



## Study of Sustainable Gastronomy Tourism in Siantar City

Sandra Maleachi<sup>1\*</sup>, Juliana<sup>1</sup>, Rosianna Sianipar<sup>1</sup>, Nova Bernedeta Sitorus<sup>2</sup>

<sup>1</sup> Hospitality Management, Universitas Pelita Harapan, Indonesia

<sup>2</sup> Tourism Destination, Politeknik Pariwisata Medan, Indonesia

\*Corresponding author email: [sandra.maleachi@uph.edu](mailto:sandra.maleachi@uph.edu)

### History Article

#### Article history:

Received September 7, 2023

Approved March 1, 2024

#### Keywords:

*sustainability, gastronomy Tourism, siantar*

#### ABSTRACT

*This research aims to identify the sustainability of gastronomic tourism in Siantar City. The "Study of Sustainable Gastronomy Tourism in Siantar City" research uses a qualitative method. A gastronomic study of Siantar's culinary specialities, including roast pork, arsik carp, Siantar noodles, Siantar coffee, and traditional snacks, shows the richness of the city's culinary culture. The research method involves qualitative study of the gastronomy of traditional Siantar culinary delights. This conclusion shows the importance of typical cuisine in enriching the cultural richness of Siantar City. These dishes not only meet the culinary needs of the local people but also have significant economic and tourism potential. Through preserving and developing unique culinary delights, Siantar City can continue to promote its distinctive and traditional culinary delicacies to the world.*

Copyright © 2024, The Author(s).

This is an open access article under the CC-BY-SA license



**How to cite:** Maleachi, S., Juliana, J., Sianipar, R., & Sitorus, N. B. (2024). Study of Sustainable Gastronomy Tourism In Siantar City. *Jurnal Ilmiah Global Education*, 5(1), 138-149. <https://doi.org/10.55681/jigie.v5i1.1528>

### INTRODUCTION

In 2018, there was a decrease in the number of tourists coming to Siantar City, namely 231,465 people. This decline can be caused by various factors, such as fluctuations in travel trends, changes in tourist preferences, or certain events that affect the number of visits. However, data on tourist visits for that year cannot be completed until now because a direct survey has not been carried out at the location. Research and direct surveys of tourist visits are important in obtaining accurate and comprehensive data. The Siantar City Tourism Office can conduct a site survey to obtain the latest information regarding the number of tourist visits and the factors that influence these changes. In carrying out surveys, methods that can be used include direct interviews with tourists, collecting data through survey forms, or using technology such as sensors to count the number of visitors at tourist destinations. In general, fluctuations in tourist visits are a normal phenomenon in the tourism industry. This can be influenced by seasonal factors, economic changes, promotions and marketing carried out, as well as increases or decreases in the popularity of a destination. Therefore, it is important for the Siantar City

Tourism Office to analyse data on tourist visits thoroughly, in order to identify factors that influence changes in the number of tourists and develop appropriate strategies to increase tourist visits in the future. The increase in the number of tourist visits from year to year in the previous period shows that Siantar City has a significant attraction. The diverse tourism potential, ranging from religious places, delicious culinary delights, special interests, shopping places, MICE events, to historical and cultural tourist attractions, attracts the attention of tourists to visit Siantar City. This development can be the basis for continuing efforts to promote and develop tourism infrastructure which can strengthen Siantar City's position as an attractive destination for tourists.

According to the 2015-2019 Culinary Tourism Development Plan prepared by the Ministry of Tourism and Creative Economy, culinary is related to the process of preparing and cooking food, which is part of human activities to fulfil their daily needs. Some anthropologists believe that cooking activities have existed since 250 thousand years ago, when the stove was first invented. Since then, cooking techniques have continued to develop. Every region around the world has different cooking techniques and food variations. This makes food a cultural product that has an important function. With this understanding, culinary is used as a culture-based creative industry commodity. This is also the main factor driving the culinary sub-sector to become one of the fifteen creative economic sectors in Indonesia. To understand the culinary subsector comprehensively, an approach to ideal conditions is needed, namely the conditions that are expected to occur and are the best practices of countries that have advanced in their culinary industry. In addition, it is also necessary to understand the actual conditions of culinary in Indonesia to understand the dynamics that are happening. Understanding the difference between ideal conditions and actual conditions can provide an overview of the needs of the national culinary industry so that it can develop well. This needs to consider the potential (strengths and opportunities) as well as the problems (weaknesses and threats) faced. By paying attention to this understanding, Indonesia can develop its culinary industry by taking advantage of its rich culture and culinary diversity. In developing the culinary industry, it is important to maintain the authenticity and diversity of traditional culinary delights and combine innovation in creating interesting and appetizing food. Government support, training, promotion and infrastructure development are important factors in increasing the competitiveness of the culinary industry at national and international levels.

