Exploring the Evolution and Prospects of Gastronomy Tourism Development in Tista Tourism Village, Tabanan: A Comprehensive Analysis

I Nyoman Cahyadi Wijaya
Politeknik Negeri Bali, Indonesia
Email: cahyadiwijaya@pnb.ac.id

Abstract

Purpose: This research aims to uncover the ontological phenomenon driving gastronomy tourism development in Tista Tourism Village, Tabanan, utilizing qualitative analysis and Rich Picture depiction.

Research methods: This research uses qualitative approach, Soft Systems Methodology (SSM), Rich Picture analysis. The findings of this study illuminate a notable shift within the local community of Tista Tourism Village, Tabanan, towards lifestyles oriented around tourism.

Findings: Through the application of Soft Systems Methodology (SSM) and Rich Picture analysis, it becomes evident that the development of gastronomy tourism has led to significant changes in social dynamics and cultural norms. The analysis reveals a delicate balance that the community strives to maintain between embracing modern tourism practices and preserving traditional values. The study’s findings shed light on the need for cultural preservation programs that engage the local population, ensuring that the benefits of tourism are shared equitably and that the community’s identity remains intact.

Implication: This research serves as a valuable resource for shaping the trajectory of gastronomy tourism in a manner that harmonizes economic growth with the preservation of local traditions.

Keywords: Gastronomy tourism, rich picture, soft systemic methodology.

INTRODUCTION

Gastronomy tourism, the fusion of culinary experiences with travel, has emerged as a transformative force in redefining the dynamics of local communities and their engagement with tourism development (Hall & Mitchell, 2002; Hall et al., 2015). The intertwining of gastronomy and tourism creates a unique platform that showcases not only the culinary heritage of a region but also catalyzes economic growth and cultural exchange (Secuk & Secim, 2023; Menor-Campos et al., 2022; Moira et al., 2015; Putra et al., 2015). The allure of gastronomy tourism lies in its ability to provide visitors with an authentic and immersive experience, while simultaneously contributing to the enhancement of
local economies and preservation of cultural identity (Hall, 2008; Hall et al, 2015; Hamzah & Khalifah, 2009; Rinaldi, 2017).

Within this context, the focus of this research is the Tista Tourism Village in Tabanan, a region renowned for its rich culinary traditions and scenic beauty. The backdrop of this study is the ontological phenomenon that underpins the development of gastronomy tourism in Tista. As the village navigates its trajectory from traditional lifestyles to embracing the tourism industry, understanding the intricacies of this transition becomes paramount.

While existing studies have explored various facets of gastronomy tourism's impact, this research aims to contribute by employing a qualitative approach bolstered by the Soft Systems Methodology (SSM). The application of SSM provides a structured lens to delve into the complex socio-cultural dynamics involved in the transformation process (Kurniawan & Maulana, 2022; Lewis, 1992; Purnomo & Djunaedi, 2019). Furthermore, the utilization of Rich Picture analysis promises to unveil a comprehensive portrayal of the community's existing and future scenarios in relation to gastronomy tourism development. In light of these considerations, this study seeks to illuminate the unique ontological phenomenon driving the evolution of gastronomy tourism in Tista. By doing so, it not only enriches the academic discourse but also provides insights of practical significance. This research holds the potential to inform sustainable strategies that ensure the harmonious coexistence of tourism, cultural heritage, and local traditions in Tista and similar destinations.

RESEARCH METHODS

This study employs a qualitative research approach to delve into the intricate dynamics of gastronomy tourism development in Tista Tourism Village, Tabanan. Qualitative research is well-suited for capturing the nuances of social and cultural phenomena and providing a comprehensive understanding of the phenomenon under investigation (Miles et al., 2014).

To systematically explore the ontological phenomenon and its impact, the Soft Systems Methodology (SSM) is applied as the guiding framework. SSM, developed by Checkland & Scholes (1990), is particularly suitable for addressing complex, real-world issues by structuring the analysis of social systems. SSM encompasses a series of stages that aid in understanding the components of the
system, actors’ roles, relationships, and the dynamics at play (Checkland, P.B. and Scholes, 1990).

To capture a holistic and vivid representation of the existing and future scenarios of gastronomy tourism development in Tista, Rich Picture analysis is utilized. Rich Picture is a visual tool that assists in illustrating complex systems and their interconnections Lewis (1992), by creating a Rich Picture, the research aims to depict the evolving community landscape, the challenges faced, and the potential opportunities presented by the development of gastronomy tourism.

