

## **Culinary business prospects in tourism economic development In Cirebon, west java indonesia**

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### **Abstract**

Culinary tourism has important implications for the development and strategy of the tourism economy, especially for tourism products. The most phenomenal culinary in Cirebon, Indonesia are Empal Gentong and Nasi Jamblang. This study aims to determine the prospects and impact of culinary advances in improving the tourism economy in Cirebon and to find new concepts that contribute to the improvement of the tourism economy in Cirebon. This study used a qualitative research method with a case study approach. The results showed that the prospects for the culinary business of Empal Gentong and Nasi Jamblang had an opportunity in developing the tourism economy in terms of the opportunities and challenges faced, especially economic behavior, culture, learning culinary management, capital, labor, innovation, creativity, infrastructure, competitors of similar products, and the utilization of technology. Therefore, increasing the regional income role of culinary tourism is necessary to develop the tourism economy. The new concept found in this study is the one-stop-shopping concept, namely that tourists who come are not only to have recreation but also enjoy their culinary delights

**Keywords:** Culinary Business, Tourism Economic Development, Facility Infrastructure, and Economic Behavior

### **1. Introduction**

The theory of the development of the tourism economy in Indonesia has become a growing point for other sectors. Indonesia ranks fourth as the country most visited by tourists. The tourism sector is vital to the Indonesian economy. The tourism sector is a sector that can be developed as a source of regional income. The efforts to increase local revenue, the program for the development, and the utilization of regional tourism resources and potential are expected to contribute to economic growth.

Culinary tourism is part of a local tourism strategy to get more significant support. Culinary can be described as tourism where an opportunity for a memorable food and drink experience contributes significantly to travel motivation and behavior (Wolz, 2018). The rise and growth of culinary tourism offer many options for hospitality and tourism organizations (Hunter, 2006). Cirebon is famous for its diverse cultures. Cirebon is

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known for its religious, cultural tourism, Kasepuhan Palace, Kanoman Palace, culinary tours, and Batik Trusmi shopping tours. The most phenomenal culinary dishes in Cirebon are Empal Gentong and Nasi Jamblang. These culinary dishes are very distinctive and unique ones that we can find in Cirebon. Many tourists come to Cirebon to enjoy the culinary delights of Empal Gentong and Nasi Jamblang, whether local or out-of-town tourists or foreign tourists.

In the last four years, data on the number of visitors coming to Cirebon have increased significantly from 2015-2018. The following is a table of the increasing number of tourists visiting Cirebon:

**Table 1**

<b>Year</b>	<b>Number of visitors</b>
<b>2015</b>	<b>588.512</b>
2016	639.136
2017	713.591
2018	1.443.069

**(Source: Department of Cultural, Tourism, Youth and Sports, Cirebon)**

This is a strong impetus so that culinary tourism can develop in Cirebon. Therefore, the prospects for the culinary business of Empal Gentong and Nasi Jamblang have great hopes for developing the tourism economy in Cirebon (Harrington R. J., 2010) culinary tourism has important implications for developing and implementing culinary tourism strategies, especially for the tourism product cycle.

In developing culinary business prospects, the opportunities and challenges faced are cultural factors, economic behavior (consumption), capital, labor, innovation, creativity, infrastructure, competitors for similar products, and the use of technology in marketing products through social media such as Youtube, Facebook, Instagram, Web, Grab Food and Go Food. These are the opportunities and challenges that will be faced by culinary entrepreneurs of Empal Gentong and Nasi Jamblang so that the prospect of culinary business in developing the tourism economy can be realized.

The development of tourism also encourages and accelerates economic growth. Tourism activities create demand, both consumption, and investment, which will lead to the production of goods and services. Furthermore, tourists indirectly generate demand for capital goods and materials for presentation to meet tourist demand for these goods and services.

The role of the government is vital to support the development of tourism destinations, especially new destinations. In developing new tourist destinations, four factors are required to create an area to become a tourist destination, namely objects, facilities, infrastructure, and transportation, including community friendliness, which will reflect the success of a sound tourism system (Spilane, 1994).