The relationship between food and tourism has experienced significant development, not only as a basic product for tourists, but also as an element that differentiates destinations and creates a memorable atmosphere. Food has become part of the identity of a tourist destination. According to the UNWTO Global report on Food Tourism in 2017, there are many factors that attract tourists to visit culinary-based cultural destinations. Based on data on tourist visit motivation from UNWTO, around 79% of tourists visit a place to enjoy culinary activities, 63% take part in food tourism, and 62% are interested in taking part in cooking workshops. This data shows that food plays a significant role in the tourism experience, and tourists are increasingly interested in exploring local cuisine and participating in cooking activities when visiting a destination. In this context, tourist destinations that are able to offer unique and authentic culinary experiences have a strong attraction for tourists. Typical local food, traditional restaurants, culinary markets, food festivals and cooking activities are important factors that attract tourists. Apart from that, proper promotion and marketing regarding the culinary riches of a destination can increase its attractiveness in the tourism industry. In developing culinary potential as a tourist attraction, it is important for the government and relevant stakeholders to work together in developing tourism infrastructure, training for culinary industry players, and maintaining the preservation and sustainability of traditional culinary delights. By optimally

utilizing culinary potential, Indonesia can strengthen its competitiveness as an attractive culinary tourism destination for local and foreign tourists.

Gastronomy is a field of study that examines the relationship between culture and the experience of enjoying food and drink in a region. Gastronomy studies various aspects of culture with a focus on culinary centres as the object of analysis. More than just understanding food and drink physiologically, gastronomy also explores cultural aspects and culinary values as important assets in the development of the tourism industry, increasing regional income, and people's welfare. Gastronomy deals in detail with everything from appetizers to desserts, including the history, origins and ingredients used in the food (Pramezwary *et al.*, 2022; Rinaldi, 2017). In 2015, the Ministry of Tourism established five leading culinary tourism destinations in Indonesia, namely Bandung, Solo, Yogyakarta, Semarang and Bali. The determination of the five destinations is based on several aspects, such as products and main attractions, product packaging and events, service quality, environmental sustainability, business continuity, and the government's role in culinary development. If Siantar City meets these criteria, then Siantar City also has the potential to become one of the leading culinary tourism destinations in Indonesia. Therefore, by studying the potential for gastronomic tourism in Siantar City, it can become a guideline for developing sustainable gastronomic tourism in the future. To preserve culinary wealth in Indonesia, especially in Siantar City, steps such as maintenance, utilization and culinary development are needed. Maintenance is carried out by maintaining the authenticity of Indonesian culinary delights in presentation, taste, shape and texture. Utilization of culinary can be done by linking it to special needs, while the development of Indonesian culinary involves innovation and new ideas to enrich and promote this culinary at the international level, so that it can become one of the main attractions in tourist destinations.

Factors that can attract tourists to experience culinary tourism have been identified by (Prasiasa, 2013) Several factors that influence tourists' choices in culinary tourism include: Diversity of culinary activities in an area: Tourists are attracted by the variety of culinary activities that they can try and enjoy in an area. Typical food from a region: Typical or traditional food that can only be found in certain areas has a strong attraction for tourists. Traditional, national and international products: The availability of traditional, national and international culinary products is a consideration for tourists in choosing culinary destinations. Comfortable and clean location: Tourists tend to look for places to eat that have a comfortable and clean atmosphere to enjoy a meal. Unique and attractive room design: A unique and interesting room design can create a different culinary experience and attract tourists. Attractive environment: The existence of an attractive environment, such as natural scenery or architectural beauty, can increase the attractiveness of a culinary destination. Good service: Friendly, fast and professional service is an important factor in providing a positive experience to tourists. Competitive market: Competition between restaurants or eating places can improve the quality of service and culinary products offered. Price and value proposition: Price commensurate with the quality and experience provided is an important consideration for tourists. Social opportunities: The ability to interact and socialize with other tourists is the main attraction in culinary tourism. Cultural and culinary interactions: The existence of interactions between culture and culinary, such as getting to know the traditions and stories behind the dishes, can increase tourists' experience and knowledge. Family atmosphere: Having a family atmosphere in a dining place can provide comfort and warmth for tourists.

