



## Qualitative study of Yogyakarta palace culinary gastronomic tourism

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### Abstract

This study aims to explore in-depth information on the factors that become gastronomic tourist attractions of the Yogyakarta palace culinary. This research is qualitative research and data collection was carried out by interviews. In this study, the informants were the Yogyakarta palace's gastronomic tourists and the Yogyakarta palace's culinary managers. The data analysis technique used is a descriptive interactive model. These research results show that each restaurant has different concepts and segments serving culinary tourism services. The concept is presented with traditional and modern nuances. Each restaurant offers different advantages, such as private dinner programmes, home tours or different culinary service experiences. The segments of each Yogyakarta palace culinary restaurant are divided into tourists and the general public, although culinary managers focus more on overseas tourists. Based on domestic and foreign tourists' perspective, the appeal of the Yogyakarta palace culinary tourism is the need for experience, curiosity, invitations, tourism information and a sense of pride. The responses given by the informants were related to experiences during the gastronomic or culinary tours of the palace, namely getting new experiences, fun, satisfaction, a sense of pride and willingness to recommend to others. Recommendations on the tourism office to introduce gastronomic tourism to foreign countries can boost the level of tourist visits. The palace's culinary service providers need to provide a satisfying experience and historical services that stick in visitors' minds by providing complete guidance and information regarding the historical and cultural value of food and its procedures.

**Keywords:** Culinary, gastronomy, palace, tourism.

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## 1. Introduction

Apart from being a centre of education and culture, Yogyakarta, Indonesia, is also known as a tourism city and a tourist destination for foreign tourists. According to the vision, by 2025, Yogyakarta will become a leading tourist destination in South-east Asia. Based on the Yogyakarta Tourism Office's statistical data and referring to star and non-star hotel accommodation data, the average length of stay (LOS) of foreign tourists at star hotels in 2016 was 2.08 days, which means an increase of 0.07 days compared to the year 2015 amounted to 2.01 days. The average LOS of domestic tourists at star hotels in 2016 was 1.93 days or an increase of 0.27 days compared to 2015, which was 1.66 days. The average LOS of foreign tourists in non-star hotels in DIY in 2016 was 2.10 days, which means an increase of 0.31 days compared to 2015, which was 1.79 days. The average LOS of domestic tourists in non-star hotels in Yogyakarta in 2016 was 1.87 days, which means an increase of 0.31 compared to 2015, which reached 1.56 days. Overall, the number of visits has increased from 2012 to 2016 with details in 2012 amounting to 2,360,173, in 2013 amounting to 2,837,967, in 2014 amounting to 3,346,180, in 2015 amounting to 4,122,205 and in 2016 amounting to 4,549,574. The tourism subsector contributed to the increase in Yogyakarta's regional revenue from 2012 to 2013 by 23.3%, 2013–2014 by 25.5%, 2014–2015 by 12.7% and 2015–2016 by 32.6%.

Yogyakarta has the characteristics of local wisdom as a potential to attract tourists, namely in the culinary field, which in general can result in differentiation in determining tourist destinations, interest in authentic and experiential activities, lifestyle and interests of the tourists themselves, including the various kinds of culinary offers. Several tourism destinations in several cities, such as Popayan City (Colombia), Chengdu (China), Ostersund (Sweden), Zahle (Lebanon) and Jeonju (Korea), have proclaimed the city as the Creative Cities of Gastronomy. UNESCO lists the cuisines of countries in the world that are included in the Creative Cities of Gastronomy as follows: Belém (Brazil), Bergen (Norway), Burgos (Spain), Chengdu (China), Denia (Spain), Ensenada (Mexico), Florianopolis (Brazil), Gaziantep (Turkey), Jeonju (Republic Of Korea), Ostersund (Sweden), Parma (Italy), Phuket (Thailand), Popayán (Colombia), Rasht (Islamic Republic Of Iran), Shunde (China), Tsuruoka (Japan), Tucson (United States Of America) and Zahle (Lebanon) (<https://en.unesco.org>). According to UNESCO, the Creative Cities of Gastronomy have sound local gastronomic wisdom if these culinary tours provide easy access for regional and international tourists and part of a tourist attraction.

The term gastronomic tourism is more resonant abroad than domestic. Gastronomy is a concept that refers to art, geography, culinary and tourism. This concept is explained by Santich (2004) with a consensus on the meaning of 'gastronomy', such as the gastronomic character of a country or region, gastronomic specialties and gastronomic tourism. Difficulties in understanding gastronomy are found in Archestratus' book that discusses gastronomy, namely 'Gastro', which deals with the stomach and, by extension, the entire digestive system, starting from the mouth, while 'nomos' means rule or regulation. Thus, gastronomy refers to the rules or norms when it comes to eating and drinking. The gastronomy scope includes suggestions or instructions on what to eat and food combinations.

