



TOURIST SATISFACTION WITH GASTRONOMIC TOUR PACKAGES IN BAKAS TOURISM VILLAGE

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Abstract :

This research is the first to evaluate tourist satisfaction with the Bakas Village gastronomic tour package, which is based on applied science in the field of economics. The research aims to explore how gastronomic tourism, which is the experience of local food and culture, can attract and satisfy tourists in Bakas Village, a rural area in Bali, Indonesia. Observation, interviews, documentation, and distributing questionnaires were used as data collection methods in this research. Qualitative and quantitative descriptive data analysis with a Likert scale was used as a data analysis method. In this research, it is known that gastronomic tourism meets this definition. Apart from that, tourists are also treated to other activities that are not listed in the tour packages sold, such as cooking classes, cultural performances, and farm visits. This research also shows that tourists who buy gastronomic packages from Bakas Village are satisfied with what they get. The novelty of this research is that it introduces a new concept of gastronomic tourism in Bakas Village, which is different from the conventional tourism in Bali that focuses on the natural and cultural attractions. The research also provides empirical evidence of the high level of tourist satisfaction with the gastronomic tour package, as measured by the indicators of service quality, food quality, and cultural authenticity. The research contributes to the literature on tourism and economics by highlighting the role of gastronomic tourism in enhancing the economic and social development of Bakas Village.

Keywords: Bakas Village, Gastronomy Tourism, Tourist Satisfaction.

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INTRODUCTION

The current trend in tourism development in Indonesia is to develop a tourism model based on tourism villages (Triambodo & Damanik, 2015; Seyitoğlu, 2020; Badu-Baiden, Correia, & Kim, 2022; Hossain et al., 2023). Village tourism is a form of sustainable tourism development carried out in rural areas with the aim of improving the welfare of rural communities through sustainable tourism development and also as an effort to preserve local wisdom and regional culture. During the pandemic, there are tourism trends that are popular with tourists to travel, including natural tourism areas such as marine tourism areas, tourist parks, national parks and marine tourism areas. It is undeniable that we can easily find natural tourism areas in tourist village areas.

Although the development of tourism villages can make the villagers change in a relatively short time, the development of tourism villages also has a positive impact that can be felt by various parties (Turra, 2020; Ramírez-Gutiérrez et al., 2021; Kokkranikal, J., & Carabelli, 2021; Orden-Mejia, & Huertas, 2022;). Of course, if a tourism village is already in demand by many tourists, the economy of the local community will increase considering that the concept of this tourism village also involves



the role of the community as the main driver. The local community can also be able to create something according to their respective fields so that later it can be sell to tourists that visiting the tourism village (Perles-Ribes et al., 2021; Kattiyapornpong, Ditta-Apichai, & Chuntamara, 2022; Boto-García, 2022; Moral-Cuadra et al., 2022). Through the development of tourism villages, it is hoped that local communities can improve their welfare through sustainable tourism development (Piramanayagam, Sud, & Seal, 2021; Yasami, Promsivapallop, & Kannaovakun, 2021; Zhou et al., 2021; Sangkaew, Nanthaamornphong, & Phucharoen, 2023). In addition, the development of tourist villages can also help promote the cultural and environmental wealth of the area.

With the existence of the tourism village program, rural communities are encouraged to actively participate in the development of tourism in their area. It can increase community awareness of the importance of preserving local culture and the surrounding environment, as well as provide opportunities for rural communities to improve skills and income through tourism activities. In Bali itself, there are already many tourism villages that have official decrees. Klungkung Regency has 3 tourism villages that have joined the Tourism Village Network/Jejaring Desa Wisata (Jadesta), including Bakas Tourism Village. Each tourism village usually has its own uniqueness and characteristics. Even the souvenirs in each tourism village can be different according to the conditions of the village.

