TOURIST MOTIVATION TO CUSTOMER LOCAL FOOD: CULINARY TOURISM IN BANDUNG CONTEXT

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Abstract
The aim of this research is to investigate the tourist motivation in consuming local food in the sense of culinary tourism. This research seeks to give meaningful comprehension about culinary tourist characteristics, motivation in consuming local food, and expectations for restaurants. Study on tourist motivation and culinary tourism can be the basis to understand tourist behaviour in culinary tourism. It can be used to explain the intention of tourist in consuming local products or services in destination. This research employed quantitative approach with survey method to gain required information. Questionnaires were distributed to respondents who qualified as culinary tourists. The results from primary research were compared with the results from secondary research of literature review. There are several factors that motivate tourists to consume local food in a destination, including quality of taste, traditional, appearance, price, variety of foods, and distinction to others. Lastly, there are some recommendations for restaurateurs to improve their competence in providing local foods, including give the opportunity for tourists to taste before ordering, promote restaurant that use traditional methods in serving foods, put information about local food in menu, and increase the knowledge of local food to restaurant staff.

Keywords: local food, motivation, culinary tourism, Bandung

Introduction
Many destinations regard local food as their attraction for market niche (Horng & Tsai, 2012). In addition, local food as well as other attraction attributes is the main component in a destination that can determine overall tourist experience (Yurtseven and Kaya). Local food can be considered as a means of positioning and promotion that can shape the image of a destination. The promotion of local food and products in a destination can attract specific type of tourist to come, which is culinary tourist. Knowledge in culinary tourism with tourist behaviour as the main focus will allow stakeholders to effectively develop local food products and persuade tourist to buy local food products and services. Therefore, research on decision making process and expectation from tourist in consuming local food products and services is inevitably important.

Various research studies have been conducted focusing in tourist motivation and culinary tourism. Prior researches focused on examine tourist motivation to travel (Konu and Laukkanen, 2009; Mohammad and Som, 2010; Niemelä, 2010; Esichaikul, 2012; Phan, 2010), tourist motivation for cultural attraction (Ramkisson et al., 2011; Tsephe and Obono, 2013) or culinary tourism in relation with destination image (Everett & Aitchison, 2008; Harrington, & Ottenbacher, 2010; Horng et.al, 2012), culinary tourism in marketing (Du Rand, & Heath, 2006; Smith & Costello, 2009; Karim & Chi, 2010). However, researches that combine tourist motivation...
and culinary tourism are very few (Smith, et. al, 2010; Yurtseven and Kaya, 2011). Instead, the study on tourist motivation in culinary tourism usually is not specifically introducing local food as the subject of research. Yurtseven and Kaya (2011) conducted a research in Gokceada, Turkey, with local food and tourist motivation as their main study, without concerning culinary tourism as part of the research. Although general conclusion can be pulled from their research, it is important to do the similar research in other destinations as tourist motivations are affected by environment, culture, population demographics, or destination itself (Jönsson and Devonish, 2008). Therefore, this research discussed local food consumption and tourist motivation with culinary tourism as a core of this study.

This research was conducted in Bandung, Indonesia. Bandung was chosen as the locus of this research because this city is now developing into main tourism destination in Indonesia. As the capital city of West Java province in Indonesia, Bandung can be regarded as centre of Sundanese culture. This city offers varieties of arts, cultural heritages, and authentic Sundanese foods, along with other attractions like natural landscapes and shopping centre. Sundanese foods as an authentic Bandung local food have always attracted tourist from other regions to come and taste the local products and services (Kompas, 2013). In parallel with the remarkable growth of restaurants and cafes that serve local products, researcher considered Bandung as the perfect destination to be this research locus.

The purposes of this research is to give meaningful comprehension about culinary tourist characteristics, motivations in consuming local food, and expectations for restaurants that can lead to recommendations for restaurateurs who serve local food. Results from academic research sometimes are not exactly fit in real world practice. However, normal rules and general tendency of tourist local food consumption from academic research can be considered and applied in tourism industry.