Most of the research that attempts to explain tourist destination decisions is based on several variations of expectation theory (Correia, 2007). This concept shows that tourists' decisions (adopting behavior) can be explained by combining values and expectations for each benefit from the tourism experience. Other researchers have pointed out the importance of "identity," (Harrington R. J., 2004) engagement, and attachment as differentiating factors in lifestyle tourism destination decisions (Gross, 2008). Tourists come to Cirebon to enjoy a tour in Cirebon and enjoy the most phenomenal and distinctive culinary tours, namely Empal Gentong and Nasi Jamblang. In the last two decades, the volume of food tourism studies and the number of products available to consumers has increased significantly. This is a strong impetus so that culinary tourism can develop in Cirebon. Therefore, the culinary prospects of Empal Gentong and Nasi Jamblang have optimistic hopes of increasing tourism economic growth in Cirebon.

The existence of culinary delights in Cirebon must be maintained even though many modern culinary delights have entered Cirebon so that sales competition is getting tougher. For this reason, special attention is needed starting from infrastructure, places of worship, lodging, and most importantly, changes in the community's mindset to understand the potential of the Cirebon area. But of course, it must be accompanied by professional management. (Sequira, 2011) In general, we show that tourism is a positive determinant of economic growth in Indonesia, a large sample of countries, and a sample of developing countries. Several things can affect tourism-related income, including the level of consumption or expenditure, the distance from tourist attractions, years of service, and tourists' number (Trihas, 2016) argues that Gastronomic tourism offers opportunities for people to integrate tourism and local food systems to promote economic development and respond to the specific needs of visitors. It can also be seen as a source of sustainable tourism that supports local

producers and boosts local economies. (Riasi, 2015), it is emphasized that ecotourism can contribute to the regional economy significantly. (Dogru, 2017), conclude that their research shows two directions of causality between growth in tourism revenue and economic growth, indicating that economic growth and tourism development are interdependent and that tourism development stimulates economic growth and vice versa in these countries. Thus, the economy and tourism have a stable and mutually influencing relationship. In line with their opinion (Mohammadi, 2012), the research also suggests that ecotourism supports environmental conservation, creates economic opportunities by emphasizing the benefits of local communities, and suggests that citizen involvement plays a vital role in efficient tourism management. (Cohen, 2014) state that tourism has the prospect of seeing the future through the past..

(Kapera, 2018) states that sustainable development is increasingly a priority issue in tourism development in the modern world. Sustainable development is considered in the planning and implementation of tourism-related programs. (Akama, 2007) state that sustainable tourism is a tool for local socio-economic development.. (Gugusvhili, 2017) argue that the growth of the tourism sector that the investigation observes triggers economic growth, but its development is still fragmented and incomplete. Other branches of the economy that must be connected to tourism activities are not enjoying the expected growth. It is in the sense that the local government must work together with the community in tourism management for the sustainability of the community's economy. (Wardana, 2021) As a source of income, ecotourism, community involvement, conservation, and services as a success factor in improving ecotourism performance are strategic management priorities to build quality tourism experiences and sustainable tourism. Opportunities and challenges faced in developing prospects for culinary businesses in Cirebon are:

### **Culture**

The cultural theory asserts that culture is a tourism product. (R, 1987) culture is consumed as a commodity because it contains the value of experiences. (Graham, 2002) In modern society, heritage is often used as a commodity of economic value for the benefit of the tourism industry, even though the matter contained in heritage is more than the assumption of heritage as a good and service, as result exploitation of heritage as a tourism product. If it is not managed wisely, the heritage will eventually be traded, standardized like a tangible item. Although the heritage also contains "intangible" elements, which include a value that can never be standardized and calculated economically. (Smith, 992), heritage and tourism are a combination of two industries, 'heritage' has a role in changing a location into a destination, and 'tourism' is a manifestation of economic activity. From some of the above theories, it can be concluded that culture can be an opportunity and a challenge in the prospect of a culinary business to develop a tourism economy.

### **Economic Behavior**

Long-term economic behavior also affects the progress of culinary businesses. It is in line with the 12th Sustainable Development Goals (SDG) to support sustainable economics and production behavior. Economic behavior focuses on activities related to the consumption of individuals. (Shiu, 2018) states that economic behavior is related to reasons and pressures that affect quality, price, and risk. (Marini, 2014), five identified factors can influence economic behavior in selecting products: product labels, certification bodies, information sources, company image, and product quality. In line with the research results (Sahni, 2021), the main motives are protection, security, and demand for money services. The above definition shows that long-term economic behavior significantly affects the prospects for the culinary business for tourism economic development.

### **Capital**

Capital plays an important and very vital role in the sustainability of the culinary business of Empal Gentong and Nasi Jamblang. Without money, a company may not be able to run and last longer. The increase in business capital means that entrepreneurs will be able to increase their production capacity to increase their production volume. Therefore, the production value will also increase. Own money will determine how much income a business will receive depending on the results of its production. Apart from capital, labor in developing a culinary business also needs attention.

