

# Exploring The Values of Local Wisdom as An Effort to Development of Madurese Gastronomic Tourism

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**ABSTRACT.** Gastronomic tourism is one of the concepts that aspire to be realized in the future tourism industry. This article seeks to explore various culinary tourism potentials based on local wisdom values as an effort to realize gastronomic tourism in Madura. Madura is one of the regions that has various culinary potentials and local wisdom values that are still sustainable today and are able to attract tourists. The method used in this study is an exploratory qualitative approach. Data collection techniques are carried out by direct observation, interviews, and documentation. The informants in this study were religious leaders, communities, tour managers, and tourists. The results showed that the value of local wisdom that can be a tourist attraction is cultural festivals, natural attractions, religion, cultural tourism, culinary and community life that has educational value. These various tourist attractions are not only oriented towards economic benefits, but also as a medium for preserving noble socio-cultural and environmental values, as well as has educational value for tourists through the experience of tourist activities. The value of local wisdom that is still maintained is expected to always be passed on to the younger generation and can be useful for many parties, therefore this tourist activity always need support from various parties

**KEYWORDS:** gastronomy tourism; local wisdom; Madurese gastronomy tourism

## 1 INTRODUCTION

Gastronomic tourism is one of the tours that leads to changes in tourism marketing around the world (Koograsang et al., 2020). Tourists prioritize tourism to promote gastronomic tourism, which is currently driven by technological growth. Online media is one of the crucial factors in promoting gastronomic tourism by facilitating tourists to find information. Gastronomic tourism in each region differs based on the culture and raw materials of the region, so tastes are distinguished. Therefore, the uniqueness of Madurese food makes it popular among tourists who come to try and learn about Madura cuisine, and it helps to promote tourism.

The process of developing creative gastronomic tourism activity is to classify quantitative knowledge of tourist behavior and demands based on demand and gastronomic tourism behavior into three categories: Gastronomy, Foodie, and Optimizer. Analysis of all groups of tourists leads to the determination of the route of gastronomic tourism. Tourists have the opportunity to taste typical Madura food cooked with local raw materials,

The importance of developing healthy food development from local wisdom with environmentally conservative processes not only strengthens consumer health but also greatly promotes Madura gastronomic tourism.

In the development of gastronomic tourism, guidelines are needed to develop and promote the added value of food based on local wisdom and biodiversity to create product identities, such as herbs, healthy foods and services, etc. Therefore, local wisdom is a system of knowledge, beliefs, and ideas of local people in management that reflects their way of life, which is different in each culture and society, integrated and inherited from ancestors.

According to Rahyono, local wisdom is human intelligence possessed by certain ethnic groups obtained through community experience. Local wisdom is the result of certain communities through their experiences and not necessarily experienced by other communities. These values will be very strongly attached to a particular society and these values have gone through a long passage of time, throughout the existence of that society. (Rahyono, 2009)

Food is an important means of accessing culture and represents local identity and culture, food and tourism (Rand et al., 2003). Each region has a unique gastronomy culture derived from the natural adaptations and modifications of community members to utilize natural resources, access raw materials and food sources, and production wisdom. All aspects are connected as one process that demonstrates human intelligence in terms of creativity, application, and implementation. This is the accumulated experience passed down from the ancestors and finally becomes the identity of food. Local gastronomic culture reveals lifestyle, social context, and wisdom through life, food beliefs, consumption behavior, and health of community members (Thammarat, 2020). The results of the knowledge survey on local food present nine factors that influence the local food identity of raw materials, namely local resources, cooking methods, eating methods, topography, weather, relocation, technological advances, family and social changes, and the construction of relations with foreign countries.