Based on this explanation, the aim of this research is to identify the sustainability of gastronomic tourism in Siantar City. Culinary has a very important role in increasing the tourist attraction of an area, attracting more tourists, improving the tourist experience, strengthening

regional identity, and stimulating the growth of other sectors. Culinary tourism, according to the Global Report on Culinary Tourism, is a segment of culinary tourism that is currently growing rapidly. Therefore, all tourism industry players in each country must contribute to the development of culinary tourism, whether on a local, regional or national scale (Lindblom & Mustonen, 2015; Long, 2013; Minihan, 2014; Seaman, 2014; Smith & Honggen, 2008; Sotiriadis, 2015; UNWTO, 2012)

Culinary tourism is the term most commonly used to describe a form of tourism that significantly emphasizes the relationship between hosts and guests through food as a cultural expression. According to the definition given by (Guzel & Apaydin, 2017; Güzel & İşçi, 2020; Horng, J.-S. and Tsai, 2012; Horng & Tsai, 2010; Naruetharadhol & Gebsoombut, 2020; Yousaf & Xiucheng, 2018) culinary tourism is a travel experience involving food-related activities, where learning about culture and knowledge transfer from the destination and its people are facilitated. In the understanding of culinary tourism, food is seen as a medium to gain experience in consistently enjoying food and culture-based tourism activities, apart from personal interest in being involved in it. Thus, culinary tourism can be defined as "tourism that allows tourists to pay for and enjoy food, observe the process of food production or shopping (from upstream to downstream), and makes it the most important travel activity to produce a tourist experience". Thus, culinary tourism can be defined as tourism that allows tourists to pay for and enjoy food, observe the food production process or shop (from upstream to downstream), and makes this the most important tourist activity to produce a tourist experience.

UNWTO Global Resort on Food Tourism (2012) quotes a statement from (Hall et al., 2003) which states that the concept of culinary tourism is based on the experience of tourists while enjoying visits to gastronomic regions. This includes recreational and leisure visits to enjoy visits to primary and secondary food producers, food and drink festivals, or food and drink related tourism activities. In other words, culinary tourism can be considered as a journey to find experiences related to a certain lifestyle which includes experimentation, learning from different cultures, acquiring knowledge, and understanding about the quality or attributes of food tourism products.

The development of culinary tourism is also known as gastronomy (Pramezwary et al., 2021; Pramezwary et al., 2022; Rinaldi, 2017; Santich, 2004) states that gastronomic tourism is one way to maintain the culture of an area through food and drink. In addition, gastronomy involves the relationship between cultural components and food as its focus. Gastronomy does not only look at food from a cultural perspective, but also how the culture contained in the food can survive and provide benefits to the region. According to (Ellis et al., 2018; Hegarty & O'Mahony, 1999) gastronomy is a term that combines food with culture and lifestyle. If culture is the core of gastronomic meaning, then the focus is control by local communities (host-driven focus). Therefore, if culinary tourism refers to the cultural experience gained by tourists, gastronomic tourism emphasizes the origin of food and culture that exists in the local community (Abdul Raji et al., 2018; López-Guzmán & Sánchez-Cañizares, 2012)

According to Kivela and Crotts (2006), the term gastronomy involves culinary elements such as cutlery, food, food preparation methods, and matters related to food philosophy, all of which should be considered as an integral part of gastronomy. Thus, gastronomy places greater emphasis on food components as dishes and local communities as dish providers, with the assumption that tourists will naturally enjoy the dishes.

According to (Pratiwi, 2020) the characteristics of gastronomic tourism are as follows: Gastronomy as an element and indicator of globalization; the role of tourists in the evolution of

gastronomic tourism; tourism as a contributor in developing or renewing national identity. Gastronomic tourism to introduce culinary products as cultural products; the evolution of gastronomic tourism provides direction in tourism development; Gastronomy as a constructive element in shaping the image of a tourism destination; Gastronomy as a travel destination; gastronomy as an element of heritage with a tourism dimension.

## **METHODS**

This study uses a qualitative method. Qualitative methods are methods used to explore and understand the meaning ascribed to social or humanitarian problems by a number of individuals or groups of people. This qualitative research process involves important steps, such as asking questions and procedures, collecting specific data from participants, analysing data inductively starting from general themes, and interpreting the meaning of the data (Creswell, 2016).

The data in this study consisted of primary data and secondary data. Primary data is data directly taken by researchers from research sources, such as the results of interviews with sources in the form of recordings, notes, or direct observations made by researchers (Sekaran & Bougie, 2016). Meanwhile, secondary data is data obtained by researchers from articles, journals or sites related to the research being conducted (Sugiyono, 2017). In writing this proposal, researchers used secondary data related to the research theme. However, for further research, researchers will carry out direct observations at the determined research location, namely Siantar City in North Sumatra.

