

Culinary Tourism Based Model of Coastal Community Economic Development in Siak

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Abstract

This research aimed to create a model for culinary tourism development to improve the coastal community economy in Siak. The data analysis used in this study was SWOT Analysis (*Strengths, Weaknesses, Opportunities, and Threats*). Based on the results of the study, it was known that culinary tourism in Turap Waterfront area is very potential. However, culinary tourism institutions had not been developed. There were also other problems like the limited amenities (hotels, restaurants, travel agents and clean water), limited human resources, weak community participation in the culinary tourism, weak promotion and marketing, and lack of planning and development of cultural potential and culinary tourism. The development model needed to develop culinary tourism in Turap Waterfront area was a complex collaboration model which demanded the integration of government, culinary entrepreneurs and society in terms of the management. Besides, it was also necessary to apply modern management knowledge in the development of culinary tourism in Turap Waterfront area. Therefore, the development could be organized and the traditional Malay cuisine was maintained to be the icon of culinary tourism in Turap Waterfront area.

Keywords: culinary tourism, economic development, coastal communities

1. Introduction

1.1 Background

Siak Regency has historical tourism potentials including Siak Palace, royal tomb complex, two-tier meeting hall, royal cruise ship relics, royal mosque, the tomb of Sultan Syarif Qasim, Dutch fort and military barracks, traditional Malay houses, traditional arts, such as music and dance, Siak clothing/woven clothes, tourism village on Mempura River, Lake Pulau Besar in Zamrud, Lake Naga in Sungai Apit Regency, and agrotourism.

In addition, the government of Siak regency also has scheduled international cultural and sport events to support the tourism sector in Siak. Some of the events are the heritage trail biking and Siak Bermadah Festival every year, along with other Malay cultural parades and culinary festivals.

Today, Siak regency is the prime destination in Riau for tourists from other regions and countries. Based on information from Kabarmelayu.com, the number of domestic and international tourists visiting Siak Regency at the end of December 2015 increased by more than 40 thousand tourists compared to 2014 with 39,104 tourists. This could be seen every holiday that the Siak Palace and other historical attractions were crowded with visitors, especially at the 2015/2016 New Year's Eve.

The government of Siak regency has a grand design for the development of Malay culture and continuesly makes efforts to promote tourist attractions in Siak. In addition, the government also developed and arranged city parks, built fountains and beautiful sheet piles (Turap) along the Siak River which flows by the town of Siak Sri Indrapura.

The government should make culinary tourism in Turap Waterfront area as Siak main tourist attraction for tourists who visit or stay in Siak. Siak not only has cultural tourism destinations but also has culinary tourism destinations. It has potential that can be developed and eventually it can improve the economy of Siak people.

With the tourism agendas scheduled by the government of Siak regency, it is expected that more tourists will come to Siak. This will impact the culinary tourism in Siak. However, in reality, the culinary tourism in Turap Waterfront area has not developed rapidly along with the development of tourism in Siak. There are many tourists who do not know about Siak culinary tour. Many tourists who come to Siak bring their own food even though Siak has many traditional Malay foods that are worth trying.

There were many shortcomings found in order to improve culinary tourism in Siak. Therefore, there was a need for an in-depth study related to the development concept of culinary tourism in Turap Waterfront area in Siak Sri

Indrapura.

Through this study, it was expected to find a suitable model for the development of culinary tourism in Siak that could improve the economy of coastal communities in Siak.

1.2 Problem Identification

The problem in this study was “What kind of tourism culinary model is to be developed to improve the economy of coastal community in Siak?”

1.3 Limitation of Study

This study only focused on the development of culinary tourism in Turap Waterfront area in Rempak, Kampung Dalam, Siak.

1.4 Research Objectives

The objectives of this research were (1) to find out the current management system of culinary tourism in Turap Waterfront area in Siak, (2) to make a model of culinary tourism development in Turap Waterfront area that could improve the economy of the coastal communities in Siak.

1.5 The Significance of Study

It was expected that a suitable model could be made to develop culinary tourism in Turap Waterfront area. It was a potential culinary tourism area in Siak. Furthermore, this research was expected to produce several policies that could be applied by the government of Siak to develop culinary tourism areas in Siak, which ultimately could improve the economy of coastal communities in Siak.