**Gastronomy tourism concept:** Gastronomy tourism is the experience of traveling to many locations where food festivals, food fairs and demonstrations, food tastings, or food activities are organized, especially those concerning local food which plays an important role in social learning as it encourages people to learn and gain new experiences. As a result, they travel to the sources of food production and distribution, which eventually becomes a new pattern called gastronomy tourism. From the importance of local food, the governments of many countries advocate the development of local food as a tourism product to attract tourists and develop regions and communities to become tourist sites, and to promote and generate income for the people, leading to employment, community development, and improving the economy in a sustainable manner (Gheorghe & Nistoreanu, 2014; Gogoski & Cuculeski, 2019). To promote and highlight local food to be widely known, gastronomic promotion and tourism are needed. Local food can be modified to meet the tastes of tourists, especially foreign tourists. At the same time, cultural exchange is possible; The region may have been influenced by food from tourists and adapted it to their native culture or taste. Today, “food” is considered the representative that introduces the lifestyle of people in the community to society (Singsomboon, 2014).

Public relations of gastronomic tourism sites, i.e. developing gastronomic tourism sites using food, must be based on an inclusive and explicit understanding of the local area in order to successfully and efficiently adapt local food to elevate the region into a gastronomic tourism destination. The key to the success of culinary tourism destinations (and gastronomic tourism) is understanding the factors that create differences and unique identities from other tourist sites. Gastronomic tourism will come from local resources, such as culture, history, topography, or weather that offer tourists a different experience from other regions, so they visit the region. Therefore, understanding food identity and creating a perception of that identity is necessary to use food to develop tourism. Thus, it is concluded that local food is the intangible cultural capital of the region, and the successful development of tourist sites using local food depends on understanding local food identity and recognition of tourists. It fosters awareness of local culture, which is a component of marketing promotion, in particular, the sensation and taste of food enhances the experience of tourists combining local culture, hospitality, and local uniqueness, especially tasting food and learning to cook adds value to their experience (Thanyakit et al., 2023). Madurese gastronomic tourism aims to improve gastronomy products, integrate information from the selection of tourism activities and the cultural context of the community, select tourist sites, and study gastronomy tourism sites to organize extraordinary activities, such as sailing and food tasting

**Community-based tourism (CBT):** Community-based tourism has both positive and negative impacts on society. Good and efficient planning and management leads to income, employment, and business opportunities that result in a better quality of life for community members, as well as the conservation of nature, historical sites, history, and traditions. In addition, community-based tourism is part of sustainable tourism, namely cultural tourism that focuses on the importance of nature and environmental management, as well as the use of tourism to develop the community. There are four key components of community-based tourism. First, potential personnel who are well acquainted with community members and ready to cooperate with all sectors under unity, learning, and an open mind. Second, regional potential, namely natural resources, culture, traditions, and local wisdom that are managed appropriately for the value and sustainability of natural resources. Third, management to become a society with a vision of understanding community-based tourism, having accepted leaders, having direction and preparation to cooperate with the government sector and related networks, and organizing appropriate tourism patterns for the community. Finally, participation expresses opinions,

problem solving, encourages participation, and problem solving based on the experiences of researchers or local community leaders.

Madurese society is one of the people who live in an atmosphere of culture and religious nuances to maintain and maintain the values of local wisdom inherited by their ancestors. Madurese society lives by maintaining its culture and religiosity by maintaining a balance between humans, the physical environment, and the transcendental environment. Local wisdom owned by the Madurese people can be used as a vehicle for education for tourists, especially those from very different cultures. As knowledge, local wisdom is found by certain local communities through a collection of experiences in trying and combined with an understanding of culture and nature of a place and is usually passed down from generation to generation by word of mouth (Darmadi, 2018).

Madurese people are also very open to welcome visitors who want to experience the culture and enjoy the atmosphere of cultural tourism and food. Currently, Madura has become a culinary and religious tourist destination. Madura is a religious and culinary tourist destination visited by many tourists.