**Tourist Motivation**

From several research studies, motivations can be recognized as the foundation to understand tourist behaviours, destination image, niche market tourist intention, and tool to determine tourism market segment (Mohammad and Som, 2010; Ramkissoon et al., 2011; Konu and Laukkanen, 2009; Niemelä, 2010; Esichaikul, 2012). Therefore, tourist motivation is very important to explain the reason of tourist to travel. It is important to study tourist motivation to understand the background of their decision to travel to a destination.

According to Smith et al. (2010), tourist motivations are important to be measured to identify product development and marketing strategy that match with what tourist needs. Motivation directs, arouses, and integrates tourist behaviour before, when, and after the travelling. Many destinations offer certain products and services to attract tourists. Destination organisation has to know why tourist choose or not choose to visit a destination (Zhang and Marcussen, 2007). Same notion with Maslow’s motivation model, Prebensen (2007, cited in Phan, 2010) proposed that people go to travel to fulfil their own needs. Type of travel and destination will be chosen once the motivation emerges from tourist based on various options and values (Prebensen, 2007, cited in Phan, 2010). Therefore, motivation stimulates people to go to travel and influence what tourist buy and consume in destination. In addition, Smith et al. (2010) argued that motivation along with travel experience affect tourist satisfaction, which in turn affects tourist loyalty in visiting destination and consuming products and services of destination.

Tourism motivation is multi-dimensional, dynamic, and flexible (Zhang and Marcussen, 2007). Tourists can have more than one motive in choosing a destination. Tourists also often changing they motive based on their daily life. If their daily life is changing, their travel motivation will absolutely change accordingly. Therefore, Zhang and Marcussen (2007) proposed that researchers have to put flexible motivation list in their surveys in order to adapt with life-span and cultural forces.

The internal and external forces show that people are pushed to make travel decision and pulled by the attractiveness of destination attributes (Zhang and Marcussen, 2007). Tourist motivation can be divided into two groups, “push motivator” and “pull motivator” (Zhang and Marcussen, 2007; Mohammad and Som, 2010; World Tourism Organisation, 2012; Smith et al., 2010). This model was developed by Crompton in 1979 that emphasized the choice of destination for tourist is generated by push forces or pull forces. Several researches used push and pull motivation factor to measure motivation of its subject ((Zhang and Marcussen, 2007; Mohammad and Som, 2010). Push motivator or internal stimuli come from the perspective of demand.

Push motivation factors are everything that influence tourist in choosing a destination. The major push travel motivations factors can be everything that
comes from internal aspects of tourist, such as self-development, relaxation, and relation enhancement (Seubsamarn, 2009).

Tourist travel to a destination is pulled by internal forces and the factors that push tourist to travel are originated from desires of individual traveller. Pull motivation factors are everything that destination have to attract tourist to come (Smith et al., 2010).

Tourist travel to a destination is pulled by external forces of destination attributes and the factors that pull tourist to visit destination originated from the attractiveness of destination. Factors of pull motivation can be tangible resources or perception of tourist about destination (Mohammad and Som, 2010). In terms of demand and supply, push factors or motives that sustain the desire of tourist to travel relates with demand and pull factors that hold characteristics of destination relates with supply. Therefore, successful business for destination management through tourist satisfaction can be realized by mapping and prioritizing demand (push factors) and supply (pull factors) of tourists.

Culinary Tourism
Previous studies have shown the importance of culinary as the key factor of tourist experience that related with marketing (Du Rand and Heath, 2006; Horng et al., 2012; Horng and Tsai, 2012), destination management (Karim and Chi, 2010; Harrington and Ottenbacher, 2010; Lopez-Guzman and Sanchez-Canizares, 2012), tourist behaviour (Smith and Costello, 2009), and tourist motivation (Smith et al., 2010; Yurtseven and Kaya, 2011). Moreover, culinary can be regarded as the key factor that motivate tourist to visit a destination (Karim and Chi, 2010).

One-third of tourist’s expenditure all over the world is on food (UNWTO, 2012). In addition, the most frequent activity from tourist is dining in restaurants. It is the second largest daily expenditure from tourist (Harrington and Ottenbacher). Because of the economic aspect, many tourism organisations have put culinary tourism as part of tourism strategy (Harrington and Ottenbacher, 2010). Tourism organisations can make the destination recognizable and eminent by exploiting unique culinary attributes.