In summary, this research employs a qualitative approach, utilizing the Soft Systems Methodology (SSM) framework and Rich Picture analysis to investigate the ontological phenomenon underlying gastronomy tourism development in Tista Tourism Village. This methodological approach ensures a thorough exploration of the social and cultural dynamics involved, contributing to a comprehensive understanding of the phenomenon.

FINDINGS

a) Current Existing of the Tista Village Community

the comprehensive visual portrayal provided by the rich picture analysis intricate landscape of gastronomy tourism development in Tista Tourism Village comes into sharp focus.

The rich picture analysis depicted in Figure 1 vividly captures the intricate landscape of gastronomy tourism development in Tista Tourism Village. The illustration outlines the multifaceted interactions and interdependencies among
stakeholders, shedding light on the existing condition and potential implications of the ongoing development process.

Stakeholders’ Roles and Interactions: The analysis presents a comprehensive understanding of the roles played by various stakeholders in gastronomy tourism development. As indicated by Kastenholz et al. (2012), the local community assumes the crucial role of producers of local culinary delights, preserving cultural heritage, and hosting tourists. Tourism entrepreneurs, as noted by Hall et al. (2015) emerge as significant drivers of product innovation and quality service provision to cater to tourists’ gastronomic experiences. Governmental institutions, following the insights of Hjalager (2002) serve as regulators and policymakers, shaping the framework within which gastronomy tourism evolves. This intricate web of interactions underlines the need for collaborative efforts to ensure the sustainable and harmonious growth of the sector.

Challenges and Gaps: The rich picture also identifies critical challenges and gaps in the development process. The lack of awareness regarding the transformation of local cuisine into gastronomic attractions stands out as a notable hurdle. As suggested by Secuk & Secim (2023), such knowledge gaps can hinder the creation of a well-defined gastronomic identity that resonates with both locals and tourists. Additionally, the picture highlights the complexity of balancing traditional practices with market demands. This resonates with Santich, (2004), who emphasize the necessity of preserving cultural authenticity while catering to evolving visitor preferences.

Environmental and External Factors: The rich picture insightfully illustrates the influence of external factors on gastronomy tourism development. Infrastructural limitations and government policies significantly impact the industry’s trajectory, aligning with findings by (Rinaldi, 2017). The presence of competing tourism destinations in the vicinity creates a competitive environment, echoing the observations of Hall & Mitchell (2002). These external forces emphasize the necessity for adaptive strategies to ensure Tista’s competitiveness and sustainable growth.

Scientific Impact and Implications: The rich picture analysis extends beyond depicting the current state; it offers a foundation for constructive decision-making. By identifying gaps and challenges, the research contributes to
knowledge and offers practical insights for local governments, businesses, and communities. The suggested solutions, informed by the understanding of stakeholders' interactions and environmental factors, propose collaborative approaches to bridge knowledge gaps, preserve cultural heritage, and design sustainable gastronomy tourism products. This aligns with the broader discourse on responsible and culturally sensitive tourism development (Naumov & Dutta 2020).

In conclusion, the rich picture analysis unravels the complexity of gastronomy tourism development in Tista Tourism Village. The findings highlight the significance of stakeholders' roles, interactions, challenges, and external factors. The research's scientific impact lies in its potential to guide evidence-based decision-making, leading to the harmonious growth of gastronomy tourism that respects local culture and ensures sustainable development.

b) The Future Visualization of Tista Village Community

![Figure 2. Rich Picture of Future Visualization of Tista Village Community on Gastronomy Tourism](Source: Rich Picture Visualization of Soft Systemic Methodology, 2023)
The insights provide a comprehensive understanding of the impact of the research's model scenario on different clusters. These findings shed light on the multifaceted outcomes that result from the implementation of the proposed model, each contributing to the holistic development of gastronomy tourism in Tista Tourism Village.

In Cluster 1 (Raising awareness), the research intervention aimed at enhancing local awareness of culinary heritage and identity. Through Focus Group Discussions (FGD), explanation of the research scenario, and validation of the model, the community engaged in discussions highlighting the significance of exploring local cuisine in alignment with its historical, cultural, and narrative aspects. This echoes the assertions of Hjalager (2002) concerning the importance of preserving cultural authenticity in culinary tourism.

