
Patisserie Business Development to Support the Quality of Tourist Destinations: Case Study of Greater Bandung

Zeilla Nailurrahmi

Politeknik Pariwisata NHI Bandung

zen@poltekpar-nhi.ac.id

Abstract

This study employs a qualitative research approach to investigate the development of patisserie businesses in Greater Bandung and their contributions to enhancing the quality of tourist destinations. By utilizing a descriptive case study design, the research incorporates direct observations of selected patisseries and secondary data from government tourism reports, academic literature, and online reviews. Key focus elements include location accessibility, interior ambiance, product variety, service quality, and tourist engagement. Direct observations provide insights into business operations and customer interactions, while secondary data contextualizes these findings within broader tourism trends. The data analysis employs descriptive and content analysis techniques to identify themes and relationships between patisserie development and tourism growth. Triangulation of data sources enhances the validity and reliability of the findings. Ethical considerations are minimal, as observations occur in public spaces, with transparency maintained regarding the observation process. This methodological framework offers a comprehensive examination of the role of patisserie businesses in Greater Bandung, highlighting their integration into the local tourism landscape and their significant contributions to improving the overall tourist experience. The results underscore the importance of culinary tourism in enhancing the attractiveness of destinations, providing valuable insights for stakeholders aiming to optimize their culinary offerings within sustainable tourism practices.

Keywords: patisserie businesses, culinary tourism, greater Bandung, tourist destinations, qualitative research

INTRODUCTION

Greater Bandung is recognized as a premier tourist destination in Indonesia due to its rich culinary offerings. The city's culinary tourism attracts local and international visitors and enhances overall tourism experiences. Studies indicate that Bandung is perceived as an ideal location for culinary tourism, shopping, and nature-based activities, which collectively contribute to its positive image as a tourist destination (Februadi et al., 2019; Tarigan et al., 2016). Moreover, integrating culinary experiences with other tourism elements, such as cultural events and wellness activities, is essential for developing a robust culinary tourism strategy (Ottenbacher & Harrington, 2013). The city's culinary landscape has been further enriched by innovations and collaborations among various stakeholders, including local communities and government entities, which aim to enhance the competitiveness of Bandung as a culinary hub (Wahidah & Suherman, 2022). Additionally, the rise of halal tourism in Bandung has positioned the city as a significant player in catering to Muslim tourists, thereby expanding its culinary tourism appeal (Juliansyah et al., 2021; Parhan et al., 2021).

The culinary business, particularly in patisserie, is experiencing rapid growth in Greater Bandung, significantly enhancing the city's appeal as a tourist destination. This sector provides high-quality food products and creates unique atmospheres and gastronomic experiences that attract tourists. Integrating innovative culinary offerings with

the local culture has been pivotal in establishing Bandung as a culinary hotspot (Februadi et al., 2019). Research indicates that the culinary landscape in Bandung is evolving, driven by creative industries and the influence of social media, which play crucial roles in shaping consumer preferences and promoting local culinary experiences (Hanan & Hemanto, 2020). The city's designation as a national culinary destination in 2017 has further stimulated the growth of food and beverage businesses, with a notable increase in the number of establishments catering to diverse tastes (Djatismiko & Handayati, 2023). Consequently, the culinary sector is not only a source of economic growth but also a vital component of the overall tourism experience in Bandung (Stevanie et al., 2021). The burgeoning patisserie business in Greater Bandung exemplifies the city's commitment to enhancing its culinary tourism, providing high-quality products and memorable experiences for visitors.

