through routine culinary events and increased on a large scale, archiving and documentation are carried out, and prioritizing traditional dishes. Will produce a culinary ecosystem mapping. This has an impact on the ease of customers accessing tourist destinations both offline and online.

## 5. Conclusion

The research highlights the significant potential of authentic culinary tourism in Magelang and Depok, supported by natural beauty, cultural heritage, and distinctive local cuisine. However, challenges such as inadequate infrastructure, limited accommodation and dining facilities, and minimal promotion hinder optimal development. Addressing these issues through comprehensive planning and stakeholder collaboration can transform the region into a sustainable culinary tourism destination that benefits the economy, society, and environment. Authentic culinary tourism extends beyond food consumption, offering immersive experiences that connect tourists with local culture and traditions. The City Government's strategy includes certification policies, tax incentives, and ease of licensing, complemented by partnerships to organize culinary festivals, exhibitions, and training programs. Strengthening motivation involves storytelling campaigns, environmental initiatives, and business mentoring, supported by financial institutions and digital marketing platforms.

Preserving the value of authentic cuisine requires legal protection, revitalization of legendary culinary sites, and participation in national and international events. Public education and awareness campaigns are essential to fostering cultural pride, particularly among younger generations. Challenges include competition from modern and foreign cuisines, limited budget allocations, and declining youth interest in traditional food preservation. This study contributes to the development of a management model for authentic culinary businesses by integrating experience creation, motivation enhancement, and cultural value preservation. However, its scope is limited as it does not incorporate perspectives from key stakeholders such as cultural figures, culinary entrepreneurs, and younger tourists.

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