Local food as a component of culinary tourism can contribute in tourism development and destination marketing. A destination can be developed by promoting its local foods. Local food in culinary tourism can be optimized by creating framework and guidelines to encourage potential investors, entrepreneurs, and marketers in developing culinary tourism in destination (Everett and Aitchison, 2008). Framework and guidelines of culinary tourism are very important for stakeholders in implementing effective marketing strategies to achieve the goals have been set up before.

Local food reflects society, way of life, and people of a destination. Boniface (2003, cited in Everett and Aitchison, 2008) argued that culture of a destination is an inevitable part of food tourism. From this perspective, ideal local food products should be offered as an attraction and marketing tool. Several studies have showed how local food is used as marketing tool of a destination (Hashimoto and Telfer, 2006; Everett and Aitchison, 2008).

Some countries have used food as an important element in their tourism marketing strategy. France, Britain, Scotland, Spain, Canada, Singapore, Germany, Australia, and most recently China have developed their reputation as culinary destination (Horng et al., 2012; Sánchez-Cañizares and López-Guzmán, 2012; Lopez-Guzman and Sanchez-Canizares, 2012; Harrington and Ottenbacher, 2010; Horng and Tsai, 2012; Hashimoto and Telfer, 2006; Everett and Aitchison, 2008; Ottenbacher and Harrington, 2010; Mason, 2010). Indonesia has hundreds of ethnic that have various local foods and differ to each other. Tourism industries should seize this opportunity by promoting and develop culinary tourism to attract more tourists. Consequently, researches about local food that have relation with tourism are very important.

Culinary tourist in their travel will want to experience authentic food, to know the origin of food, to see people who grow, prepare, and serve the food (World Tourism Organisation, 2012). Culinary tourists usually have same characteristics with tourists who seek for experience in culture and outdoor activities. They usually have higher incomes, more travel experience, and well-educated (Shenoy, 2005). Long (2001, cited in Mack et al., 2009) added that young couples are usually interested in doing culinary tourism, both in same region and another region. Culinary tourists are also tending to be younger than regular tourists (Mack et al., 2009).

Bandung
Bandung is the capital city of West Java province, located about 180 km south of Jakarta. It is the third largest city in Indonesia with population over 2.5 million in 2011 and area of 167.45 km² (Ghazali, A., and Martini, L., 2012). This city geographically is located in the middle of West Java, ±768 m above


sea level, and surrounded by mountains that make Bandung has cooler temperature than other cities in Indonesia. Public transportation in Bandung is available with angkots, buses, and taxi. Bandung also has an airport that serve international (Malaysia and Singapore) and domestic flight. As the capital of West Java province, Bandung is the main city for Sundanese ethnic. Sunda culture is famous for Sundanese language, arts, history, and culinary.

Tourism sector in Bandung has grown exceptionally in the last ten years with 3.492 rooms of star hotels, 2,810 rooms of non-star hotel, 353 of youth hostels, 484 restaurants and cafes, a theme park, and many tourist attractions, (Bandung Tourism Office, 2010; Astuti and Hanan (2012). The number can grow drastically if restaurants and cafes in mall and hotel are included. Government has also supported tourism of this city by promoting Bandung as main destination for MICE (meeting, incentives, conference, and exhibition) (Ghazali and Martini, 2012).

The phenomena has grown in recent decades as Bandung has been regarded as a main culinary destination in Indonesia (Maharani, 2013). Traditional Sundanese (local food of Bandung) cuisines have been celebrated for its deliciousness and distinctness. As the barometer of culinary development in Indonesia, Bandung has more restaurants and cafes than other cities in Indonesia (Maharani, 2013). Sundanese culinary in Bandung has always been tourists favourite. Tourists continuously dine and experience in many Sundanese restaurants. Restaurants that serve traditional Sundanese cuisine are growing in numbers every year. The iconic local food or Sundanese cuisine has been the main attraction for Bandung tourism. Consequently, culinary tourism has been the keystone for the development of tourism in Bandung.

Methodology
This research continues and justifies previous researches of Shenoy (2005), Mack et. al (2009), Yurtseven and Kaya (2011), Smith et.al (2010), Maharani (2013) about tourist motivation in consuming local food. This research is descriptive research by determining tourist motivation in consuming local food and identifying recommendation for restaurateurs as mentioned in objectives two and three. This research is quantitative study because researcher collected statistical data from tourist who consumed local food in Bandung. In positivism approach point of view, quantitative methods are more precise and valid rather than qualitative methods (Neuman, 2013).