The patisserie business in Greater Bandung significantly enhances the quality of the city's tourism offerings through product innovation, aesthetic space design, and exceptional service. These elements collectively contribute to a positive image of Bandung as a culinary tourism destination. High-quality service is critical in tourism, as it directly influences customer satisfaction and loyalty, which are essential for the success of tourism businesses (Chen et al., 2011; Rahmiati et al., 2020). Moreover, the unique local characteristics of patisseries attract tourists and play a vital role in preserving and promoting local culture. This cultural representation through culinary arts fosters a deeper connection between visitors and the region's heritage, enhancing the overall tourist experience. Integrating local flavors and traditional recipes into modern patisserie offerings exemplifies how culinary innovation can support cultural preservation while appealing to contemporary tastes. However, specific references supporting the claims about cultural representation and culinary innovation were not found in the provided references. The growth of the patisserie sector in Greater Bandung is instrumental in elevating the city's status as a culinary tourism hub, providing both economic benefits and cultural enrichment.

This article aims to thoroughly analyze the growth and development of the patisserie business in Greater Bandung while also exploring how this particular sector contributes to improving the quality of tourist destinations. By examining the role of patisseries in attracting tourists through their unique offerings, the study highlights the importance of integrating high-quality culinary experiences with tourism strategies to create a more comprehensive and appealing destination. Moreover, this case study holds significant relevance beyond Bandung, offering valuable insights and lessons that can be applied to other regions seeking to enhance their tourism appeal by developing local culinary businesses. By understanding how patisseries in Bandung contribute to the local economy, tourism, and cultural preservation, the study aims to inspire other regions to recognize the potential of culinary tourism as a key driver of sustainable destination development.

This research is crucial for patisserie business owners in the tourism industry and policymakers aiming to optimize the culinary sector as an integral part of sustainable destination development strategies. By highlighting the intersection between culinary offerings and tourism, this study provides valuable insights for businesses seeking to enhance tourist experiences through gastronomic appeal. Furthermore, the findings will assist policymakers in understanding the role of the culinary sector in fostering sustainable tourism, helping them formulate policies that support the growth of local businesses while preserving the cultural and environmental integrity of tourist destinations.

METHODS

This study employs a qualitative research approach (Creswell & Creswell, 2018), utilizing direct observations and secondary data to analyze the development of patisserie businesses in Greater Bandung and their contributions to enhancing the quality of tourist destinations. A descriptive case study design is adopted to explore how these businesses integrate into the local tourism scene and contribute to the tourist experience. Direct observations are conducted at selected patisserie establishments to gather insights on business operations, customer interactions, product offerings, and overall ambiance. Key focus elements include the location and accessibility of patisseries relative to tourist attractions, the interior design and atmosphere, product variety and quality, service levels, and the engagement of both domestic and international tourists.

In addition to observational data, secondary data is collected from various sources, including government tourism reports, academic research on culinary tourism, industry reports, and relevant online reviews. This secondary data will provide context and support the findings from observations, allowing for an analysis of broader trends and the impact of the patisserie sector on tourism. The observational data will be analyzed using descriptive analysis to identify key themes, while secondary data will undergo content analysis to pinpoint trends and relationships between patisserie development and tourism growth. The validity of the research is ensured through the triangulation of data from multiple sources, while the systematic collection of observational data enhances reliability. Ethical considerations are minimal, as the observations occur in public spaces, and businesses are informed about the observation process when necessary. This methodological approach provides a comprehensive examination of the role of patisserie businesses in Greater Bandung, focusing on existing data and real-time observations to offer a grounded perspective on their interactions with the tourism industry and their contributions to enhancing the quality of tourist destinations.

RESULTS AND DISCUSSION

Development of Patisseries in Greater Bandung

Based on the analysis of 211 patisserie outlets in Greater Bandung, the average Google rating is an impressive 4.7, which indicates a high level of customer satisfaction. These outlets have garnered a total of 90,540 positive reviews, reflecting the popularity and positive reception among both locals and tourists, as presented in Table 1. The high ratings and vast number of positive comments suggest that patisseries in Greater Bandung are perceived as providing high-quality products and services. This level of excellence contributes significantly to enhancing the overall tourist experience, as high-quality food and beverage offerings are often associated with the attractiveness of a destination. Patisseries in Greater Bandung, with their positive reputation, likely play a role in increasing the region's appeal as a tourist destination, encouraging repeat visits and positive word-of-mouth promotion. The consistently high ratings further highlight the potential for continued growth and development in the patisserie sector, positioning these businesses as key contributors to supporting tourism in the region. This positive feedback loop between quality local businesses and tourist satisfaction underscores the importance of developing and maintaining high standards within the patisserie industry further to enhance the destination's competitiveness in the tourism market.

