

The Characteristics Of Tourists Doing Culinary Tour: A Case Study Of Lengkong Street Food Bandung

Monica Sehatna Situmorang¹, Marceilla Suryana^{2*}

^{1,2}Politeknik Negeri
Bandung, Indonesia

Abstract

Lengkong Street Food is a culinary tourist attraction that is currently popular in Bandung. This study aims to explain the characteristics of tourists visiting Lengkong Street Food Bandung through sociodemographic, geographic, and psychographic aspects and to find out what types of culinary they like and why tourists like these culinary delights. Researchers used a descriptive method in this study with observation, interviews with eleven visitors, and documentation techniques. Adolescents and adults of the female gender dominate the research results based on tourists' sociodemographic characteristics. Based on geographical characteristics, tourists come from outside the city of Bandung. Psychographic characteristics: tourists have interests and expectations. This research found that tourists like culinary types such as Dimsum, BBQ, Suqi, and Steak. Tourists like this type of cuisine because it looks uniquely attractive, has affordable prices, adequate supporting facilities, and offers comfort.

Keywords: Characteristics of tourists, Culinary tourism, Street Food

INTRODUCTION

Culinary tourism contributes 45% to the country's tourism industry (Don, 2019). Food and drink are two of the complements of tourism activities. In 2021, the Taste Atlas Awards named Bandung as one of the best traditional culinary destinations in Asia (Aurelia, 2022). Therefore, many tourists visit Bandung to engage in culinary tourism activities. Bandung is one of the five categories of cities most frequently visited by tourists (Octapia, 2021). One of Bandung's most famous culinary tours is Lengkong Street Food. Culinary attractions at night operate on Jl.Lengkong Kecil, Paledang, Bandung City has an operational schedule Monday to Sunday from 16.00 to 23.00 WIB. Street Food started operating on April 19 2014, which the Bandung city government organized as a night culinary event. Lengkong Street Food will be popular again in 2020 as a snack spot among night culinary hunters and netizens (Putra, 2022).

After conducting field observations in April 2023, the facts show that at the end of 2021, the Lengkong Street Food area will be crowded and full of tourists returning after the COVID-19 pandemic until early 2023. More than 100 traders are spread across RW 01 to RW 04, with various menus provided (international and local). The culinary business people at Lengkong Street Food offer international and local culinary delights. Both types of culinary have almost the same number of menus. However, the local menu is less prominent among tourists. After making observations and interviews with informants, namely sellers and through researcher observations, the characteristics of Lengkong Street Food are "Steak, Suqi and BBQ". The managers of the Lengkong Street Food Culinary Tourism Area are residents, youth organizations, and administrators of RW 01–RW 04 and Lengkong District.

Knowing the characteristics of tourists when having a culinary tour at Lengkong Street Food Bandung is interesting to study. Researchers analyzed the

Correspondence address:

Marceilla Suryana

Email : marceilla@polban.ac.id

Address : Politeknik Negeri Bandung, Indonesia

characteristics of tourists who have a culinary tour at Lengkong Street Food Bandung.

LITERATURE REVIEW

Tourist Characteristics

(Boeree, 2009) defines characteristics as a person's character in believing, acting, or feeling something. In the tourism industry, tourist characteristics are a profile each individual or tourist owns. The diversity of tourist characteristics and backgrounds creates different needs and desires for tourism products (Suryadana & Octavia, 2015). Rejeki and Hartono (2020: 24-26) suggest that there are three kinds of characteristics based on previous theories, namely: 1) Sociodemographic characteristics of characters who try to answer the question "who wants what," such as type, gender, age, and employment status; 2) Geographical Characteristics: The character that divides tourists based on place of residence (village/city, province and country of origin); and 3) Psychographic Characteristics The characters that divide tourists are seen from social class, lifestyle and personal characteristics. Travellers from the same demographic group do not necessarily have the same psychographic profile.

Culinary tour

The International Culinary Tourism Association (ICTA) defines culinary tourism as a unique eating and drinking activity carried out by every tourist who travels (Besra, 2012). In the tourism industry, culinary is essential because most tourists spend on culinary (Rahayu et al., 2022). Many tourists think that enjoying the typical food of the area visited is an integral part of the travel experience (Sunaryo, 2019). In addition, the potential for culinary tourism is only sometimes in its fantastic food, but utilizing and empowering local resources, such as local communities with culinary innovations or modifications, can support culinary tourism development (Prayogi, 2017).

METHODS

The method used in this study is descriptive qualitative, using triangulation techniques by way of observation, interviews, and documentation studies. Qualitative research methods can provide a detailed description of a phenomenon because the researcher acts as a research instrument that can directly observe the condition of an object and subject to be studied (Sugiyono, 2018). The sampling technique researchers use in collecting data sources is purposive sampling.

Researchers used the Triangulation technique in the data collection process. Triangulation is a data collection method that combines various existing techniques and data sources (Abdussamad, 2021). Researchers used participatory observation techniques by being involved in the daily activities of informants in terms of buying, feeling the atmosphere, and enjoying various culinary delights at Lengkong Street Food Bandung (Faisal, 1990). Furthermore, the researcher used a semi-structured interview technique with 11 informants from outside Bandung who were on a culinary tour at Lengkong Steet Food Bandung (Esterberg, 2002). Researchers also used documentation study techniques such as photographs at Lengkong Steet Food Bandung to prove and support the findings from observation and interview techniques (Abdussamad, 2021).