This research used survey technique to collected data from sample. Researcher selected a representative sample from population to be asked about tourist local food consumption. Questionnaires were employed in this research as the only instrument to capture tourists behaviour related with local food consumption. Researcher asked a large number of respondents (N=106) about their own beliefs, opinion, and characteristics related with tourist motivation in consuming local food and recommendations for restaurants that serve local food. The survey asked 15 questions in the questionnaire to respondents in order to obtain descriptive information and verify theories. All of question in questionnaire were carefully constructed to secure required information and in accordance with ethical consideration.

Non-probability sampling method employed with the combination of accidental sampling and purposive sampling to gain useful data from respondents. Respondents participate in this research are tourists who have three criteria: respondents knew the information about the place before they visited, eat in restaurant not to ease the hungry but to taste and experience the food attributes where this research conducted, and choose local food from restaurant menu (Frank, 2010; Yurtseven and Kaya, 2011; World Tourism Organisation, 2012).

Factors influence for tourist motivation and expectation section were measured on a five-point Likert scale anchored by “strongly disagree” (1), “neutral” (3), and “strongly agree” (5). The scale was later recoded into a 1–5 scale.

To measure tourist motivation in consuming local food, the statement in questionnaire used by Smith et.al (2010) and Yurtseven and Kaya (2011) will be chosen to apply the scale to assess whether its dimensions could be replicated in a Bandung, Indonesia, and to identify those items with the highest predictive powers (to achieve objective two). The motivational factors from Smith et.al (2010) and Yurtseven and Kaya (2011) lay on five dimensions of motivation for tourist to consume local food. The five dimensions are:

1. Quality of taste (healthy, fresh, clean, quality, tasty)
2. Authentic experience (represents to region, distinctive, traditional)
3. Rural development (to support local producers, eating local foods helps local people, trustable)
4. Health concern (nutritious, good appearance, better for environment, variety to choose, organic/natural/cheap)
5. Knowledge (I know how they prepare it, curiosity)

To capture tourists expectation from restaurants, statement from Yurtseven and Kaya (2011) were applied in questionnaire. The statement for tourist expectation can be utilised to determine appropriate recommendation for restaurateurs (to achieve objective three). The statements for tourist expectation are:

1. There should be more local food in the menus
2. Information about local food must be found in the menus
3. Food presentations should use traditional methods
4. Before ordering should have the opportunity to taste the food
5. Indication of local products for food should be well-informed
6. Regional qualities should be reflected by restaurants
7. Staffs of restaurants should have the knowledge about the local foods

Data collection of this primary research was conducted in five restaurants that serve local food of Bandung. The choices of restaurants based on review from article in Kompas (2012) about culinary tourism in Bandung. Many tourist motivation researches are conducted after the completion of travel that can disrupt the original picture of tourist motivation (Nowacki, 2009, cited in Konu and Laukkanen, 2009). To solve this problem, this research was conducted in restaurants, not before they went to destination or not after they finished their travel in destination. The content of questionnaires is carefully selected and constructed that directly lead to the achievement of research aim and objectives.

This research used SPSS to process the primary data that represented by questionnaires. Questionnaire in this research used Cronbach’s Alpha to measure its reliability. Since it is the most widely used measurement that can objectively measure the reliability (Tavakol, 2011), the questionnaire in this research was tested with Cronbach’s Alpha.

The limitations of this research are related with sampling and time constraint. Researcher had to select culinary tourist with some criteria before move forward and ask potential respondents to participate. Consequently, this procedure affected the response rates of respondents. Researcher has approached 124 persons to participate but only 106 persons fulfilled the criteria and willing to participate. Another challenge of this research is time constraint. Data collection was conducted from December 2013 until January 2014. There are no culinary events at the time data collection was conducted. Researcher also tried to minimize the effect of Christmas and New Year holiday at that time by employing respondents criteria mentioned above to filter culinary tourists from regular tourists or any other type of tourists.

Findings and Analysis
The researcher collected 106 questionnaires from respondents. The research was conducted in restaurants to gain original picture of tourist motivation and recommendation for restaurants.