### **Labor**

The workforce in developing a culinary business also needs attention. The more extensive and more advanced the culinary industry, the greater the number of workers required. (Klima, 2018) the labor productivity index for employees is the ratio of the industrial production index and the number of employees index. Therefore, it is clear that the workforce contributes to the sustainability of the cultivar business in Cirebon.

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## **Innovation and creativity**

Innovation and creativity are inseparable parts of a business in the culinary field. Especially in this modern era, innovation, passion, and creativity are needed to maintain the existence of halal culinary dishes of Empal Gentong and Nasi Jamblang in Cirebon. (jaya, 2019), the research results show that creativity and innovation both simultaneously and partly have a positive effect on the success of the traditional cake business. Innovation has a more dominant influence than creativity in business success. Therefore, it is recommended for entrepreneurs to innovate in products, processes, places, and designs to attract new customers. An essential determinant of the level of competitiveness is innovation (Mowery D.c., 1995). The invention is closely related to enterprises, and its implementation is the result of advances in science and technology. In current markets, the primary source of competitive advantage is the ability of companies to develop and implement new or significantly improved products and processes (A P. , 2015). Innovation can take place at various levels and in multiple areas of entrepreneurial activity. There are product innovation, process innovation, organizational innovation, and marketing innovation (Bigliardi B., 2009). (A K. , 2016), innovation in the food industry is to a greater extent based on the latest technology, mainly due to advances in bio and nanotechnology. (CostaA. I. A., 2006) the need for cooperation from many agribusiness entities in creating innovative solutions in the food industry is often underlined.

## **Utilization of Technology**

In marketing the product, technology is also needed. In today's era, business people can carry out promotions through unlimited social media, such as via Facebook, Instagram, Web, Youtube, Grab Food, and Go Food. Social media program expertise has become a lifestyle for many people, especially companies who want more customers and income. Social media also gets a response to make more comprehensive promotions. Therefore, communication is to encourage or attract customers to generate support for the company's industry. Companies must respond to the social media community, which promotes everyone so that those interested will develop more with exchanges information and so on (Kargwell, 2015) . Social media generates endless information for buyers, and companies feel more fortunate because there is a growing demand for Food produced. From some of the research results above, it can be concluded that innovation and creativity are indispensable in the prospect of culinary dishes in Cirebon to promote business products online and be creative and innovative by market trends.

## **Facilities and infrastructure**

Infrastructure and facilities are needed in developing a culinary business, such as parking lots, business locations, and infrastructure to the culinary business premises. This is by the goal of SDGs 9 to improve facilities and infrastructure or infrastructure for culinary places. (Mai, 2020), seven factors influence sustainable tourism development in Vietnam, namely social involvement has the most substantial effect on sustainable tourism development, followed by the managerial competence of each country, quality of tourism services, quality of sources, human tourism resources, infrastructure development, material tourism facilities, and tourism resources.

## **Competitors or competitors running similar businesses**

Along with Ir., Juanda Street, Battembat, Cirebon Regency, Empal Gentong culinary stalls make customers free to eat at any shop. For this reason, competitors who sell this type of business are not underestimated. For this reason, Empal Gentong culinary entrepreneurs must be intelligent and skilled in improving the quality of Empal Gentong from their respective stores. Changes must be anticipated to maintain the company's existence by prioritizing competitive advantage (A U. &., 2012). To formulate a good strategy, one must consider the concepts of distinctive competence and competitive advantage. Specific competencies are actions taken by an entity to perform activities that are better than competitors. (Rangkuti, 2003) competitive advantage is the advantage possessed by a commodity to be developed so that it is superior to its competitors

## **2. Research Methods**

This study used a qualitative method with a case study approach to answer research by exploring the focus of the study in-depth. The data analysis used was qualitative analysis techniques, including data reduction, data presentation, concluding, and verification (Miles, 2014). The focus of this research included how the opportunities and challenges and the impact of the prospect of a culinary business in developing the tourism economy in Cirebon. The selection of informants was carried out by purposive sampling and snowball sampling. (Nurdiani, 2014) snowball sampling continues to grow (snowball) purposively until the data collected is considered representative. The data sources were obtained from primary data (6 informants) and secondary data (Disbudparpora, Disperindag, and UKM District Cirebon). This research was conducted in Cirebon Regency,

West Java Province, where this location is the center of culinary sales of Empal Gentong and Nasi Jamblang. The data were done using observation, in-depth interviews with informants, literature study, and documentation.