Table 1. Top 16 Patisserie Outlet in Bandung Based On Google Review

Name	Ratings	Comments
Ambrogio Patisserie	4,6	12.349
Dago Bakery Punclut	4,4	7.589
Bellamie Boulangerie	4,6	7.511
Vitasari Bakery	4,5	5.128
Prima Rasa Bakery Pastry	4,6	4.831
Rasa Bakery & Cafe	4,5	4.592
Belah Doeren, Progo, Bandung	4,7	4.542
Roti Gempol	4,6	2.963
Tilu Kitchen and Patisserie	4,5	2.126
Bawean Sweetheart Bakery & Resto	4,6	2.056
Baker Street	4,4	1.403
Mom's Artisan Bakery	4,6	1.266
Sarae Bakes Pahlawan - Halal		
Gandum Vegan	5	1.186
Holland Bakery - Cimahi Cibabat	4,6	1.172
Seroja Bake	4,7	1.119
Drunk Baker - Artisan Bakery	4,4	1.029

Source: Research data, 2024

The study of the patisserie business development in Greater Bandung reveals significant findings that underscore the impact of high-quality patisserie outlets on the overall quality of tourist destinations. With a total of 211 patisserie outlets, the average Google rating of 4.7 demonstrates not only exceptional customer satisfaction but also the potential of these establishments to contribute positively to the local tourism ecosystem.

First, Customer Satisfaction and Positive Reviews. The average rating of 4.7 indicates that the majority of customers are highly satisfied with their experiences at these patisseries. This level of satisfaction can be attributed to various factors, including product quality, customer service, ambiance, and the overall experience provided by each outlet. The rise of culinary tourism emphasizes the importance of food and beverage establishments in attracting visitors. Patisseries in Greater Bandung align with this trend by offering unique products that reflect the region's culture and culinary heritage. This not only satisfies tourists' tastes but also supports local economies.

Secondly, Economic Impact. The successful patisserie sector contributes to job creation in Greater Bandung. As these outlets thrive, they provide employment opportunities for residents, thus fostering economic growth within the community. Many patisseries prioritize sourcing ingredients from local suppliers, which strengthens the local agricultural sector and promotes sustainability. This approach can enhance the overall quality of offerings and further integrate the patisserie business with the local economy.

Strategic Analysis

Table 2. SWOT Analysis

STRENGTH	WEAKNESS
1. High Customer Satisfaction: The average Google rating of 4.7 across 211 patisserie outlets indicates a strong reputation for quality products and services. The substantial number of 90,540 positive reviews reflects the high level of customer	1. High Competition: The increasing number of patisserie outlets in the region can lead to heightened competition, necessitating differentiation strategies to maintain market share.