In order to understand the characteristics of culinary tourists, questionnaires with demographics questions are distributed in questions number one to seven in section three. From 106 respondents in the second group of respondent, 45% were male and 55% were female. Researcher did not intend to get the balance number or set in to one of gender in this research. Although in this research purposive sampling was employed to get culinary tourists as respondent, at the beginning researcher randomly ask tourists in restaurants whether he or she qualified culinary tourist. Therefore, the unequal number of gender for this research is inevitable. However, this number shows that culinary tourists are not gender bias. Male and female have same interest for participating in culinary tourism.

The respondents were asked about their marital status. Married or in partnership respondents are 53% an d single or widower respondents are 47%. This data is in accordance with prior research by Mack et al. (2009) that regarded couples are usually interested in doing culinary tourism.

The age ranges of respondents are as follow: < 21 years old (20%), 21 – 30 years old (39%), 31 – 50 years old (32%), and > 50 years old (9%). The result from age range shows that more than one third of respondents were 21 – 30 years old. This age group has the highest percentage than any other age group is similar with previous research by Mack et al. (2009), which regarded culinary tourists tend to be younger than regular tourists. Young people have much interest in traveling and experience the culture of destination with culinary as the part of cultural experience. Group age of more than fifty years old
has the lowest respondents is also in accordance with Maharani (2013) that Shenoy (2005) argued that culinary tourists usually have higher incomes, more travel experience, and well-educated than any other regular tourists. The income of respondents participate in this research could not verified that culinary tourists usually have higher incomes than regular tourists. The result from questionnaires on total income showed that distribution of respondents for total income in every income level group has no much difference to one another.

On top of that, total income group with the lowest income (no more than 150 GBP per month) has exceptional score compared with the highest income group (more than 250 GBP per month) that has 16% of respondents. However, this was occurred with the involvement of two additional variables, “do not know” and “refuse to answer”. These two variables with 34% in total could affect the distribution of respondents in income question compared with study from Shenoy (2005).

The education level of respondents shows that 80% of respondents held bachelor degree. This fact corresponded with previous research by Shenoy (2005), which accounted culinary tourists as well-educated persons.

Mack et al. (2009) reckoned that culinary tourists can be interested in doing culinary tourism both in same region and another region. The result from place of origin question in questionnaires indicates the similarity between this research and research by Mack et al. (2009). Culinary tourists in this research who come from the same region (West Java province) where this research was conducted or Sunda people are 59% and respondents who come from other region are 41%.

Participation in Culinary Tourism
Respondents were asked to estimate usually how many trips they did to Bandung per year for holiday. More than half respondents (51%) go to Bandung 2 – 5 times per year.

Respondents were asked about the estimation for their number of holiday per year. 59% of respondents traveled for holiday per year.

Respondents were asked about the length of preparation for the trip they did when they filling up the questionnaires. 58 percent of respondents just have one week preparation for their trip to Bandung. This is happened because the respondents come from the same region (as stated in place of origin) and the majority tourists come to Bandung are usually come from Jakarta. The distance of Bandung – Jakarta is no more than 200 km that made Jakartans no need much time to consider visiting Bandung.

Respondents were asked about their companion for their travel when filling up questionnaires of this research. 67% of respondents traveled to Bandung in a group of 2 – 5 persons.

This result shows that people who did culinary tourism in Bandung come in group. In contrary, respondents who come alone and dine in restaurants where this research was conducted are only 2%.

Respondents were also asked if there any children in their travel party. The result shows that 60% of respondents did not take any children under 12 years old when they dine in restaurant when this questionnaires were distributed.

Local Food
In order to understand the role of local food in culinary tourism in Bandung, several questions regarding local were employed. Questionnaires for restaurateurs explored local food representation in restaurant menu and questionnaires for tourists in section two searched for distinguished local food in Bandung from tourist perspective.

![Favourite local food in Bandung from tourist perspective](image)

Figure 1 Favourite local food in Bandung from tourist perspective

Figure above shows that from 19 options, batagor has the highest score compared with any other local food in Bandung. Siomay and surabi were the second and third.