### **3.Results**

#### **What are the opportunities and challenges for culinary business prospects in increasing the tourism economy?**

##### **Culture**

Culture has positive and negative influences. On the one hand, culture can be a factor in advancing culinary prospects in developing the tourism economy in Cirebon. On the other hand, culture can become an obstacle to the culinary possibilities of Empal Gentong and Nasi Jamblang, which can improve the tourism economy in Cirebon.

*"All informants gave the same answer. Namely, Cirebon is a cultural city that attracts both local and foreign tourists. Cirebon has cultural tourism such as the Kasepuhan Palace, Kanoma Palace, Ki Buyut Trusmi, Sunan Gunung Jati, and Nadran. It was during this cultural event that Cirebon was stuck because there were so many visitors. Many people come to Cirebon not only to enjoy cultural tourism but also to enjoy Cirebon's culinary tours, especially Empal Gentong and Nasi Jamblang, which are the most famous."*

*"Empal Gentong and Nasi Jamblang are a culinary heritage from generation to generation that continues to develop and exist to become a mainstay of culinary tours. Empal Gentong and Nasi Jamblang are a culinary heritage managed classically, namely cooked using barrels and firewood and rice wrapped in Jamblang, which still uses teak leaves. Such traditional culinary culture is what attracts tourists or customers to come to Cirebon. They also said that culture has a significant influence on culinary tourism development to improve the tourism economy in Cirebon. Because more and more visitors come, the tourism economy income received will also increase."*

##### **Economic Behavior (consumption)**

The economic Behavior of the community has a positive effect on the prospects for culinary businesses in developing the tourism economy in Cirebon. This is in line with the 12th Sustainable Development Goal (SDG) to support sustainable economic and production Behavior.

*"All informants said that the economic Behavior of consumers or culinary visitors in Cirebon tends to be consumptive and always follows viral market trends. Delicious traditional culinary delights are sought after by culinary connoisseurs both from within the city and outside the city and even abroad."*

##### **Capital**

Capital has a vital role in running a culinary business in Cirebon.

*"All informants said that this capital was indeed significant and even became the main point in developing a business. In the beginning, I used personal money. The Cirebon local government pays attention to us as culinary entrepreneurs by providing capital loans through Bank Jabar. It is also a Governor of West Java program that wants to develop tourism in every culinary, cultural, religious, and shopping area. Capital is very vital. Without money, we can't move. We can do any business with wealth, especially if we are culinary entrepreneurs. Empal Gentong, with many employees, automatically requires significant capital in running our business. Capital gives us the flexibility to move and manage our business. It's easy for us to grow our business; without money, we can do nothing, especially now that the modern era requires us to follow market trends. Saying that capital is the essential tool in running a trading business, it will not function or will just run in place without a capital injection. "*

##### **Labor**

The advancement of Cirebon's culinary specialties can create new jobs in preparing the workforce needed by the culinary business of Empal Gentong and Nasi Jamblang.

*"All informants said that the number of labor we needed in Empal Gentong and Nasi Jamblang was huge because we produced large quantities every day. After all, the condition of the restaurant is always crowded. If there are no workers to help us, we can become overwhelmed by serving our guests and customers. A cook of Empal Gentong and Nasi Jamblang needs teak leaves, service, cashier, dishwasher, and driver. We often recruit workers from the surrounding community, especially since we have opened Empal Gentong and Nasi Jamblang branches at Moll, so it requires many human resources. Therefore, the services provided can be maximized to*

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*customers and customers are satisfied with our services. Besides, we can help reduce unemployment a little in our area."*

### **Innovation and Creativity**

The creativity of halal culinary entrepreneurs needs to be improved and developed for the prospect of the existence and sustainability of Empal Gentong and Nasi Jamblang.

*"All Nasi Jamblang informants said that innovation and creativity must be able to develop and maintain the existence of Nasi Jamblang. We started this innovation and creativity by presenting it in a cooking area to make it look beautiful and attractive to arouse the appetite of visitors; Food variations bring a wide variety of food variants that can be eaten with Nasi Jamblang."*



**Fig. 1** Nasi Jamblang

*"All informants said that this creativity supports the sustainability of Empal Gentong's culinary prospects. Usually, we get ideas from our children who are indeed millennial generation, so they understand very well what the market share is, so we entrust the creativity of our children to give us what kind of ideas in developing this Empal Gentong culinary business, and now Empal Gentong can be used by -Good and will not be damaged for a week because it has been packaged in cans like canned food".*



**Fig.2** Empal Gentong Classic and Empal Gentong tin packaging

### **Use of technology in product marketing**

The use of technology has significantly contributed to the prospect of Empal culinary foods in Cirebon.