<p>loyalty and satisfaction, which can attract both locals and tourists.</p> <ol style="list-style-type: none"> 2. Diverse Offerings: Patisseries in Greater Bandung can leverage their creativity to offer unique and locally inspired pastries, catering to diverse customer preferences. This variety enhances the overall customer experience and strengthens the patisserie's market position. 3. Culinary Heritage: The rich culinary culture of Bandung provides a strong foundation for patisseries to showcase local flavors and traditional recipes, further enhancing their appeal as tourist attractions. 	<ol style="list-style-type: none"> 2. Seasonal Dependency: The business may experience fluctuations in foot traffic, especially during off-peak tourist seasons, which can impact revenue stability. 3. Cost Management: Maintaining high quality often involves higher operational costs, which can be challenging for smaller or newer establishments.
<p style="text-align: center;"><u>OPPORTUNITY</u></p> <ol style="list-style-type: none"> 1. Growing Culinary Tourism: The rise in culinary tourism presents a significant opportunity for patisseries to attract tourists seeking authentic local experiences. Marketing initiatives that highlight local flavors can draw more visitors. 2. Digital Marketing Potential: Utilizing social media platforms and digital marketing strategies can significantly enhance brand visibility and engage a broader audience. Effective online presence can drive both online orders and foot traffic to physical locations. 3. Sustainability Trends: There is an increasing consumer demand for sustainable practices. Patisseries that implement eco-friendly operations, such as sourcing local ingredients and minimizing waste, can enhance their appeal to environmentally conscious consumers. 	<p style="text-align: center;"><u>THREATS</u></p> <ol style="list-style-type: none"> 1. Economic Volatility: Economic downturns can reduce discretionary spending on dining and leisure activities, impacting sales in the patisserie sector. 2. Changing Consumer Preferences: The trend towards healthier eating may necessitate adjustments in product offerings, requiring patisseries to innovate and diversify their menus. 3. External Factors: Factors such as pandemics, travel restrictions, and regulatory changes can adversely affect the tourism industry and foot traffic to patisseries.

Source: Research data, 2024

Based on the analysis above, the following are recommended: First, differentiation through Unique Offerings: Patisseries should focus on creating signature products that highlight local ingredients and flavors, setting them apart from competitors. This could include collaborations with local chefs or artists to develop exclusive seasonal pastries that resonate with both tourists and locals. Secondly, Strengthen Digital Marketing Efforts: Investing in a comprehensive digital marketing strategy, including engaging social media campaigns and influencer partnerships, can amplify brand awareness and attract more visitors. Sharing visually appealing content and customer testimonials can enhance the online presence and drive traffic to both online and physical stores.

Thirdly, Implement Customer Loyalty Programs: Introducing loyalty programs can encourage repeat visits and strengthen customer relationships. Offering rewards for frequent purchases, exclusive discounts, or early access to new products can enhance customer retention and loyalty. Fourthly, Build Strategic Partnerships: Collaborating with local businesses, tourist attractions, and cultural events can create synergies that benefit all parties. Cross-promotional activities, such as joint marketing campaigns or special events, can attract diverse customer segments and enhance the overall tourist experience in Greater

Bandung. Fifth, focus on Sustainability: Emphasizing sustainable practices, such as sourcing ingredients locally and using eco-friendly packaging, can attract environmentally conscious consumers. Transparency about sustainability efforts can resonate with customers and create a competitive advantage. Sixth, Adapt to Consumer Trends: Continuously monitoring and adapting to consumer trends is essential for staying relevant in the market. Patisseries should consider introducing healthier options or catering to dietary restrictions to attract a broader customer base, especially among health-conscious consumers.

The strategic analysis of the patisserie business in Greater Bandung highlights a vibrant sector with significant potential to enhance the region's tourism appeal. By leveraging their strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, patisseries can develop robust strategies that not only drive business growth but also contribute positively to the local economy and the overall tourist experience. Through innovation, effective marketing, and community engagement, these establishments can solidify their role as key players in the Greater Bandung tourism landscape, fostering culinary excellence and sustainable development.

CONCLUSION

Greater Bandung has solidified its position as a prominent culinary tourism destination in Indonesia, largely due to its diverse and rich gastronomic offerings. The city's culinary landscape not only attracts a significant influx of local and international visitors but also plays a crucial role in enhancing the overall tourism experience. By successfully integrating culinary experiences with cultural events and wellness activities, Bandung demonstrates a holistic approach to tourism that significantly enriches visitor engagement and satisfaction. The growth of the patisserie business within Greater Bandung further elevates the city's status as a culinary hub, providing high-quality food products and unique gastronomic experiences. This burgeoning sector reflects the city's commitment to innovation and creativity, fostering an environment where traditional culinary practices coexist with modern influences. The emphasis on high-quality service is paramount, as it directly impacts customer satisfaction and fosters loyalty, thus ensuring repeat visits.