The method used by researchers in this research is as follows: Observation method: This research uses observations carried out deliberately and systematically on the activities of individuals or other objects being investigated. This research uses an open observation method, where the researcher states to the data source that he is conducting research (Sugiyono, 2017). The objects studied are products from sustainable gastronomy tourism in Siantar City. After making observations, this research will also carry out an assessment or survey by respondents on gastronomy tourism products to determine their development. Interview method: This method involves the process of obtaining information for research purposes through face-to-face questions and answers between the researcher and the respondent (Creswell, 2016). The interviews conducted in this research were interviews with key informants, namely the culinary tourism management in Siantar City. This key informant has a good understanding of sustainable gastronomy tourism in Siantar City, both from practitioners and gastronomy education. Interviews with key informants will be conducted through focus group discussions on the topic of sustainable gastronomy tourism in Siantar City. Literature study method: This method involves collecting data through a review study of books, literature.

## **RESULTS AND DISCUSSION**

Siantar City has rich tourism potential with three main attractions, namely Lake Toba, Avalokitesvara Vihara, and the Ulos Weaving Craft Center. Through the following data analysis, we can gain a deeper understanding of the tourism potential of Siantar City and its implications in the development of the tourism sector. Siantar City is a tourism destination that is rich in cultural heritage, including in the culinary sector. The Sustainable Gastronomy Tourism study aims to analyze the potential and challenges of developing sustainable gastronomic tourism in Siantar City. In this study, important aspects will be discussed such as the use of local resources, economic, social and environmental sustainability, as well as community participation in sustainable gastronomic development.

1. Utilization of Local Resources:

Siantar City has a wealth of diverse local culinary delights, including roast pork, arsik carp, Siantar noodles, Siantar coffee and market snacks. In the sustainable development of gastronomic tourism, it is important to utilize local resources sustainably. This can be done by prioritizing the use of quality local ingredients, supporting local producers, and maintaining the availability of raw materials in a sustainable manner.

2. Economic Sustainability:

The development of sustainable gastronomic tourism in Siantar City must be able to provide sustainable economic benefits for the local community. This can be achieved by involving local culinary business actors, opening up new business opportunities, and widely promoting Siantar City's typical culinary products. Apart from that, training and education related to culinary skills are also important to improve product and service quality.

3. Social Sustainability:

In developing sustainable gastronomic tourism, it is important to pay attention to aspects of social sustainability. This involves the involvement of local communities, paying attention to aspects of social justice, and maintaining the integrity of local culture. Local communities must feel the benefits of a growing tourism industry, both through employment opportunities, increased welfare, and preservation of cultural heritage.

4. Environmental Sustainability:

Sustainable development of gastronomic tourism must pay attention to aspects of environmental sustainability. This includes the use of organic and local materials, waste reduction, efficient water and energy management, and conservation of nature and biodiversity. In the context of Siantar City, it is important to maintain the sustainability and availability of raw materials, as well as reducing negative impacts on the environment such as pollution and deforestation.

## **Gastronomic Studies**

1. Roast Pork

Roast Pork is one of the most famous iconic culinary delights in Siantar City. In this gastronomic study, we take a deeper look at the city's Roasted Pork dish, including its origins, cooking techniques, and its influence on local culture. Roast Pork has strong cultural roots in the Karo Batak tradition, which is one of the tribes in the North Sumatra region. The Karo Batak people have a rich culinary tradition, and Roasted Pork is one of the most famous and considered special dishes. This dish is usually served at traditional events, weddings or cultural festivals, as a symbol of good luck and success. Karo Roast Pork has a distinctive and unique cooking technique. First, the pork used is carefully selected and marinated with special spices consisting of shallots, garlic, lemon grass, andaliman, and other spices. Then, the pork is slowly roasted over hot coals, which gives it a rich taste and tempting aroma. This grilling process requires special skills so that the meat remains soft and juicy.

Karo Roast Pork has a unique and distinctive taste. Grilled pork produces a tender and juicy texture, while the marinade provides a fragrant aroma and savory taste. Karo Grilled

Pork is usually served with side dishes such as shrimp paste chili sauce, andaliman chili sauce, fresh vegetables and warm rice. The combination of all these elements creates a dining experience that is appetizing and pleasing to the taste buds. Karo Grilled Pork has a strong influence on local culture in Siantar City. This dish is an integral part of traditional events and cultural festivals in the Batak Karo region. Apart from that, Roast Pork is also a culinary attraction that attracts tourists to taste local culinary delights. Karo Grilled Pork is also a culinary identity that enriches cultural diversity in Siantar City. The delicious Karo Roast Pork has had a positive impact on the Siantar City tourism sector. Tourists to the city are often looking for an authentic gastronomic experience, and Roasted Pork is one of the most sought-after dishes. This has encouraged the development of food stalls and restaurants specializing in Roast Pork dishes, thereby creating economic opportunities for the local community.