*"All informants said that the use of technology affected the development of Cirebon's unique culinary promotions. In the past, we just waited for customers without doing much, but now we do marketing through social media and go food applications to order Food without having to come to their food place. With the existence of science and technology, income has increased due to continuous promotion through social media and ordering Food through Go Food and Grab Food, making it easier to order Nasi Jamblang and Empal Getong from home or office."*

### **Facilities and Infrastructure**

Provision of supporting facilities and infrastructure needs to be considered for the prospect of typical culinary in Cirebon.

*"All informants said that the existing facilities and infrastructure in Cirebon, especially to attract visitors, are still inadequate, especially in the narrow parking lot at the shoulder of the road causing congestion. For our business location, we are our own. Even so, several local governments provide locations in the middle of the Cirebon batik market; we only pay rent to local governments per year. The infrastructure is adequate, especially with the Cipali toll road, the number of visitors who come to the Empal Gentong and Nasi Jamblang restaurants is increasing. With the existence of Kertajati Airport in the Majalengka area, there has not been an increase in the number of visitors because Kertajati Airport has not opened all flight routes."*

#### **Competitors with the Same Business**

Competitors with the same business are not a problem and can motivate them to compete healthily and adequately in selling their respective wares.

*"All informants said that they are happy that many Cirebon people sell Nasi Jamblang and Empaal Gentong because the dishes are typical of Cirebon. Competitors with the same business are not a problem because the presence of the same competitors can make us more motivated to improve the quality and quality of our merchandise. That way, we are sure that many customers will come back to find these unique Cirebon culinary dishes."*

#### **4. Discussion**

(Fahmi, 2014), considering the various possible impacts of cultural heritage on the process of socio-economic development and analyzing the relationship between heritage and tourism in the challenges of sustainable development. Some conditions and factors make heritage tourism socially and economically beneficial to local communities and not detrimental to the community's natural environment, conditions for the preservation of cultural heritage. The need to protect the future of their generations (Murzyn-Kupisz, Januari 2012) With the growing popularity of cultural tourism, there are opportunities to explore how environmental, cultural assets can drive economic development in the environment (Loukaitou Sideris, 2011). (Everett, 2010), it increases interest in, and retention of food tourism, develops regional identities, increases awareness and environmental sustainability, and increases social and cultural benefits to celebrate local food production, conservation, traditional heritage, skills, and life methods.

Consumer behavior involves certain decisions, activities, ideas, or experiences that meet the needs and desires of consumers (Solomon, 1996). Capital is a very vital tool in any business. The capital for the culinary industry in Cirebon comes from the entrepreneurs themselves. Over time, local governments and the private sector pay attention to culinary business actors by working together to provide capital for the advancement and development of their culinary business. In supporting the 8th Sustainable Development Goals (SDGs) goals, job opportunities will be opened automatically if the prospect of advancing Cirebon's unique culinary experience develops and increases very rapidly. For a typical Cirebon culinary business, the workforce used is human labor, so that the findings in this study are automatically able to open jobs for the surrounding community. This is evident from the fact that many young people were recruited as workers in the Empal Gentong and Nasi Jamblang restaurants, both women and men.

Creativity in developing a business is needed, especially with the times and advances in technology. The ideas expressed will create a person's innovation and creativity in managing and running a business (Stipanovi, 2014). This was stated to improve the quality of culinary in Cirebon. The packaging of dry Empal Gentong has involved technology so that the packaging can be designed attractively. It also offers valuable insights for business-to-business users who wish to include social media in their innovation development process. Social media programming expertise has become a way of life for many people, especially companies that want more customers.