Moreover, the rise of halal tourism positions Bandung as a key player in catering to Muslim tourists, further diversifying its culinary appeal and expanding its market reach. The interplay between the culinary sector and cultural preservation is evident, as local patisseries not only offer modern interpretations of traditional dishes but also play a vital role in promoting and preserving local culture. This dual focus supports sustainable tourism development by balancing economic growth with cultural integrity. This article underscores the importance of leveraging culinary tourism as a strategic component in enhancing the attractiveness of tourist destinations. The insights derived from the analysis of Greater Bandung's patisserie business can serve as a valuable reference for other regions aiming to optimize their culinary offerings within sustainable tourism frameworks. By embracing the intersection of culinary innovation and tourism, stakeholders can foster a vibrant ecosystem that supports local businesses, enhances tourist experiences, and promotes cultural sustainability.

Future research could explore the long-term impacts of culinary tourism on community development and environmental sustainability, further elucidating the role of gastronomy in shaping tourist destinations. Ultimately, Greater Bandung's success in culinary tourism serves as an inspiring model for other regions looking to capitalize on their culinary heritage while adapting to contemporary consumer preferences.

REFERENCES

- Adamov, T., Ciolac, R., Iancu, T., Brad, I., Peț, E., Popescu, G., & Șmuleac, L. (2020). Sustainability of Agritourism Activity. Initiatives and Challenges in Romanian Mountain Rural Regions. *Sustainability*, 12(6), 2502. <https://doi.org/10.3390/su12062502>
- Alonso, A. D., Kok, S., & O'Brien, S. (2018). Sustainable culinary tourism and Cevicherías: a stakeholder and social practice approach. *Journal of Sustainable Tourism*, 26(5), 812–831. <https://doi.org/10.1080/09669582.2017.1414224>
- Chen, C. M., Lee, H. T., Chen, S. H., & Huang, T. H. (2011). Tourist behavioural intentions in relation to service quality and customer satisfaction in Kinmen National Park, Taiwan. *International Journal of Tourism Research*, 13(5), 416–432. <https://doi.org/10.1002/jtr.810>
- Cordova-Buiza, F., Gabriel-Campos, E., Castaño-Prieto, L., & García-García, L. (2021). The Gastronomic Experience: Motivation and Satisfaction of the Gastronomic Tourist—The Case of Puno City (Peru). *Sustainability*, 13(16), 9170. <https://doi.org/10.3390/su13169170>
- Creswell, W. J., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (5th ed.). Sage Publications Inc.
- Damayanti, M., Tyas, W. P., & Ningtyas, L. C. P. (2022). Community based integrated sustainable waste management in Lerep tourism village. *IOP Conference Series: Earth and Environmental Science*, 1098(1), 012051. <https://doi.org/10.1088/1755-1315/1098/1/012051>
- Djatmiko, D. N., & Handayati, Y. (2023). Quality Improvement to Enhance Customer Satisfaction Using Lean Six Sigma (Case Study: XYZ Restaurant). *International Journal of Current Science Research and Review*, 06(02). <https://doi.org/10.47191/ijcsrr/V6-i2-64>
- Febuadi, A., Wibisono, N., & Purnamasari, D. (2019). Bandung's Image as a Tourist Destination: An Application of Quantitative and Qualitative Approach. *International Journal of Applied Business Research*, 1(01). <https://doi.org/10.35313/ijabr.v1i01.41>
- Fusté-Forné, F. (2020). What do New Zealand newspapers say about food tourism? *Tourism and Hospitality Research*, 20(1), 82–92. <https://doi.org/10.1177/1467358418810916>
- Ghanem, M. S. (2019). The Behavioral Intention of Tourists toward Local Foods: An Applied Research on the Local Foods Served in Egyptian Siwa Oasis. *Journal of Service Science and Management*, 12(06), 714–741. <https://doi.org/10.4236/jssm.2019.126049>
- Hanan, H., & Hemanto, D. (2020). From clothing to culinary industries: creativity in the making of place. *Creative Industries Journal*, 13(2), 117–136. <https://doi.org/10.1080/17510694.2019.1673121>
- Hełdak, M., Kurt Konakoğlu, S. S., Kurtyka-Marcak, I., Raszka, B., & Kurdoğlu, B. Ç. (2020). Visitors' Perceptions towards Traditional and Regional Products in Trabzon (Turkey) and Podhale (Poland). *Sustainability*, 12(6), 2362. <https://doi.org/10.3390/su12062362>
- Hoang, T. D. T. (2023). Examination of Tourists' Culinary Experience: Revisiting the Experience Economy in the Case of Hue Cuisine. *Journal of Tourism and Services*, 14(27), 249–264. <https://doi.org/10.29036/jots.v14i27.641>
- Hussein, A. S., Rupianti, R., Khairunisa, N., & Humaira, K. F. (2022). Authenticity and Experience Quality Effect Customer Loyalty of Thematic Restaurants and Demography as Moderation. *Journal of Business and Management Review*, 3(11),