Cluster 2 (Popularity Spike) focused on amplifying the popularity of local cuisine. Utilizing both physical media (brochures, flyers, offline advertisements) and digital platforms (websites, blogs, social media coverage), efforts were directed toward generating increased knowledge and interest within both local and virtual communities. This corresponds with Everett et al. (2019) notion of destination gastronomy as a developmental strategy.

The findings from Cluster 3 (Economic Growth) indicate that the proposed model led to tangible economic growth. The heightened popularity of local cuisine translated into increased demand, benefiting both local communities and tourists. The growth of the local culinary industry and the emergence of new business opportunities underscore the model's potential to drive economic expansion. This aligns with the observations made by Kim et al. (2009) on the economic dimensions of culinary tourism.

Cluster 4 (Developing Identity) showcases the positive influence of the research scenario on the culinary identity of the local community. The heightened awareness of local culinary identity, appreciation for culinary heritage, and the creation of distinctive local dishes all contribute to a strengthened cultural identity. This phenomenon resonates with Pavlidis & Markantonatou (2020) emphasis on place-based experiences in tourism.

Lastly, Cluster 5 (Community Participation) highlights the transformative impact of involving the local community in planning and implementing the research scenario. Active community participation not only enhances their sense
of ownership and responsibility toward culinary heritage but also fosters collaborations among local culinary stakeholders. This collaboration aligns with the spirit of community-based tourism development, as emphasized by Font et al. (2017).

In summary, the research's proposed model scenario triggers a cascade of positive effects across various clusters. These effects encompass increased awareness, enhanced popularity, economic growth, identity development, and heightened community engagement. The alignment of these outcomes with established theories and findings underscores the robustness of the research's approach. This research contributes to the broader discourse on sustainable tourism development, reinforcing the significance of community engagement, cultural preservation, and economic growth within the context of gastronomy tourism.

The rich picture analysis vividly illustrates the intricate landscape of gastronomy tourism development in Tista Tourism Village. Through a holistic portrayal of stakeholders' interactions, it unveils the existing conditions and potential implications of ongoing development. This research offers a comprehensive understanding of gastronomy tourism's multifaceted dynamics and its broader impact.

Stakeholders’ Roles and Interactions: The analysis clarifies the roles played by various stakeholders, echoing scholarly insights. The local community, following Jecan (2021) serves as culinary producers and cultural custodians. Tourism entrepreneurs, aligned with Hall (2008), drive product innovation and service excellence. Governmental institutions, echoing Hjalager & Richards (2002), regulate and shape the sector’s evolution. This intricate web of interactions necessitates collaborative efforts for sustainable growth.

Challenges and Gaps: The rich picture uncovers challenges like the lack of awareness in culinary transformation. This resonates with Ellis et al. (2018), hindering the creation of a distinctive gastronomic identity. The complexity of balancing tradition with market trends, as noted by Pavlidis & Markantonatou (2020) underscores the need for cultural authenticity.

Environmental and External Factors: External influences like infrastructure and government policies are depicted, resonating with Wearing et al. (2019).
Competing destinations’ impact, as highlighted by Hall et al. (2015), emphasizes the importance of adaptive strategies.

Scientific Impact and Implications: Beyond depiction, the analysis informs decision-making. Identifying gaps contributes to practical insights. Solutions promote collaboration, cultural preservation, and sustainable products. This aligns with responsible tourism discourse (Pavlidis & Markantonatou, 2020).

CONCLUSION

The Rich Picture offers a vivid representation of the changes, highlighting the integration of new tourism elements into the fabric of daily life, while also hinting at potential tensions between the demands of the market and the desire to uphold local customs. The implications of these findings underscore the importance of a holistic approach to gastronomy tourism development. The study’s insights offer a basis for informed decision-making by local authorities and stakeholders. By recognizing the evolving dynamics within the community, planners and policymakers can design strategies that not only promote sustainable tourism practices but also safeguard the cultural heritage of the area.

In conclusion, the rich picture analysis unravels gastronomy tourism’s complexity. Findings underscore stakeholders’ roles, challenges, and external influences. The research’s scientific impact lies in guiding evidence-based decisions for harmonious, culturally respectful, and sustainable gastronomy tourism development.

REFERENCES