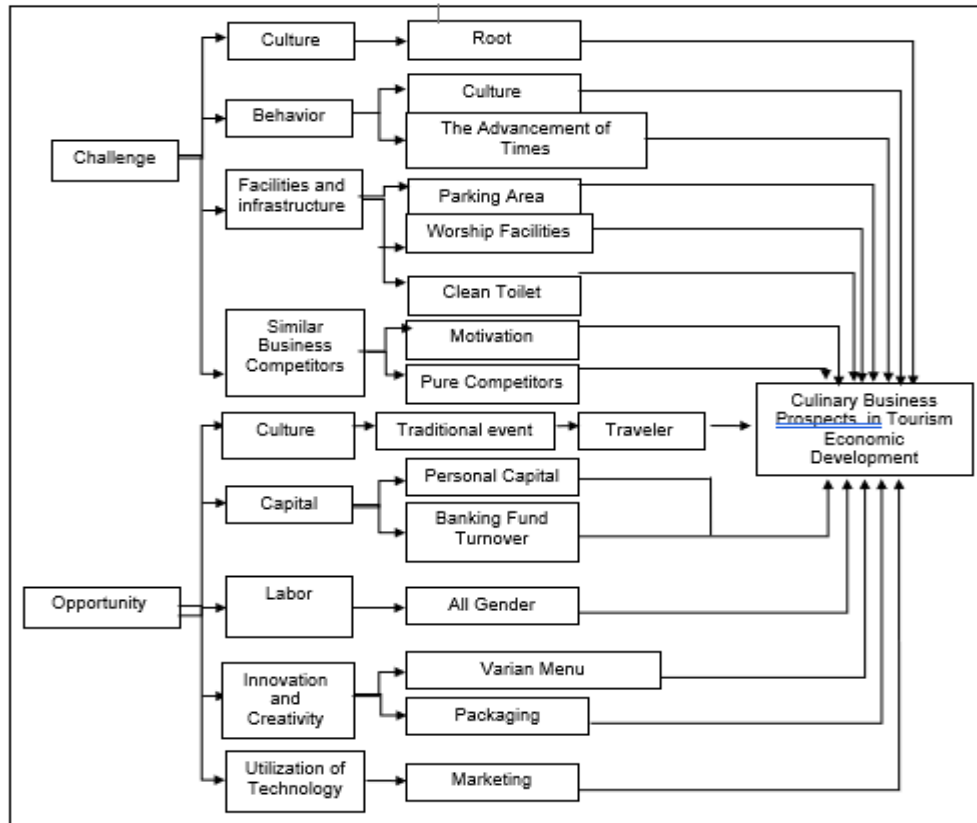
Facilities and infrastructure or infrastructure are some of the 9th Sustainable Development Goal (SDGs) goals that business actors and local governments need to pay attention to. Because we indirectly support the SDGs. In Cirebon, the available facilities and infrastructure are inadequate, especially in the parking lot for visitors' vehicles, causing congestion. At the same time, other infrastructure such as the Cipali toll road and Kertajati Airport also contribute to the many visitors who stop in Cirebon to enjoy Cirebon's culinary delights, including Empal Gentong or Nasi Jamblang. With the Cipali toll road, visitors from outside the city can travel to Cirebon faster than usual, which takes a long time to attract visitors to Cirebon because of the short time it takes. On the other hand, with the Cipali toll road, people who work outside Cirebon can choose to go straight home without first visiting the culinary delights of Empal Gentong and Nasi Jamblang, considering the fast travel time can save time and can immediately gather with family.

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### Attracting outside investment

If the prospect of a typical Cirebon culinary business increases, foreign investors will automatically be interested in investing. This is what the local government hopes can cooperate with all stakeholders to attract and attract investment to develop the culinary business of Empal Gentong and Nasi Jamblang in Cirebon Regency.

The opportunities and challenges faced by batik entrepreneurs must be met so that the prospect of the culinary business in increasing the tourism economy in Cirebon can be realized.



**Fig. 3.** Research findings that encourage culinary business prospects to increase the sustainability of the tourism economy

This study aims to determine the prospects and impact of the advancement of culinary businesses in developing the tourism economy in Cirebon, West Java. This research aims specifically to support the Sustainable Development Goals (SDGs), namely SDGs 8 (community economic growth in Cirebon), SDGs 9 (improving infrastructure and infrastructure for culinary businesses), and SDGs 12 (ensuring the economic behavior patterns of local communities and culinary visitors, in Cirebon). The following is a pattern of culinary goals with the goals to be achieved in the Sustainable Development Goals (SDGs):



**Fig. 4** Sustainable Development Goals



## 5. Conclusion

Based on the research results, it can be concluded that the prospect of a typical Cirebon culinary business can contribute to the development of the tourism economy in Cirebon. Therefore, in developing a culinary industry, it is necessary to have innovation and full support from the local government by providing assistance and protection in legal entities. The new concept found in this study is the one-stop-shopping concept, meaning that tourists who come are not only for recreation but also enjoy their culinary delights.

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