Tourist motivation in consuming local food
Tourist motivation is explored in this research by investigating empirical context of local food
experiences for local food consumption and verifying previous researches (Smith et al., 2010; Yurtseven and Kaya, 2011). In order to complete the objective of this research, questionnaires were employed to culinary tourists with question “What was your motivation in consuming local food?” Eighteen statement of five-point Likert scale were taken from prior research of Smith et al. (2010) and Yurtseven and Kaya (2011). 106 respondents completed this part of questionnaires with Cronbach’s Alpha 0.889, factor analysis KMO= 0.841, and highly significant for Bartlett’s test (p < 0.001).

Figure 2 shows that ‘represents to region’ and ‘better for environment’ have the most percentage for strongly disagree as motivational factors for tourists in consuming local foods with 1.90%. There are only 6.5% of respondents in five statements who answer strongly disagree in this survey, with no one picked strongly disagree for other 13 statements. Although the percentage is too small to be taken into account, it is still important to be noted as these two statements are most important component for developing tourism in sustainable way (Sims, 2009).

26.40% of respondents chose disagree to the statement ‘I know how they prepare it’. This number shows that the knowledge of food production is not the motive for tourist in consuming local food in Bandung. This notion is supported by the fact that compared with other statements, the statement ‘I know how they prepare it’ has the lowest percentage for option agree (33.30%) and strongly agree (6.60%), and also second most for neutral (33%). Food production is not the strong point for the promotion of local food in Bandung as Sundanese food is well known for its particular taste with the combination of spicy and savoury (Maharani, 2013).

Tourist expectation from restaurateurs
Tourist expectation from restaurateurs is explored in this research by investigating empirical context of local food experiences for local food consumption and verifying prior researches (Yurtseven and Kaya, 2011). In order to complete the objective of this research, questionnaires were employed to culinary tourists with question “What did you expect from restaurateurs?” Seven statement of five-point Likert scale were taken from prior research of Yurtseven and Kaya (2011) to identify tourist expectation from restaurateurs. 106 respondents completed this part of questionnaires with Cronbach’s Alpha 0.806, factor analysis KMO= 0.759, and highly significant for Agree was the most selected option by respondents in this research compared with other options. The average percentage of respondents who chose agree in 18 statements is 44.49%. This number can indicate that almost all of the statement in questionnaire naturally has the strong point to become the motivational factors for tourists to consume local foods in Bandung. ‘Taste’ statement has most percentage of agree with 56.60%. This result actually predictable as previous research by Smith et al. (2010) and Yurtseven & Kaya (2011) indicate that quality of taste was the main motive for tourist to come to a destination and purchase local food products. Sundanese foods are well known for its particular taste with the combination of spicy and savoury (Maharani, 2013).

In addition, there are other statements that have more than 50% for agree option, including ‘good appearance’ (53.80%), ‘cheap’ (51.90%), ‘variety to choose’ (51.90%), and ‘distinctive’ (51.90%). Based on this finding, destination organisations should encourage restaurateurs to develop culinary tourism by considering taste, appearance, price, variety of foods, and distinction to others as the main components to attract tourists to come to restaurant and taste local foods.

47.20% of respondents chose strongly agree for ‘traditional’ statement. This result also in accordance with research by Yurtseven & Kaya (2011) that indicates traditional factor usually has strongest tendency to motivate tourist to consume local food. Many people associate Sundanese food as traditional food that not uses complicated cooking technique and the use of variety of uncooked vegetables as the main important side dishes (Maharani, 2013). Based on this finding, destination organisations and restaurateurs in Bandung should promote Bandung as a destination that offers traditional foods.
Bartlett’s test (p < 0.001). Tourist expectation in this research is referring to what tourists expect from restaurants after they finished consuming the food in restaurant where questionnaires were distributed, not before they visit the restaurant. In addition, respondents were briefed before they fill the questionnaire that expectations from them are for every restaurant and not for restaurant where this research is conducted. Consequently, the result from this survey can be interpreted generally.