In this gastronomic study, we have seen how important Roast Pork is in the culinary culture of Siantar City. This dish is not only appetizing and pleasing to the taste buds, but also has a strong influence on local culture. The delicacy and uniqueness of Babi Panggang Karo has created a significant culinary attraction for tourists, as well as having a positive impact on the tourism sector and the local economy. Thus, Roasted Pig in Siantar City becomes an important symbol of cultural diversity and culinary heritage that must be maintained and promoted.

## 2. Bakmi Siantar

Bakmi Siantar is one of the most famous specialties in Siantar City, North Sumatra. In this gastronomic study, we will explore more deeply about Bakmi Siantar, including its origins, manufacturing process, ingredients used, and its influence on local culinary culture. Bakmi Siantar has strong cultural roots in the Chinese-Indonesian tradition. This dish comes from a mix of Chinese heritage recipes and local adaptations in Siantar City. Residents of Chinese descent who have lived in the city for generations have brought with them traditional cooking techniques and flavors from their home countries. Bakmi Siantar is made using noodle dough made from a mixture of wheat flour, water, and additional ingredients such as eggs or food coloring to give it its characteristic yellow color. The noodle dough is then processed and kneaded until elastic, then ground and cut into thin noodles. The process of grinding and cutting noodles can be done manually or using modern machines.

Bakmi Siantar is usually served with thinly sliced pork, chicken pieces, bean sprouts (sprouts), green vegetables such as mustard greens, and sometimes accompanied by fish balls or dumplings. This dish is also usually served with a savory broth and special seasonings such as sweet soy sauce, sesame oil, garlic and chili sauce. Bakmi Siantar has a distinctive taste and is different from other types of noodles. The noodles used have a chewy and soft texture, while the broth provides a rich and savory taste. The combination of pork, chicken, bean sprouts and green vegetables provides a balanced and appetizing variety of flavors. Special spices such as sweet soy sauce and chili sauce provide a spicy and sweet touch that perfects the dish. Bakmi Siantar has become an integral part of the culinary culture of Siantar City. This dish is not only liked by local people, but is also an attraction for tourists who come to this city. Many food stalls and restaurants in Siantar City specialize in serving Bakmi Siantar, thereby creating economic opportunities for the local community. Apart from that, Bakmi Siantar has also created a strong culinary identity for Siantar City.

Bakmi Siantar has become one of the famous culinary products from Siantar City. Its presence has had a positive impact on the tourism sector, with many tourists coming to this city specifically to taste Bakmi Siantar. Restaurants and food stalls serving this dish are also popular culinary destinations. Thus, Bakmi Siantar has played a role in promoting Siantar City tourism and increasing tourist visits. In this gastronomic study, we have seen the important role of Bakmi Siantar in the culinary culture of Siantar City. These dishes reflect the harmonization between Chinese heritage and local adaptations, creating a distinctive and appetizing taste. Bakmi Siantar has created a strong culinary identity and is making a positive contribution to tourism and the local economy. As one of the famous culinary products, Bakmi Siantar has created an attraction for tourists and has become a symbol of the rich culinary culture of Siantar City.

### 3. Arsik Carp

Arsik Carp is a very famous traditional dish in Siantar City, North Sumatra. In this gastronomic study, we will explore more deeply about Arsik Carp, including its origins, manufacturing process, ingredients used, and its influence on local culinary culture. Arsik carp have strong cultural roots in Batak traditions. This dish comes from the Batak tribe who inhabit the North Sumatra region. Arsik itself refers to the process of cooking fish with certain special spices. Carp is a type of freshwater fish that is often used in this dish because of its deliciousness and good texture. The process of making Arsik Carp begins with cleaning and preparing the carp fish. The fish is then seasoned with spices such as turmeric, shallots, garlic, ginger, galangal, lime leaves and cayenne pepper. The spices are then crushed and stirred with sour water and salt. The seasoned carp is then cooked in a frying pan or pan with coconut milk added until the spices are absorbed and the fish is perfectly cooked.

The main ingredient in Arsik Carp is, of course, fresh carp. Apart from that, spices such as turmeric, shallots, garlic, ginger, galangal, lime leaves, cayenne pepper and coconut milk are important components in creating the distinctive taste of this dish. Several additional variations such as belimbing wuluh or basil leaves are also often used to give a fresher aroma and taste. Arsik Carp has a rich, savory, and slightly spicy taste. The combination of spices such as turmeric, ginger and galangal gives a distinctive aroma, while coconut milk gives tenderness and deliciousness to the fish. The combination of herbs and spices used in this dish creates a unique and appetizing taste. Arsik Carp is usually served with warm plain rice and green vegetables as a complement.