Yun, Hennesey and MacDonald (2011) stated that there are several variations in the definition of gastronomic culinary experience, but referring to the general aspect state that culinary tourism is fixated on eating dine-in, while traveling to get various culinary tourism experiences. Scarpato (2002) sees gastronomic culinary experiences as a 'medium for cultural tourism' and as an essential resource for destinations looking to develop new quality tourism products and experiences. Culinary tourism has been identified as an essential component of the fast-growing cultural tourism market (Canadian Tourism Commission, 2002). This statement is supported by Adina's (2016) opinion, which states that the development of food tourism in a tourist destination will improve the visitor's experience. Today, issues such as how individuals eat, what to eat and where to eat are subjects that generate extensive debate, reflection and essential daily actions. Elements such as culinary curiosity, desire to diversify the daily menu and desire to taste new or famous dishes are real topics that can facilitate and strengthen the knowledge of the destinations visited and local customs, thus completing the travel

experience. Food also is an essential economic resource for many places or destinations (Kim & Ellis, 2015).

According to Hall and Sharples (2003), as summarised by the United Nations World Tourism Organisation, gastronomic tourism is a food-related trip to an area for recreational purposes. Gastronomic tourism includes visits to primary and second food producers, food festival events, farmers' markets, cooking events and demonstrations, tasting quality food products and food-related tourism activities. The link between local and foreign tourism potential in Yogyakarta with royal culinary culture can be found in various Yogyakarta city restaurants. It represents a symbol of Yogyakarta Palace tourism with royal nuances such as in *Ndalem Kaneman*, *Ndalem Puspodiningratan*, *Ndalem Pakuningratan*, *Ndalem Yudaningrat*, *Ndalem Wironegaran*, *Pesanggrahan Ndalem Ngeksigondo* and *Bale Raos*.

Lifting the potential of local gastronomic wisdom to the international market is a problem in a marketing channel. The various culinary potentials in the world make it an attraction for culinary tourists. There are currently examples of Indonesian culinary delights known to the world, which are now included in UNESCO's data, owned by the Indonesian state as the best meat dishes, one of which is Rendang. Getting to know local gastronomic wisdom and understanding the art of serving cuisine will help produce and enhance flavours that can build a sense of love for the country itself. If the palace culinary, which is a part of local wisdom, is promoted well, it will become an experiential marketing programme for tourists to visit or become one of the attractions of tourist destinations in Yogyakarta. Yogyakarta Tourism Statistics data 2012–2017 shows that part of Yogyakarta's tourist destinations is still dominated by touring and shopping, while experiential destinations, mostly culinary, are still classified as minimal. The low orientation of experiential tourist visits while the gastronomic potential of culinary has a tourist attraction in Yogyakarta is supported by Yogyakarta Palace's local wisdom. The existing studies on gastronomy tourism have focused on international tourists from an inbound tourism perspective (Choe & Kim, 2018; Ji, Wong, Eves & Scarles, 2016; Kim, Eves & Scarles, 2013; Mak, Lumbers, Eves & Chang, 2017; Wu, Raab, Chang & Krishen, 2018). However, such a limited and narrow focus tends to overlook that the same lens cannot understand domestic tourists' food tourism motivations as an international tourist perspective (Kim et al., 2019). This study explores the concepts and segments offered by the Yogyakarta Palace's managers and the factors that attract the gastronomic tour of Yogyakarta Palace.

## 2. Methods

This research is a descriptive research with a qualitative approach accompanied by documentary and literature study techniques, interviews and observations. Descriptive research is a type of research that describes a phenomenon that exists in an environment and discusses the existing problems with qualitative and semi-qualitative techniques (Sekaran, 2003). This research took place in Yogyakarta, which was chosen as the research location. It is based on the consideration that Yogyakarta has local wisdom in the Yogyakarta Palace and is one of Indonesia's tourist destinations. The Yogyakarta Palace has historical-cultural values different from other artefacts and local superior culinary delights that are of potential interest to Indonesia's culinary gastronomy. Research subjects or informants used in this study are tourists as sources that provide information on gastronomic attractiveness factors. From the perspective of culinary service providers, the culinary manager of Yogyakarta Palace is the next informant to know the manager's efforts in the culinary gastronomy programme and promotions designed to attract tourists. Information was obtained through four managers of the Yogyakarta Palace culinary delights, which are considered large-scale and internationally known. The sources of the interview were four local tourists and six foreign tourists. The data used in this study are primary, as obtained through interviews with key informants. In qualitative research, free guided interview guidelines are used, which means that the questions have been prepared beforehand. However, the questions do not follow the interview course to dig up useful information for this study. However, the interview direction is controlled and does not deviate

from the subject matter's guidelines. The method used is descriptive qualitative analysis, namely analysis that tries to describe or describe the understanding or motive that is the reason for tourists to choose the culinary gastronomy of Yogyakarta Palace. The focus of this research is deepened through observation and in-depth interviews.