Rural tourism is an activity that focuses on the consumption of rural experiences, cultures, landscapes and artifacts (Ellis et al., 2018). This tourism activity is considered to bring economic benefits to the local community and enhance the tourism experience with opportunities for interaction between locals and tourists (Aref & Gill, 2009; Khound, 2013). The natural beauty and cultural value of the indigenous Madurese people is a tourist attraction that can attract many people. Tourism attraction, both natural and man-made, is an essential component of the region's tourism product; If there are no tourist attractions, there are no other tourist services (Pearce, 2009). The most ideal attractions are those that are rare, inimitable and only available in certain destinations. Culture, heritage and culinary potential are an important part of a destination's product mix and help give the destination a unique local character (Sinclair-Maragh, 2012; Vengesayi et al., 2009). Tourism activities cannot be separated from culture or community life, all tourism activities have cultural interactions between tourists and local communities. Tourists visiting a tourist destination will have the opportunity to learn and learn the culture that can take place there. The development of tourist attractions in rural areas is part of a long-term strategic investment effort to improve the quality of human resources as well as the sustainability of the natural environment and can generate economic benefits. economy through tourism spending during trips. This sector can be instrumental in poverty reduction, sustainable development and economic improvement for people (Adom, 2019). Therefore, the local community must be the main actor providing and managing tourism products. The culinary sector ranked highest with 56.67 because of its contribution to the creative economy, while the fashion sector had a share of 20.44%, the craft sector had a share of 19.86%, and the fashion sector had a share of 20.44%. other areas below 2%

Tourism activities undertaken in Madura can be a strategy to maintain the preservation of cultural values, as a means of introducing local history and culture to the wider community. Tourism can stimulate the creative economy, which has the potential to directly add value to people's incomes. The uniqueness of cultural destinations is what distinguishes them from other destinations (Ivanovic, 2020). Local wisdom can be the foundation for sustainable development in tourist villages (Vitasurya, 2016). The concept of sustainability aims to meet the needs of the present generation and enable future generations to receive a level of benefit high enough to meet their own needs (Sangchumnon, 2019). Based on the above basic explanation, this article seeks to explore different tourist attractions based on local intellectual values with the aim of realizing gastronomic tourism in Madura.

## 2 METHODS

The target of this study is an understanding of social phenomena based on the perspective of participants or an emic perspective. The design of this study uses a qualitative approach, while the method used is qualitative (measuring, displaying facts through interviews. This research was conducted in Madura using qualitative approach. Qualitative research is a type of research to reveal the meaning of research results (Ritchie et al., 2005). Data were collected from words, images, and not numbers and taken from primary and secondary sources collected during the study (Moleong, 2017). Research is conducted in natural conditions, is exploratory and researchers are the key instruments. Exploratory research is a research design that has the main purpose of providing meaning and understanding of the problem at hand (Malhotra, 2010). Data collection techniques are carried out by

participatory observation, which is a way of observing the behaviour of a community by being directly involved in its activities (Creswell, 2007). Interviews were conducted with traditional leaders, communities, tour managers, and tourists who were conducting tourist activities. The results of the data search are then processed qualitatively and described in descriptive form. The sampling process will continue until sufficient and accurate information is obtained to be analysed to draw research conclusions. The validity of the data in this study uses source triangulation with a series of qualitative data analysis according to an interactive model proposed by (Miles et al., 2013) consisting of from the process of data collection, data reduction, data presentation and verification or drawing conclusions. The data collection process is carried out during the research period, namely during the pre-survey, at the time of the study, even at the end of the study, then compilation and uniformity of all forms of data are carried out obtained into one. The form of writing (script) to be analysed. At the data reduction stage, the results of interviews and observations are converted into a script into a summary to make it easier for the author to focus on the information is then simplified. Data presentation is an arrangement of data that is neatly processed according to the focus of the observed research so that it is possible to draw conclusions. The stage of drawing conclusions is carried out based on findings in the field and verification, namely receiving input that can used to support the achievement of research objectives.