Arsik Carp has an important role in the culinary culture of Siantar City and the Batak people. This dish is often served at traditional events, weddings or cultural festivals. Arsik Carp has also become a culinary heritage passed down from generation to generation, becoming a symbol of Batak cultural identity. Arsik Carp has had a positive impact on the tourism sector and the local economy in Siantar City. Tourists who visit Siantar City can not only enjoy natural and cultural beauty, but also taste typical dishes such as Arsik Carp. Restaurants and food stalls serving this dish have become popular culinary tourism destinations, providing business opportunities for local communities and increasing regional economic income. In this gastronomic study, we have seen the important role of Arsik Carp in the culinary culture of Siantar City. These dishes reflect the richness of Batak culture and provide an authentic culinary experience for tourists. Arsik Carp has created a strong culinary identity and has become one of the tourist attractions of Siantar City. With its



distinctive taste and deliciousness, this dish not only pampers the taste buds, but also enriches the experience of tourists visiting Siantar City.

#### 4. Siantar Signature Coffee

Coffee is one of the most popular drinks in the world, and Siantar City in North Sumatra is no exception. In this gastronomic study, we will explore the richness of coffee culture in Siantar City, including its origins, the manufacturing process, the various types of coffee available, and their influence on local culture and economy. Coffee has been part of the history and culture of Siantar City for centuries. Coffee was first introduced by the Batak people who inhabit the North Sumatra region. They cultivate Arabica coffee plants which grow abundantly in mountainous areas. Since then, coffee has become a highly appreciated drink and is widely grown in the area around Siantar City. The process of making coffee in Siantar City starts with selecting high quality coffee beans. Ripe coffee beans are harvested, then processed through several stages, such as separating the outer skin of the beans (hulling), fermentation, drying, grinding, and roasting the coffee beans (roasting). After that, the roasted coffee beans will be ground into coffee powder which is ready to be brewed.

Siantar City is famous for the variety of types of coffee available. One of the most famous types of coffee is Sidikalang coffee, which has a rich aroma and distinctive taste. Apart from that, Mandailing coffee and Lintong coffee are also popular in this region. Each type of coffee has unique characteristics, including aroma, acidity and strength of taste, which make it a favorite choice for coffee lovers. Traditional coffee shops (coffee shops) play an important role in the social culture of the people of Siantar City. Coffee shops are often places where people gather to relax, chat and share stories. Coffee shops are also places for business meetings and cultural discussions. The culture of drinking coffee in a shop reflects the warmth and friendliness of the local community, as well as being a space to strengthen social relationships.

Coffee in Siantar City has had a significant impact on the local economy. Businesses related to the production, processing, distribution and serving of coffee provide employment and income for local communities. Apart from that, tourists' interest in local coffee also provides encouragement to the tourism and trade sectors in Siantar City.

#### 5. Traditional Snacks from local market

Traditional snacks are an important part of the culinary culture in Siantar City, North Sumatra. In this gastronomic study, we will explore various types of typical traditional snacks at local market in Siantar City, their origins, the main ingredients used, and their influence on daily life and the local economy. Market snacks have been part of the Siantar City culinary tradition since ancient times. These signature market snacks represent its cultural heritage and culinary expertise. Traditional snacks from local market in Siantar City are not only served for daily consumption but are also an important part of cultural celebrations and special events. Siantar City has a variety of traditional snacks that are appetizing. Some of the most famous traditional snacks include:

- a. *Bika Ambon*: *Bika Ambon* is a popular street food in Siantar City. This traditional cake is made from a mixture of rice flour, eggs and coconut sugar, and has a soft texture and sweet taste.

- b. Nopia: Nopia is a market snack in the form of a meat filling which is popular in Siantar City. The crispy skin protects the tasty meat filling.
- c. Tanggo-tanggo: Tanggo-tanggo is a traditional snack in the form of a kue Lumpur which has a soft texture and sweet taste. The cake is often topped with peanuts or sesame seeds.
- d. Pangpangan: Pangpangan is a traditional snack in the form of a dry cake mixed with a rich taste of peanuts. This cake is usually served at weddings or other celebrations.

Traditional snacks in Siantar City generally use the main ingredients which are simple and easy to find around the area. Some of the main ingredients that are often used include rice flour, wheat flour, coconut sugar, eggs, meat, nuts, and sesame. The process of making these traditional snacks involves kneading, printing and frying techniques. These snacks not only provide deliciousness for the people of Siantar City, but also have a significant influence on daily life. These traditional snacks are a popular snack choice among local residents, both to enjoy at home and to take with you when travelling. Apart from that, these snacks are also a complement to cultural celebrations and become a magnet for tourists who want to taste the unique culinary delights of Siantar City.