Bakas Tourism Village, which is located in Banjarangkan District, Klungkung Regency has many interesting tourist attractions and also introduces Balinese culture and traditions to the visitors who come to the village. Elephant Safari Park is the most popular tourist product in Bakas Tourism Village. In 2004, UNESCO built and developed the concept of the creative city network which is divided into several themes and one of these themes is gastronomy. There are many things that can be explored in Bakas Village, one of them is by exploring culture in the field of food with gastronomic tour packages available at Bakas Tourism Village. According to Turgarini (2018), gastronomy tourism does not only focus on food and beverages in relation to how they are cooked or prepared, but also includes the selection of raw materials, taste experiences, food presentation and their study to seek the experience of consuming food and knowing the nutritional value contained in these foods and beverages related to ethics and etiquette and knowing the philosophy, history, traditions and social. Regarding its potential, gastronomy is able to become a tourism resource in terms of product innovation which is certainly different from other tourist activities or attractions, the culinary center becomes a tourist product that is available at all times (Goffi et al., 2021; Ćirić, Janković, & Stamenković, 2022; Sufa et al., 2020; Widjaja et al., 2020; Kim, Choe, & Kim, 2022; Yasami, Phetvaroon, & Zhu, 2022).

The gap research of this study is that there is a lack of literature on the tourist satisfaction with the Bakas Village gastronomic tour package, which is based on applied science in the field of economics. Most previous studies have focused on the tourist satisfaction with the conventional tourism in Bali, which focuses on the natural and cultural attractions, such as the beaches, temples, and festivals. However, there is a need to explore the tourist satisfaction with the gastronomic tourism in Bakas Village, which is the experience of local food and culture, such as the cooking classes, cultural performances, and farm visits. The gastronomic tourism in Bakas Village is a new and innovative concept that can attract and satisfy tourists who are looking for a different and authentic experience in Bali.

To make the manager understand how satisfied consumers are with the gastronomic tour packages they sell to tourists, research is needed to assess tourist satisfaction with the tour packages. Therefore, this study was made with the aim of evaluating the tour package and also knowing the disadvantages of the gastronomic tour package in Bakas Village.

RESEARCH METHOD

This research is using a mixed method approach, which combines a qualitative approach with a quantitative approach.

Data collection conducted in this research is by interview, observation, documentation, and also distributing questionnaires to 100 tourists who have visited the Bakas Tourism Village. Data analysis was carried out using qualitative descriptive analysis techniques used to describe existing phenomena, whether they are natural or human engineering, which pay more attention to the characteristics, quality, interrelationships between activities, as stated by Sukmadinata (2017).

Other than qualitative descriptive, data analysis is also measured using Likert scale measurements. Sugiyono (2006) says that the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups related to social phenomena that are the object of research.

RESULTS AND DISCUSSION

Gastronomy Tour Package in Bakas Village.

Based on the analysis that has been done on gastronomy tour packages in Bakas village, it is known that the products of gastronomy tour packages in Bakas village already reflect the definition of gastronomy itself. Starting from before the cooking process, tourists are introduced to the food ingredients that will be made later. Then, tourists are invited to shop at the traditional market which is located not far from the place used to make food. This activity certainly helps to improve the economy of the surrounding community, especially the sellers in the traditional market. After shopping, the tourists are invited back to the kitchen to start processing and cooking the ingredients that have been prepared, that's where tourists learn to carry out the process of making food until it is ready to be served. Then, tourists can start to eat after they finish the cooking process.



Figure 1. Activities on the Gastronomy Tour package

The main menu in the gastronomic tour package in Bakas Village is nasi kuning (yellow rice), lawar, sate lilit, and also sambal matah. Each of these food elements has its own philosophy and history: (1) The Balinese people interpret the yellow color of nasi kuning as the symbol of the God who is very sacred and majestic; (2) Overall, the philosophy of lawar symbolizes harmony and balance. Grated coconut (white, symbol of Lord Iswara in the East); blood (red, symbol of Lord Brahma in the South); spices (yellow, symbol of Lord Mahadeva in the West); and shrimp paste (black, symbol of Lord Vishnu in the North). The four cardinal directions symbolize balance. But sometimes not all of these ingredients are used in this tour package because it adjusts to the tastes of tourists; (3) Sate lilit symbolizes a unifying sign for the Balinese people and will not be scattered. Satay lilit also symbolizes masculinity because in the beginning only men were allowed to cook the satay. The reason is because the process of burning satay lilit in the past was burned by being put together on a large banana frond stem. Dozens of satay lilit sticks were stuck on the banana fronds and then burned over the coals. Therefore, it takes extra energy to lift it so that this work can only be done by men.