### **3 RESULTS AND DISCUSSIONS**

#### **3.1. Madurese Local Wisdom and Culinary Potential**

Madurese local wisdom encompasses many aspects of culture, history and tradition that influence the island's culinary choices. Some of Madura's local wisdom about culinary and its possibilities are as follows: (1) Using local ingredients: Madurese people have the wisdom to use abundant local ingredients to create unique and distinctive dishes. For example, the use of grated coconut, anchovies, shrimp and other seafood in traditional Madurai cuisine. (2) Traditional Cooking Techniques: Madurese local wisdom is also reflected in the use of traditional cooking techniques that have been passed down for generations. One of them is smoking or roasting which gives a distinctive taste of dishes such as Madura satay and grilled fish. (3) Family Culinary Heritage: Family culture is very important in Madurai and distinctive culinary recipes are often passed down from generation to generation. It creates dishes with historical and sentimental value, keeping the local wisdom of the Maduro people alive in the art of cooking. (4) Marine Culture: Madura is an island rich in nautical traditions and its seafood possibilities are enormous. Madurese people wisely choose and prepare fresh seafood such as crab, shrimp, fish, and shellfish, which are delicious and popular dishes on the island. Friendly culture: The local wisdom of the Madurese people is also reflected in the friendly culture of the people. Madurese people are known for their hospitality and love to share food and invite others to enjoy their signature dishes. This creates a warm and inviting experience for tourists trying Madurese cuisine. (5) Traditional Markets and Street Vendors: Traditional markets and street vendors are still very popular in Madura. Itinerant food vendors, such as sate kelopo traders or racing grocers, became an important part of the daily life of the Madurese people. This creates a lively and interactive atmosphere around Madurese cuisine. With this local wisdom, Madura's culinary potential can be further developed and become a unique tourist destination. Support from the government, local communities and other stakeholders will help promote and preserve Madurese culinary heritage and enhance visitors' gastronomic tourism experience.

#### **3.2. Culinary Potential and Efforts to Development of Madurese Gastronomic Tourism**

Madura's culinary potential can be the basis for the development of interesting gastronomic tourism. By promoting Madura's rich cuisine, the island can attract tourists interested in authentic and satisfying culinary experiences. Here are some steps that can be taken to develop gastronomic tourism in Madura:

(1) Madura Culinary Promotion: It is important to promote Madurese Culinary widely through effective marketing campaigns. This may include advertising on social media, travel websites, travel guides, and through partnerships with travel agents. Disseminating information about Madurese specialties, recipes and unique dining experiences can arouse the interest of tourists.

(2) Local Culinary Development: Developing local culinary skills through education and training can improve the quality and authenticity of Madura cuisine. Involving local communities, such

as housewives or small entrepreneurs, in the production and sale of food can provide economic benefits and enrich tourists' culinary experiences.

(3) Culinary Tourism Centre: The construction of Culinary Tourism Centre in Madura can be a major attraction for tourists seeking a rich and diverse gastronomic experience. The centre can be a culinary market, specialty restaurants, food stalls, and culinary events serving traditional Madurese cuisine. These places can be where tourists can taste local food and learn more about Madurai's culinary culture.

(4) Culinary Festival: The annual culinary festival in Madura attracts tourists and invites local merchants and chefs to participate. This festival can be in the form of various typical Madurese dishes, cultural performances, cooking events, and culinary competitions. This creates a festive atmosphere and introduces tourists to Madura's culinary wealth.

(5) Community Culinary Tourism. Activities to promote community-based culinary tourism can help expand opportunities for local people to participate in the tourism industry. This can be in the form of training and developing culinary skills, as well as establishing homestays or family restaurants serving Madurese specialties. Tourists have the opportunity to interact with locals and taste authentic food.

(6) Cooperation with the tourism industry. Cooperation with hotels, restaurants, travel agencies and other tourism service providers will advance culinary tourism in Madura. It can be interesting to offer culinary tour packages with Madurese specialties and gastronomic tourism experiences

#### 4 CONCLUSION

The values of local wisdom extracted from the Madurese people in the form of traditions, customs, traditional arts, and nature preservation are important things that can provide tourist attraction. Its uniqueness can be seen from the way of life and expertise inherited by their ancestors in terms of cooking and traditional recipes. Cultural tourism travel activities can provide experiences to tourists by interacting directly with the local community, seeing the way of life and culture of the local community. Tourism activities cannot be separated from culture or community life because in every tourist activity there will be cultural interaction between tourists and the local community. Comfort and safety is the main thing that tourists pay attention to, so the element that must be considered in tourist destinations

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