2. Theoretical Review

2.1 Coastal Community Economy

Coastal community is a group of people who live together in coastal areas and fulfill their needs from resources in coastal areas. The coastal area is defined as the area bordering the sea. The land boundaries include areas that are flooded or not flooded which are still affected by sea processes such as tides, sea breezes and salt intrusion. (Bengen, 2001).

Regional economic potential is the economic capacity of a region that can be developed into a source of livelihood for the local people and can develop the sustainable regional economy (Suparmoko: 2010).

2.2 Culinary Tourism

Wolf in Suriani (2009: 12) explains that culinary tourism emphasizes the experience, not the luxury of the restaurants or the variety of available food and drinks.

The definition of culinary tourism itself is that visiting a place where food is produced or visiting food festivals, restaurants, and special locations in order to try some food and also taste the signature dishes of an area as the main motivation for someone to travel. (Hall & Sharples, 2008)

Like other tourism destinations that have special attractions for tourists, this culinary tour also has a strong magnet that can attract visitors to come, namely the variety of food, the signature dishes, convenient and clean location, unique and interesting room design, good service, competitive market, price and proportion of value, socializing opportunities, cultural interaction with special signature dishes, warm atmosphere, attractive environment, and the traditional, national and international products (<http://file.upi.edu>)

Various types of tasty local food and other food from other regions can be found in the culinary tour in Turap Waterfront area. We can enjoy the food with the beautiful scenery right along the banks of Siak River with the view of passing big ships.

Culinary tourism in Turap Waterfront area was already known by visitors who had been to Siak. However, the packaging was not attractive enough despite the strategic location. Culinary tourism in Turap Waterfront area could be developed to be the mainstay of Siak tourism for visitors and tourists who visited Siak.

The World Culinary Tourism Association (WCTA) in Suriani (2009: 13) states that culinary tourism is not a new thing. It is associated with agrotourism but it is more focused on how food or drinks can attract tourists to come and enjoy it.

Furthermore, Dalem (2010), based on a combination of IE Matrix and Position Matrix analysis, reveals that the right strategy to develop traditional Balinese food in Free Standing Restaurant (FSR) in Tanjung Benoa Urban Village is by a market penetration strategy, product development strategy, and limited market development

strategy.

Based on an article about the local cuisine of West Java by Turgarini in Suriani (2009), there are several steps that can be taken to face the challenges of globalization in this field. The first is making innovation and encouraging creativity to develop natural resource-based products empowered by local human resources. The second is to pay attention to the social and natural environment. In other words, it should be environmentally friendly. The third is having a local style. Fourth, all elements of human resources must be friendly. The fifth is to preserve traditional values, to remain local but think global. The sixth is having authentic culinary products that do not exist in other regions and even other countries. Finally, always maintain the simplicity of the culinary products.

Sujatha (2001) reveals that: 1. Traditional Balinese food is preferred because it has biological functions (for health) and contains aesthetic values both in the plating and presentation. 2. It can be developed to be culinary tourism. The adaptation is in terms of shape, function and meaning, including adaptation of food ingredients, taste, process, plating, presentation and way of eating. 3. Balinese culinary arts as a supporting tourism sector have impacts on culture, social, pride and fulfillment of self-esteem.

The concept of a restaurant consists of five elements (Hsu and Powers, 2002: 177), namely (1) Menu, (2) Food production strategies, (3) Service, (4) Price, (5) Decoration, ambience, or environment.

The culinary tourism development model can be used as a reference by the restaurant management and the local government in developing culinary tourism in Siak.

2.3 Economic Development

Factors affecting economic growth are human resource factors, natural resources factors, science and technology factors, cultural factors, and capital resources.

Economic growth is one area of inquiry that has long been discussed by economists. It is an analysis of the causes of economic growth and the factors that determine the growth.

- Classical Growth Theory
- Schumpeter theory
- Harrod-dommar theory
- Neo classical growth theory

2.4 Signiture Dish of Siak

There are lots of places for eating spread throughout the culinary tourism area in Siak. They are in the form of restaurants or various places with unique forms with a lot of delicious culinary specialties.