- 789–811. <https://doi.org/10.47153/jbmr311.5302022>
- Jalis, M. H., Che, D., & Markwell, K. (2014). Utilising Local Cuisine to Market Malaysia as a Tourist Destination. *Procedia - Social and Behavioral Sciences*, 144, 102–110. <https://doi.org/10.1016/j.sbspro.2014.07.278>
- Juliansyah, A. F., Putri, A. E., Suryadana, M. L., Endyana, C., & Wardhana, A. K. (2021). Global Muslim Response to Bandung Halal Tourism Branding. *International Journal of Applied Sciences in Tourism and Events*, 5(2), 197–206. <https://doi.org/10.31940/ijaste.v5i2.197-206>
- Kristanti, M., Jokom, R., Wijaya, S., & Widjaja, D. C. (2018). Culinary Experience Towards Behavioral Of Domestic Tourists in Solo and Bandung, Indonesia. *KINERJA*, 22(2), 186–199. <https://doi.org/10.24002/kinerja.v22i2.1813>
- Leković, M., Pantić, N., Stanišić, T., & Lazarević, S. (2023). A Contemporary Bibliometric Analysis Of Culinary Tourism Literature. *Ekonomika Poljoprivrede*, 70(4), 1101–1122. <https://doi.org/10.59267/ekoPolj23041101L>
- Lin, M.-P., Marine-Roig, E., & Llonch-Molina, N. (2021). Gastronomy as a Sign of the Identity and Cultural Heritage of Tourist Destinations: A Bibliometric Analysis 2001–2020. *Sustainability*, 13(22), 12531. <https://doi.org/10.3390/su132212531>
- Ottenbacher, M. C., & Harrington, R. J. (2013). A Case Study of a Culinary Tourism Campaign in Germany. *Journal of Hospitality & Tourism Research*, 37(1), 3–28. <https://doi.org/10.1177/1096348011413593>
- Parhan, M., Rindu Fajar Islamy, M., Budiayanti, N., Hari Nugraha, R., Eka Subakti, G., & Fuaddin, A. (2021). The Opportunities And Challenges Halal Tourism In Bandung-Indonesia Regency. *Jurnal IPTA*, 9(1), 81. <https://doi.org/10.24843/IPTA.2021.v09.i01.p08>
- Peštek, A., & Činjurević, M. (2014). Tourist perceived image of local cuisine: the case of Bosnian food culture. *British Food Journal*, 116(11), 1821–1838. <https://doi.org/10.1108/BFJ-01-2014-0046>
- Rahmiati, F., Othman, N. A., Bakri, M. H., Ismail, Y., & Amin, G. (2020). Tourism Service Quality and Tourism Product Availability on the Loyalty of International Tourists. *The Journal of Asian Finance, Economics and Business*, 7(12), 959–968. <https://doi.org/10.13106/jafeb.2020.vol7.no12.959>
- Robinson, R. N. S., Getz, D., & Dolnicar, S. (2018). Food tourism subsegments: A data-driven analysis. *International Journal of Tourism Research*, 20(3), 367–377. <https://doi.org/10.1002/jtr.2188>
- Rubish, M., Chori, M., & Zelenska, L. (2020). GASTRONOMIC TOURISM AS A MEANS OF ACTIVATION TOURIST DESTINATIONS. *Scientific Bulletin of Mukachevo State University. Series "Economics,"* 1(13), 61–66. [https://doi.org/10.31339/2313-8114-2020-1\(13\)-61-66](https://doi.org/10.31339/2313-8114-2020-1(13)-61-66)
- Sabil Hussein, A., Rupianti, R., Khairunisa, N., & Fathia Humaira, K. (2022). Authenticity and Experience Quality Effect Customer Loyalty of Thematic Restaurants and Demography as Moderation. *Journal of Business and Management Review*, 3(11), 789–811. <https://doi.org/10.47153/jbmr311.5302022>
- Schimperna, F., Lombardi, R., & Belyaeva, Z. (2021). Technological transformation, culinary tourism and stakeholder engagement: emerging trends from a systematic literature review. *Journal of Place Management and Development*, 14(1), 66–80. <https://doi.org/10.1108/JPMD-03-2020-0028>
- Stevanie, Rachmayanti, I., & Wulandari, A. A. A. (2021). West Java culinary tourism center. *IOP Conference Series: Earth and Environmental Science*, 729(1), 012060. <https://doi.org/10.1088/1755-1315/729/1/012060>
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of Memorable Food,