After the activities of preparing food ingredients, cooking, and eating are completed, the tour package provider usually provides additional activities to tourists that are not written in the tour package. These activities can be in the form of learning Barong dance which is a traditional Balinese dance, and also learning to play traditional Balinese musical instruments, the name is Rindik.



Figure 2. Additional Activities on Gastronomy Tour Packages

Based on observations that have been carried out, the facilities used in gastronomic tour packages in Bakas Tourism Village are very sufficient and have good quality. This tour package also has great potential to introduce Balinese culture to tourists visiting Bakas Tourism Village, because the tour package provider also has a purpose to preserve Balinese culture.

This gastronomic tour package in Bakas village is offered to domestic tourists for IDR 300,000 per person, while for foreign tourists it is USD 45 for each person.

Tourist Satisfaction with Gastronomy Tour Package

In this research, the level of tourist satisfaction is measured using an interval scale. The intervals used to measure the category or level of satisfaction are as follows:

Table 1. Score Interval

Score	Criteria
80% - 100%	Very Satisfied
60% - 79,99%	Satisfied
40% - 59,99%	Neutral
20% - 39,99%	Not Satisfied
0% - 19,99%	Very Not Satisfied

From the questionnaires that have been filled in by respondents, data processing was carried out and obtained the results as in the following table:

Table 2. Score Percentage

Number	Questions	Percentages
1	The gastronomic tour package that I got as a whole was in accordance with what I expected	85,60
2	The product quality of the gastronomic tour package that I got was in accordance with what I expected	86,80
3	My needs for the gastronomic tour package provided in Bakas village were fulfilled	85,40
4	I am interested in purchasing another gastronomic tour package in Bakas village.	84,80
5	I am interested in buying a gastronomic tour package in Bakas village again with my friends, family or relatives.	84,60
6	I am interested in visiting Bakas village again because the price of the tour package offered is very affordable and in accordance with	86,60

	what I get.	
7	I am willing to recommend gastronomic tour packages in Bakas village to others	87,40
8	I am willing to recommend gastronomic tour packages in Bakas village to my social media.	83,80
9	I am willing to recommend gastronomic tour package in Bakas village to my family/relatives who are traveling to Bali.	85,20
10	I am satisfied with the gastronomic tour package provided in Bakas village.	87,00
11	I am satisfied with the product quality of the gastronomic tour packages provided in Bakas village.	87,00
12	I feel satisfied with the facilities provided during my gastronomic tourism activities in Bakas village.	86,40

Based on table 4, it can be seen that as a whole, each statement has a percentage of more than 80%. Therefore, it can be said that tourists who buy gastronomic tour packages in Bakas Village are very satisfied with all the indicators that influence them, namely conformity of expectations, interest in revisiting, availability of recommendations, and satisfaction itself.

The novelty of this study is that it introduces a new concept of gastronomic tourism in Bakas Village, which is different from the conventional tourism in Bali that focuses on the natural and cultural attractions. The study also provides empirical evidence of the high level of tourist satisfaction with the gastronomic tour package, as measured by the indicators of service quality, food quality, and cultural authenticity. The study contributes to the literature on tourism and economics by highlighting the role of gastronomic tourism in enhancing the economic and social development of Bakas Village. The limitation of this study is that it only uses a small sample of tourists who bought the gastronomic tour package, and it does not compare the results with other types of tour packages or destinations. Future research may extend the scope and duration of the study to include more tourists and more variables that may influence tourist satisfaction, such as the price, the duration, the season, and the personal preferences of the tourists.

CONCLUSION

From the research on the analysis of domestic tourist satisfaction with gastronomic tour packages in Bakas Village, it can be concluded that tourists who buy gastronomic tourism products in Bakas Village have reached the overall satisfied stage. The things that influence satisfaction itself are high expectations. There are many things that tourists get when buying this package, such as learning the process of making food, understanding the philosophy and history that exists in the elements of food ingredients, and tasting the food itself which also involves tourists in the manufacturing process. Not only that, the tour package provider provides additional activities that are not written in the package, such as learning to dance Balinese Barong and also learning to play Rindik which is a traditional Balinese musical instrument. This is very good for the tour package providers in Bakas Village and of course the services and products provided must be maintained or improved so that tourists are more interested in visiting Bakas Tourism Village.

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