Some of the popular cuisines among food lovers in Siak that are worth trying include (1) Asam Pedas, (2) river prawn or Udang Galah, (3) Snail curry, (4) salai fish or smoked fish.

3. Research Hypothesis

3.1 Population and Sample

The population is the whole research subject. To examine all elements in the research area, the research should be population research or population study or census study (Sabar, 2007). The population in this study was all culinary entrepreneurs in Turap Waterfront area. There were 56 people in total. The number of samples taken in this study was the same as the number of existing populations because the number of samples was not many and was still in one area.

3.2 Data Collection Technique

The data collection was carried out based on the type of data needed. This study required two types of data, namely secondary data and primary data. Primary data in this study was obtained by observation and interview. Furthermore, the secondary data of this study included the profile of Siak Subregency in 2016, Strategic Plan for Siak Development for 2016-2021, the Tourism Master Plan of Siak in 2009, and maps.

3.3 Data Analysis Techniques

Data analysis used in this study was SWOT Analysis (*Strengths, Weaknesses, Opportunities, and Threats*). SWOT Analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities and threats of a project or a business venture. These four factors form the acronym SWOT (*Strengths, Weaknesses, Opportunities, and Threats*).

The results of the analysis are usually recommendations to maintain the strength and get benefits from the existing opportunities and also reduce weakness and avoid threats. If it is used correctly, a SWOT analysis will help us to see the forgotten or invisible aspects.

4. Research Results and Discussion

4.1 The Model of Current *Culinary Tourism in Siak Regency*

The regency government has arranged the area along the sheet piles by Siak River as known as Turap Waterfront area as the centre of culinary tourism in Siak. In this area, there are many cafes and vendors that sell a variety of foods such as seafood, Malay cuisine, Padang cuisine, grilled corn, soup and others, as well as various drinks. However, the cafes and vendors are not neatly arranged. From the riverbank, we can enjoy the panorama of the Siak River and Tengku Agung Sultanah Latifah Bridge from a distance. In the afternoon, we can enjoy the beautiful sunset at the Siak River and at night we can enjoy the beautiful lights along the bridge.

Originally this area was only intended for night culinary tours, but during the day there were also many visitors who wanted to enjoy the beauty of the Siak River while enjoying signature dishes of Siak. Therefore, many food vendors also opened their stalls during the day. At the moment, there were 56 food vendors located along Turap Waterfront area selling snacks and drinks.

Many tourists did not know that this area was a culinary tourism area in Siak. It was due to the lack of promotion, such as promotion on billboards, which highlighted the existence of this culinary tourism area. Therefore, tourists just passed along the area and many tourists usually brought their own food.

The current culinary tourism model in Turap Waterfront area was good in terms of the food. However, the management was still traditional, run by families from generations to generations. Many of the vendors were still owned by migrants coming from other region outside Siak. Siak people themselves were not really involved in the development of the culinary tourism business in Turap Waterfront area.

4.2 Discussion of Research Results with SWOT Analysis

In this SWOT analysis there were various alternative strategies that could be done to anticipate the weaknesses and the obstacles, and to make the best use of the existing strengths and opportunities in the development of the culinary tourism marketing.

Table 1. SWOT analysis for the development of *Culinary Tourism in Siak*

	Opportunity	Threat
External	<p>Developing culinary tourism in Turap Waterfront area</p> <p>The opportunity of business investment in culinary tourism in some locations in the Turap Waterfront area was still open</p> <p>Development of technology</p> <p>Opportunity to socialize</p> <p>Cultural interaction with the signature dishes of Siak</p> <p>Uncompetitive catering business competition in serving Siak local cuisine</p>	<p>Food products from other regions / countries</p> <p>Not popular as a culinary tourism destination</p> <p>Still influenced and depended on travel agents from outside the region</p> <p>Lack of clean water</p> <p>Modernization began to threaten the existence of local culture</p> <p>The implementation of free trade policy</p>