Traditional snacks in Siantar City have a positive economic impact on local communities. These snack sellers and producer create jobs and contribute to the regional economy. Apart from that, these traditional snacks are also an attraction for tourists who want to experience the culinary delights typical of Siantar City. Culinary tourism in Siantar City is increasingly developing with unique and delicious traditional snacks. To maintain the sustainability of traditional snacks, it is important to preserve and appreciate this culinary heritage. Through preservation efforts such as documentation, promotion, training and quality improvement, Siantar City local snacks can continue to exist and be passed on to future generations. Apart from that, involving local communities in conservation efforts can also strengthen a sense of togetherness and pride in their culinary culture. In this gastronomic study, we can see how these snacks in Siantar City have an important role in the identity of this city. These traditional snacks not only fulfil people's culinary needs, but also enrich the social and economic life of Siantar City. The deliciousness, uniqueness and diversity of these traditional snacks are surely becoming special attraction for tourists visiting Siantar City.

## CONCLUSION

A gastronomic study of Siantar's culinary specialties, including roast pork, arsik goldfish, Siantar noodles, Siantar coffee, and traditional snacks, shows the richness of the city's culinary culture. The following are some conclusions that can be drawn from this gastronomic study: (1) Cultural Heritage: The typical culinary delights of Siantar City are an inseparable part of the Batak cultural heritage. Each dish has strong historical and traditional value, representing the identity of the people of Siantar City, (2) Unique Taste and Texture: Each dish has a unique taste and texture. Roast pork presents a combination of soft meat with crispy skin, arsik carp offers a unique blend of spicy, sour and distinctive flavors, bakmi Siantar has chewy noodles and savory gravy, Siantar coffee has a distinctive aroma and rich taste, while jajanan pasar offers a wide variety of flavors, (3) Local and Tourist Influence: The typical culinary delights of Siantar City are not only liked by local residents, but also attract tourists. These foods are a special attraction for those who want to experience the deliciousness and uniqueness of local culinary delights, (4) Economic and Tourism Impact: The typical culinary delights of Siantar City have a significant economic impact. Culinary businesses, restaurants and coffee shops that serve these dishes

provide employment and economic contribution to society. Apart from that, typical culinary delights are also an attraction for tourists, which contributes to the development of the tourism sector in Siantar City, (5) Cultural Preservation: It is important to pay attention to preserving the unique culinary culture of Siantar City. Preservation efforts through documentation, training, promotion and quality improvement can maintain the sustainability and authenticity of these dishes so that they can be enjoyed by future generations, (6) This conclusion shows the importance of typical culinary delights in enriching the cultural richness of Siantar City. These dishes not only meet the culinary needs of the local people, but also have significant economic and tourism potential. Through the preservation and development of unique culinary delights, Siantar City can continue to promote the uniqueness and delicacy of its traditional culinary delights to the world.

## REFERENCES

- Abdul Raji, M. N., Ab Karim, M., Che Ishak, F. A., & Arshad, M. M. (2018). Utilizing Local Food Product at Rural Destination. *International Journal of Academic Research in Business and Social Sciences*, 7. <https://doi.org/10.6007/IJARBS/v7-i12/3598>
- Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? *Tourism Management*, 68, 250–263. <https://doi.org/https://doi.org/10.1016/j.tourman.2018.03.025>
- Guzel, B., & Apaydin, M. (2017). *Gastronomy Tourism : Motivations and Destinations*. Global Issues and Tends in Tourism, January, 394–404.
- Güzel, B., & İşçi, C. (2020). *Gastronomy Tourism in the Eyes of the Local People: The Bergama Case* (pp. 87–100). [https://doi.org/10.1007/978-981-15-5370-7\\_7](https://doi.org/10.1007/978-981-15-5370-7_7)
- Hall, C. M., Sharples, L., & Smith, A. (2003). Chapter 18 - *The experience of consumption or the consumption of experiences? Challenges and issues in food tourism* (C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. B. T.-F. T. A. T. W. Cambourne (eds.); pp. 314–335). Butterworth-Heinemann. <https://doi.org/https://doi.org/10.1016/B978-0-7506-5503-3.50021-X>
- Hegarty, J. A., & O'Mahony, G. B. (1999). Gastronomy: a phenomenon of cultural expressionism and an aesthetic for living. *International Journal of Hospitality Management*, 20, 3–13. <https://api.semanticscholar.org/CorpusID:145048241>
- Hong, J.-S. and Tsai, C.-T. (2012). Culinary Tourism Strategic Development: An Asia-Pacific Perspective. *International Journal of Tourism Research*, 14, 40-55. <https://doi.org/10.1002/jtr.834>.
- Hong, J.-S., & Tsai, C.-T. (2010). Government websites for promoting East Asian culinary tourism: A cross-national analysis. *Tourism Management*, 31, 74–85. <https://doi.org/10.1016/j.tourman.2009.01.009>
- Kivela, J., & Crofts, J. C. (2006). Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination. *Journal of Hospitality & Tourism Research*, 30(3), 354–377. <https://doi.org/10.1177/1096348006286797>
- Lindblom, T., & Mustonen, P. (2015). Culinary taste and the legitimate cuisines. *British Food Journal*, 117(2), 651–663. <https://doi.org/10.1108/BFJ-02-2014-0054>
- Long, L. (2013). Culinary Tourism. In *Encyclopedia of Food and Agricultural Ethics*. <https://doi.org/10.1007/978-94-007-6167-4>
- López-Guzmán, T., & Sánchez-Cañizares, S. (2012). Culinary tourism in Córdoba (Spain). *British Food Journal*, 114(2), 168–179. <https://doi.org/10.1108/00070701211202368>
- Minihan, C. (2014). *Exploring the culinary tourism experience: An investigation of the supply sector for brewery and restaurant owners*. ProQuest Dissertations and Theses, 108. <http://ezproxy.msu.edu/login?url=http://search.proquest.com/docview/1552970249?accou>