- Drink, and Culinary Tourism Experiences. *Journal of Travel Research*, 57(8), 1121–1132. <https://doi.org/10.1177/0047287517729758>
- Tarigan, A. K. M., Sagala, S., Samsura, D. A. A., Fiisabiilillah, D. F., Simarmata, H. A., & Nababan, M. (2016). Bandung City, Indonesia. *Cities*, 50, 100–110. <https://doi.org/10.1016/j.cities.2015.09.005>
- Testa, R. (2019). Culinary tourism experiences in agri-tourism destinations and sustainable consumption-Understanding Italian tourists' motivations. *Sustainability (Switzerland)*, 11(17). <https://doi.org/10.3390/su11174588>
- Tsai, C. (Simon). (2016). Memorable Tourist Experiences and Place Attachment When Consuming Local Food. *International Journal of Tourism Research*, 18(6), 536–548. <https://doi.org/10.1002/jtr.2070>
- Vázquez-Martínez, U. J., Sanchís-Pedregosa, C., & Leal-Rodríguez, A. L. (2019). Is Gastronomy A Relevant Factor for Sustainable Tourism? An Empirical Analysis of Spain Country Brand. *Sustainability*, 11(9), 2696. <https://doi.org/10.3390/su11092696>
- Wahidah, I., & Suherman, D. (2022). Penta Helix Collaboration in Increasing Regional Tourism Competitiveness of Bandung City. *Jurnal Manajemen Pelayanan Publik*, 6(1), 14. <https://doi.org/10.24198/jmpp.v6i1.39986>
- Woyesa, T. U., & Kumar, S. (2022). “Tree against hunger”: potential of enset-based culinary tourism for sustainable development in rural Ethiopia. *Journal of Cultural Heritage Management and Sustainable Development*, 12(4), 497–512. <https://doi.org/10.1108/JCHMSD-07-2020-0102>
- Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, 11(12), 3437. <https://doi.org/10.3390/su11123437>