<p style="text-align: center;">Iternal</p>	<p>Government instruction to introduce local cuisine to tourists</p> <p>Development of culinary tourism</p> <p>Number of variations and types of local cuisine</p>	<p>Competitive market</p>
<p>Strength</p> <p>The culinary tourism area was very beautiful. It was a comfortable and clean.</p> <p>Preserving traditional food (signature dishes of Siak)</p> <p>Easy access from pekanbaru</p> <p>Good local accessibility</p> <p>The government of Siak had plans to develop the culinary tourism</p> <p>Having a variety of culinary activities</p> <p>Attractive environment</p> <p>Price and value proportion</p> <p>Qualified products of local cuisines</p> <p>Presentation of the local cuisines</p> <p>Unique taste and aroma</p> <p>The composition of traditional Siak Malay cuisines</p> <p>Satisfying food at reasonable price</p>	<p>S - O Strategy</p> <p>Increasing the promotion of the culinary tourism area in Siak</p> <p>Cooperating with travel agents of local and foreign tourists</p> <p>Developing culinary business that has traditional Malay cuisine characters</p> <p>Providing cheap and convenient transportation for foreign and local tourists for culinary tours from the capital city (pekanbaru) to Siak</p> <p>Establishing a strategic plan for the development of culinary tourism in the Turap Waterfront area</p> <p>Using social media to promote the culinary tourism area</p> <p>Establishing marketing cooperation for culinary tourism and promotion with other regions</p> <p>Providing opportunities for the community to make a variety of culinary activities</p> <p>Determining the standard of food price that is affordable for visitors</p>	<p>S-T Strategy</p> <p>Cooperating to promote the culinary tourism area</p> <p>Encouraging local investors</p> <p>Providing clean water supply</p> <p>Cooperating with travel agents and hotels</p> <p>Preserving the traditional food along with various innovations</p> <p>Improving and maintaining the image, product quality and safety of Siak local cuisines</p>

	Utilizing communication media that highlight food	
Weakness	W-O strategy	Strategy W - T
<p>Limitations of amenities (hotels, restaurants, travel agents, and clean water)</p> <p>Culinary tourism institutions in the government, private sector and society have not developed yet</p> <p>Limitations of human resources</p> <p>Weak community participation in culinary tourism</p> <p>Weak marketing effort</p> <p>The plan and development of cultural potential and culinary tourism are not good enough</p> <p>Less support from community leaders, Siak Legislative Councils (DPRD), business people, etc.</p> <p>There is no regional regulation on culinary tourism</p> <p>Marketing strategy is weak</p> <p>The number of vendors selling traditional food is still limited</p> <p>The taste of the food is not consistent</p> <p>Inadequate hygiene and sanitation</p>	<p>Development of amenities (hotels, restaurants, travel agents, clean water)</p> <p>Establishment of institutions of culinary tourism by the coastal community with the government and the private sector</p> <p>Utilization of information technology for marketing and promotion of culinary tourism</p> <p>Providing and improving infrastructure</p> <p>Establishing a cooking school and human resources training</p> <p>Developing people's interest in culinary tourism</p> <p>Increasing the support from community leaders, Siak Legislative Councils (DPRD), and business people</p> <p>Developing local regulations for the development of culinary tourism</p> <p>Utilizing image for marketing</p> <p>Increasing interest in local cuisine in Siak</p> <p>Carrying out quality control of the traditional food products in Siak</p>	<p>Creating networking with tourist destinations in Indonesia</p> <p>Conducting collective culinary tourism promotion</p> <p>Socializing the concepts of culinary tourism development</p> <p>Making policies to attract investors in the field of culinary tourism</p> <p>Improving and maintaining the consistency of the taste of the local cuisine of Siak</p>

4.3 The Model of Culinary Tourism Development in Turap Waterfront Area

The expected culinary tourism development model in this study was an integrated

complex model through cooperation with local governments and related institutions, private sectors, banks, schools with the full support of the community to develop culinary tourism in Turap Waterfront area.