RESULT

Tourist characteristics are behaviours or characteristics of a person that are created accidentally or intentionally as a response to a tourism product or service. Buyer selection is the primary key that is important to be studied by tourism business actors to meet the needs and desires of tourists in developing their businesses. This discussion will discuss the characteristics of tourists visiting Lengkong Street Food Bandung to discover the characteristics of tourists who do culinary tours at Lengkong Street Food Bandung. (Rejeki & Hartono, 2020) divides the characteristics of tourism into three aspects: sociodemographic, geographical and psychographic.

Sociodemographic Characteristics

To find out the characteristics of tourists visiting Lengkong Street Food Bandung regarding sociodemography, the researchers interviewed eleven informants from outside Bandung.

Table 1. Informant Profile

Name (Coding)	Age (years)	Gender	Occupation
AC	20	Female	Finance Admin
CL	23	Female	Finance Staff

Name (Coding)	Age (years)	Gender	Occupation
JS	20	Female	Student
ZF	21	Female	Student
HM	20	Male	Student
GN	22	Female	Student
ST	24	Female	Entrepreneurial
JY	23	Female	Private Employee
PT	21	Female	Student
NV	21	Female	Student
JR	22	Male	Student

Source: research data, 2023

The table above shows that the eleven informants interviewed by the researcher were aged 20-24 years. Gender is dominated by women, as many as nine people, and the majority of those who work are students, as many as seven people. On the other hand, during field observations, Lengkong Street Food Bandung was packed with tourists of all ages. They start from children, teenagers, and adults, to the older. However, those who dominate are teenagers and adults of the female gender.

Geographic Characteristics

From the interviews with eleven informants, based on geographical characteristics, tourists with the farthest origins come from Riau. Apart from Riau, the informants interviewed by the researchers came from Cirebon, Subang, Bekasi, Garut, Cimahi, Lembang, Padalarang and West Bandung Regencies.

Psychographic Characteristics

The concept put forward by (Rejeki & Hartono, 2020) regarding psychographic characteristics explains that the characteristics of tourists based on the same demographic group do not necessarily have the same psychographic profile. Every tourist has different wants and needs. Researchers interviewed eleven tourists from outside Bandung as informants to find out the psychographic characteristics of tourists when doing culinary tours at Lengkong Street Food Bandung. The researcher divides the discussion into two categories to find out the psychographic characteristics of tourists based on lifestyle.

Lifestyle arises because of the driving factors in a person to fulfil their needs and desires. The eleven informants in the table below indicate the factors that affect the lifestyle of tourists when doing culinary tours.

Table 2. Factors Influencing Travelers' Lifestyles When Doing Culinary Tours

No.	Explanation	Sample Questions
1.	Information Media	"...on Twitter, many people talk about Lengkong Street Food like the delicious food, and it is proven, the place is lively and clean" (AC) "I am looking for Tiktok, which is a good place to eat in Bandung" (CL) "...first from a friend who often goes through FYP Tiktok" (JS) "...I know Lengkong Street Food from Tiktok....because I was curious, so I came there" (ZF) "...starting from my brother, he is looking for Bandung Culinary Food on social media like that and often FYP on Tiktok" (JY)
2.	Various types of culinary and delicious taste	"..... much food, the second one the food is pretty good, then the place is also crowded so it is fun" (JS) "...the food is varied, very diverse, not only from Indonesia, but international food is also plentiful and delicious..." (JY) ".....many types that are cheap and delicious" (GN) ".....many choices of food and various menus....." (PT) "Because there is much food from end to end, lots of food and very varied" (NV)
3.	Affordable prices	"...the price is affordable and lots of food.." (HM) ".....many types are cheap and delicious" (GN) "....all prices are standard..." (JY)
4.	Strategic Location	"...closer to my hotel and there is also one food that I like... I do not want to be complicated with people, I want to be fast so that I can know a lot about Bandung food in one place, so why not" (CL) "... besides that, the small Lengkong is near the centre of town, so while taking a walk there too..." (HM) "...the location is strategic in the city centre, so the access is fast, so just go to Lengkong..." (ST)
5.		"Both are in, but it is more local because it is better" (AC)

No.	Explanation	Sample Questions
		"I am more international, yes, for local ones because I am used to being close to home; for example, internationals are happy like that here, there are a lot of them, and it seems that from the international facilities, there are seats, tents, tables... . then international food is unique I see" (JS)
	culinary type	"I prefer local food or menus because the taste of local menus is very different from the spices of international foods. International food seasonings do not permeate...." (ZF)
	(international vs local) and facilities	"I prefer to taste food that I have never eaten because I want to try new things, but mostly local food" (HM)
		".....the international menu is their tool for selling..." (PT)
		"I am an international culinary specialist because it is a place to eat and it looks attractive...." (ST)
		"I am more interested in international because if I see it myself, there are more grills and suqi because the facilities are also good. We can interact in making food, tents are provided, and it is just more fun..." (JR)

Source: research data, 2023

After conducting interviews, some factors influence the lifestyle of tourists when having a culinary tour at Lengkong Street Food Bandung influenced by information media, namely Tiktok and Twitter, influenced by various culinary types and affordable prices. A strategic and easy-to-reach place featuring attractive food and adequate supporting facilities influences the lifestyle of tourists. The types of culinary with attractive appearance and adequate facilities are primarily international. The documentation below supports the results of the interview above.

CONCLUSION

Based on the research results on tourist characteristics, female students and workers dominate the sociodemographic characteristics of tourists visiting Lengkong Street Food Bandung. The demographic characteristics of tourists come from outside Bandung, whose purpose of travel is to seek new experiences and entertainment. As for the psychographic characteristics, tourists have several factors that influence their lifestyle when travelling, namely media information, Tik Tok and Twitter, influenced by various culinary types and affordable prices, influenced by strategic and easy-to-reach places, and the appearance of the food served. Attractive and adequate supporting facilities.

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