- ntid=12598%5Cnhttp://za2uf4ps7f.search.serialssolutions.com/?ctx\_ver=Z39.88-2004&ctx\_enc=info:ofi/enc:UTF-8&rft\_id=info:sid/ProQuest+Dissertations+&+Theses+Global&rft\_val\_
- Naruetharadhol, P., & Gebsumbut, N. (2020). A bibliometric analysis of food tourism studies in Southeast Asia. *Cogent Business & Management*, 7(1), 1733829. <https://doi.org/10.1080/23311975.2020.1733829>
- Pramezwarly, Amelda, Juliana, Juliana, Hubner, I. B. (2021). DESAIN PERENCANAAN STRATEGI PENGEMBANGAN POTENSI WISATA KULINER DAN BELANJA KOTA BANDUNG. *Pariwisata*, 8(1), 10–21.
- Pramezwarly, Amelda, Lemy, Diena M. Juliana, Sitorus, Nova Bernedeta Masatip, Anwari, Dalimunthe, Femmy Indriany, Liyushiana, Yanti, D. (2022). Sustainability Gastronomy Tourism in Medan City. *International Journal of Sustainable Development and Planning*, 17(2), 399–411.
- Prasiasa, D. P. O. (2013). *Destinasi pariwisata berbasis masyarakat*. In TA - TT -. Penerbit Salemba Humanika Jagakarsa, Jakarta. <https://doi.org/LK> - <https://worldcat.org/title/857141089>
- Pratiwi, Y. (2020). Traditional Fish Gangan: An Icon of Gastronomic Tourism from Belitung Island. *The Journal Gastronomy Tourism*, 7(2), 74–79. <https://doi.org/10.17509/gastur.v7i2.29864>
- Rinaldi, C. (2017). Food and gastronomy for sustainable place development: A multidisciplinary analysis of different theoretical approaches. *Sustainability (Switzerland)*, 9(10), 1–25. <https://doi.org/10.3390/su9101748>.
- Santich, B. (2004). The study of gastronomy and its relevance to hospitality education and training. *International Journal of Hospitality Management*, 23(1), 15–24. [https://doi.org/https://doi.org/10.1016/S0278-4319\(03\)00069-0](https://doi.org/https://doi.org/10.1016/S0278-4319(03)00069-0)
- Seaman, C. . Q. M. B. . B. P. and K.-R. H. (2014). Culinary-gastronomic tourism—a search for local food experiences”, *Nutrition & Food Science*, 44(4), 294-309.
- Smith, S. L. J., & Honggen, X. (2008). Culinary tourism supply chains: A preliminary examination. *Journal of Travel Research*, 46(3), 289–299. <https://doi.org/10.1177/0047287506303981>.
- Sotiriadis, M. D. (2015). Culinary tourism assets and events: Suggesting a strategic planning tool. *International Journal of Contemporary Hospitality Management*, 27(6), 1214–1232. <https://doi.org/10.1108/IJCHM-11-2013-0519>
- UNWTO. (2012). <https://www.unwto.org/gastronomy-wine-tourism#:~:text=The%20Committee%20on%20Tourism%20and%20Competitiveness%20%28CTC%29%20of,food%20and%20related%20products%20and%20activities%20while%20travelling>.
- Yousaf, S., & Xiucheng, F. (2018). Halal culinary and tourism marketing strategies on government websites: A preliminary analysis. *Tourism Management*, 68, 423–443. <https://doi.org/10.1016/j.tourman.2018.04.006>