In developing the area as a culinary tourism destination in Siak, appropriate strategies were needed. The strategies that could be taken included:

1. Managers can collaborate with restaurants / food stalls / or well known restaurants to open their business in Turap Waterfront area.
 2. Improving the comfort, safety and satisfaction of tourists who visit the area.
 3. Developing tour packages that include culinary tour in Turap Waterfront area as one of its activities. The restaurant manager must establish cooperation with a travel agency to create a culinary tour package.
- Making this culinary tourism area as a rest area.
 - Improving supporting facilities and infrastructures

5. Conclusions and Suggestions

5.1 Conclusion

Based on the results of research and discussion described previously, it can be summarized that:

- Turap Waterfront area is very potential to be developed as a culinary tourism destination. The atmosphere is very comfortable and cool. The river scenery is very beautiful with the view of large ships crossing the river. At night, we can enjoy the view of colorful lights in the culinary area and Siak Bridge. Furthermore, the availability of traditional signature dishes of Siak, like Malay cuisines, makes this area become very potential to be developed as culinary tourism area. However, there are many things should be improved. Culinary tourism institutions of the government, private sectors and community have not been developed. Furthermore, the available amenities (hotels, restaurants, travel agents, clean water) are limited. Limited human resources, weak participation of the community in culinary tourism, weak promotion and marketing strategies, lack of planning and development of cultural potential and culinary tourism are other obstacles to overcome. Furthermore, there is hardly any support from community leaders, DPRD, and business people. There are no regulations on culinary tourism. The marketing strategy is not strong. The number of local cuisine vendors is still limited and the taste of the food is inconsistent.
- Various efforts have been made by the manager to make this area to be a crowded snack center. Some of the efforts are in the form of annual events such as Tour de Siak, BMX and promotion through mass media, electronic media and social media. Furthermore, the management tries to establish collaboration with other parties but the results are not satisfying.
- The management of culinary tourism in the Turap Waterfront area is still traditional, run by individuals and families from generations to generations without the guidance and directions from the local government.

5.2 Suggestion

Based on the previous description, it can be suggested that:

- The development model needed to develop this area is a complex integrated model by integrating the government, culinary entrepreneurs and the community in terms of management. Besides, it is necessary to apply modern management knowledge to develop culinary tourism in Turap Waterfront area. Therefore, the development of this area can be organized and the traditional Malay cuisine can be made as the culinary tourism icon.
- Turap Waterfront area has a very big potential to be developed as culinary tourism area by developing culinary tourism institutions in the government, the private sector and the community. Furthermore, facilities such as amenities (hotels, restaurants, travel agents, clean water) and the quality of human resources should also be improved.
- Promotion of culinary tourism in the Turap Waterfront area must be intensively carried out by the government to introduce Siak culinary tourism to the other regions. The government in this case can make regulations to stimulate or enhance the development of culinary tourism as a tourism icon in Siak. The promotion should highlight the charm of the area and display a variety of cuisines served by the restaurants and cafes located in

Turap Waterfront area on national or regional TV channel, radios in Riau, and the billboards installed at strategic intersections or other strategic places.

- The development of culinary tourism in Siak can be done using several alternative strategies. Some alternative strategies are increasing cooperation with related parties such as hotels, farmer groups and other government agencies to promote the culinary tourism area of Turap Waterfront area and develop the taste of traditional cuisine which is combined with modern cuisine.
- For future researchers, study on culinary tourism in Siak is necessary to be continued in order to produce the most relevant and appropriate model to be implemented. Therefore, it can be summarized and used as a reference for local governments and the central government in taking policy on the development of culinary tourism in Siak as a unique and interesting tourist attraction for domestic and foreign tourists.
- Empowering local communities to actively participate in culinary business, thus they can improve their economic level.
- Forming an organization in the form of a joint business group for the owners of culinary businesses, thus they can collaborate with local government and private sectors easily.
- Events such as cooking competitions, fishing competitions, which invites tourists to visit this culinary tourism area, should be held. It can also be done by collaborating with sponsors.
- Strategies that must be carried out to increase the number of tourists / visitors and to make Turap Waterfront as a culinary tourism destination in Siak are improving the comfort, safety and satisfaction of tourists / visitors in the area. Another strategy is to develop tour packages that include culinary tour in this area by making this culinary area as a rest area.
- Training is needed for managers and employees in the culinary tourism area in order to give satisfying services.

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