Figure 3 Tourist expectations from restaurants

In figure above, there is a peculiar sight in graphic that shows ‘staffs have good knowledge about the foods’ has more strongly agree response than any other option. This is very different where in any statement shows agree response as the highest response. 56.60% respondents picked strongly agree for ‘staffs have good knowledge about the foods’. As mentioned before, Bandung is well-known for its wide variety of Sundanese foods. Unfortunately, because of its wide range variety of foods, many people are not aware and unfamiliar with some foods and its ingredients. Staffs of restaurants should be familiar and understand with every product in their restaurants so tourists who dine in restaurant and eat particular local food can ask to the staffs about the information of foods. In addition, 38.70% respondents picked strongly agree option in the ‘menus must include information about local food’ statement. Hence, restaurateurs should put information about local food in their menu to increase local food awareness among tourists.

Practical implications: Recommendations for restaurateurs
There are some recommendations can be made for destination organisations and restaurateurs from finding and analysis and at the same time achieve objectives three.

- Destination organisations in Bandung should encourage restaurateurs to develop culinary tourism by considering taste, appearance, price, variety of foods, and distinction to others as the main components to attract tourists to come to restaurant and taste local foods.
- Destination organisations and restaurateurs in Bandung should promote Bandung as a destination that offers traditional foods.
- Destination organisations and restaurateurs do not need to prioritise reflection on region quality in improving destination image and restaurants as Sundanese foods as an authentic Bandung local food have always attracted tourist from other regions to come and taste the local products and services.
- Restaurateurs can give the opportunity for tourists to taste before ordering so they can increase the level of tourist’s overall satisfaction.
- Traditional methods can the strong point for the promotion of restaurants that serve Sundanese food.
- Staffs of restaurants should be familiar and understand with every product in their restaurants so tourists who dine in restaurant and eat particular local food can ask to the staffs about the information of foods.
- Restaurateurs should put information about local food in their menu to increase local food awareness among tourists.

Conclusion
The result showed that region representation and environment development have the lowest perception for tourist motivation. Although the number is too small to be taken into account, it is still important to be noted as these two statements are most important component for developing tourism in sustainable way (Sims, 2009). In addition, food production is not the strong point for the promotion of local food in Bandung. It is correlating with assumption that Sundanese foods are simple and relatively easy to make (Maharani, 2013). In contrary, quality of taste was the main motive for tourist to come to a destination and purchase local food products. It is in accordance with previous research by Smith et al. (2010) and Yurtseven & Kaya (2011). The result also
indicates that traditional factor usually has strongest tendency to motivate tourist to consume local food, same with prior research of Yurtseven and Kaya (2011). Many people associate Sundanese food as traditional food that not uses complicated cooking technique and the use of variety of uncooked vegetables as the main important side dishes (Maharani, 2013). Based on this finding, destination organisations and restaurateurs in Bandung should promote Bandung as a destination that offers traditional foods. In addition, destination organisations in Bandung should also encourage restaurateurs to develop culinary tourism by considering appearance, price, variety of foods, and distinction to others as the main components to attract tourists to come to restaurant and taste local foods.

Tourist expectation from restaurateurs is explored in this research by investigating empirical context of local food experiences for local food consumption and verifying prior researches (Yurtseven and Kaya, 2011). The result shows that reflection on region quality for restaurants is not the main part of what respondents expected from restaurants. In other words, destination organisations and restaurateurs do not need to prioritise reflection on region quality in improving destination image and restaurants as Sundanese foods as an authentic Bandung local food have always attracted tourist from other regions to come and taste the local products and services (Kompas, 2013). Because of its wide variety, many people from outside West Java province did not know the Bandung’s local food in menu so the opportunity to taste before ordering can increase the level of tourist’s overall satisfaction. In addition, Traditional methods for food presentations are important factor for the tourist expectation from restaurants. This reflects that traditional methods can the strong point for the promotion of restaurants that serve Sundanese food. Lastly, Staffs of restaurants should be familiar and understand with every product in their restaurants so tourists who dine in restaurant and eat particular local food can ask to the staffs about the information of foods. Hence, restaurateurs should put information about local food in their menu to increase local food awareness among tourists.

**Suggestions for further research**
For further research in local food consumption relating with culinary tourism, it is suggested that the combination of research approach should be employed by using quantitative and qualitative methods to gather more information from participants. Quantitative methods can help researcher to gain precise and measurable data from participants, and then verify the collected quantitative data by employing quantitative method. By doing this, the research would be more holistic and can capture tourist’s local food consumption in a better manner.

### 6. Bibliography