### 3. Results

The data were collected through interview techniques to dig up initial information regarding the development of the palace's culinary delights based on the palace's culinary managers' perspective, then continued by exploring information based on the tourist's perspective. The analysis was carried out coherently to determine the opportunities for informants to provide further in-depth information. The interview began with the palace culinary manager identifying the appropriate segment information sources to explore gastronomic tourist attractions from culinary service providers' perspectives. Information related to gastronomic tourism target segments and informants was obtained through in-depth interviews with the managers of *Ndalem Ngabean Resto*, *Sekar Kedhaton Restaurant*, *Gadri Resto* and *Bale Raos*. The next stage of the interview is aimed at tourists who are interested in the palace's culinary tour.

#### 3.1. *The perspective of the palace's culinary managers*

Based on the interviews with the managers of *Ndalem Ngabean Resto* and hotels, information was obtained that *Ndalem Ngabean* is one of the palace's culinary restaurants under the auspices of the palace. *Ndalem Ngabean* has a uniqueness that is not owned by similar restaurants. Its uniqueness can be seen from the place, and the concept is presented to customers. Currently, *Ndalem Ngabean* is the only restaurant with a building in the shape of a *Pendhopo* instead of a terrace. *Ndalem Ngabean* carries a concept that distinguishes it from other restaurants, namely the daily lunch package during the day only provides traditional Javanese food. *Ndalem Ngabean* has an irregular or private dinner concept with a royal dinner menu consisting of specialties from the Yogyakarta Palace, the restaurant's hallmark. The following is an excerpt from the interview with an informant:

*... we provide a daily business meal package, namely lunch, so we prioritise one package even though there are menu packages they can order through our menu book, we put forward 'All You Can Eat For Buffet' ... (A1)*

*... but if you want the palace menu here, yes on the private dinner menu, for our dinner the concept is private dinner, what distinguishes us from a restaurant that is not regular at night ... (A1)*

The target market of *Ndalem Ngabean* is the tourists, foreign and domestic tourists. However, visitors to *Ndalem Ngabean* restaurant are dominated by foreign tourists with a percentage of 80, while domestic tourists for *Ndalem Ngabean* restaurants are generally from government agencies. *Ndalem Ngabean* has implemented two marketing systems to reach its target market, namely offline and online marketing systems. The offline marketing system is carried out by working with travel agents. *Ndalem Ngabean* also implements a marketing system by creating a positive word of mouth (WOM). The existence of a positive WOM will encourage *Ndalem Ngabean* to become a restaurant recommended by customers while eating traditional Javanese food. Furthermore, the online marketing system carried out by *Ndalem Ngabean* is through the use of social media, such as the web and Instagram, so that customers can get information related to *Ndalem Ngabean* quite quickly. The following is an excerpt from the interview with an informant:

*... we are indeed the main target of tourists, about 80% of the rest are domestic tourists, generally domestic tourists who are high-budget, not high class, not talking about social life, but they sincerely budget for tourism ... (A1)*

*... more we dedicate our target market is tourists, so the first is that we bring or present (sales calls) to tourism actors, the main thing that we do not deny is travel agents, and supporters of travel agents, namely transportation so we too attendance at transportation companies ... (A1)*

*... forming partnerships in travel agents, we have a contact rate, we have a special contact rate with travel agents, then we attend transportation tourism players, but if in transportation companies we are more friendly ... (A1)*

*... the most effective in marketing is referrals or 'word of mouth' ...*

*... our strategy is termed conventionally or door to door ....*

*.... from the continent of Asia, America, Europe, Australia, Africa, they are familiar with their technology, they can search, when searching for restaurants in the palace, Ndalem Ngabean appears ... (A1)*

As a tourist attraction in the culinary sector, Ndalem Ngabean maintains good relationships with similar businesses such as Gadri, Bale Raos and Pendhopo Ndalem. Ndalem Ngabean has expanded its market reach by establishing a second restaurant known as Bale Sari. The establishment of this second restaurant aims to reach customers with a middle-to-low budget. The following is a quotation from the interview with an informant:

*... we open a second restaurant for the middle and low budget market share and a marketing strategy. Moreover, we have our second bale sari restaurant, but the brand is Bale Sari. It is a marketing strategy ... (A1) ... we have a second restaurant which because you cannot downgrade a high middle place, so this strategy is a business as a culinary tourism actor, this is a middle-high target market, the place is middle-high, the environment is middle-high, all are middle-high ... (A1)*

Not only focusing on the expanding market reach, Ndalem Ngabean also strives to improve the restaurant's internal structure – from the place to the menu. Ndalem Ngabean strives to improve cleanliness, create a comfortable atmosphere and increase friendliness to customers. In addition to developing the palace's culinary business, Ndalem Ngabean also provides guest houses for tourists who want to spend the night in Yogyakarta, especially in the palace area. This guest house consists of nine rooms with two rooms with a family room concept and seven rooms with a standard room concept. The following is an excerpt from the interview with an informant:

*... for lunch, we combine the traditional Yogya menu with the palace menu, but yes, that is our daily food. The palace menu is our daily menu maybe something different, yes it is on the royal menu ... (A1)*

*... where is the purpose of eating so where the innovation is? in the menu ... (A1)*

*... To be different from the others or any characteristic of the restaurant concept, whatever is interesting, in any case, automatically when the menu is impressive... (A1)*

The increase in the number of consumers visiting shows that there is customer satisfaction with the services provided by Ndalem Ngabean. In terms of the government's response to culinary tourism, the government responds and tours in Yogyakarta. This response is evidenced by central or regional government guests who use places and facilities such as Ndalem Ngabean for official activities. The obstacles experienced are due to the limited access of visitors who are usually in groups. The following is an excerpt from the interview with an informant:

*... the proof is from the guests of the central or local government that they will always try to find places for guests and they prioritise the area closest to them means the attention is really good ... (A1)*

*... the drawback is not in this place, but from Jeron Beteng, which is not being able to enter the bus, being guided by the bus, I am sure if the bus can enter as before this restaurant will always be full booked, full booked, full booked ... (A1)*

The excellence emphasised on the building's side has a palace nuance with a thick historical value, with a four-star restaurant filled with international standard facilities and luxurious services. Sekar Kedhaton restaurant has been able to last for 14 years. The following is an excerpt from the interview with an informant:

*... if the one in Sekar Kedhaton restaurant has the concept of a Javanese architecture, huh ... (A2)*

*... the building is more of a Joglo and park view so Joglo is a garden combination ... in terms of building and food ... (A2)*

*... the first characteristic of Sekar Kedhaton itself is, its building and its history. The building people see we are rich in the palace, yes, people must have a rich nuance. Sekar Kedhaton has a history and a story, from the palace as well as from the Portuguese too ... (A2)*

*... the first we sell is the first one that we upload the building ... (A2)*

According to the manager, the development of the food industry is overgrowing. Therefore, it reaches out to the millennial generation to expand its target market. Sekar Kedhaton restaurant utilises social media networks, such as Instagram and Facebook, and the Internet, such as YouTube, website, email and broadcast. Loyal customers from Sekar Kedhaton are spread from within and outside the country, such as European, Malaysian, Indian and Japanese tourists, from collaborating with travel agents, tour guides and regular customers who come directly to the place. Sekar Kedhaton targets the upper-middle class; this is in line with the price determination, ranging from IDR 30,000–292,000. The quotes obtained from the interview are as follows:

*...Our age segment is also over 35, but because we are now in the millennial era, miss, we want to play with millennial children's needs, we have to start straying there too. For the middle and upper segment, the price rate for our a la carte is IDR 30,000–IDR 160,000, if, for our buffet, we start from IDR 138,000–IDR 292,000 / buffet/pack like that ... (A2)*

Sekar Kedhaton also maintains good relationships with its competitors; this is evidenced by participating in Indonesian Restaurant Hotel Association (PHRI) to exchange information and build good relationships. The restaurant also collaborates with travel agents and tourism agencies as part of the restaurant's marketing programme. The following is an excerpt from the interview with an informant:

*... if we are from the restaurant itself, we have our association, PHRI (Indonesian Restaurant Hotel Association) and then we are also joined in like me, for example I also have my community, namely Kapulrel, the public relations family there also consists of PR throughout Jogja. .. (A2)*

*... from the travel agent itself has made a reservation ... (A2)*

*... is under the auspices of the tourism office ... (A2)*

Sekar Kedhaton has prepared a rating card consisting of excellent, fair and average ratings. The card is given before the customers leave the premises to give their assessment of Sekar Kedhaton. After that, Sekar Kedhaton evaluates each customer's assessment and determines which things needed service improvement. Hopefully, in the future, Sekar Kedhaton can cater to the broader market. Like restaurant businesses, in general, Sekar Kedhaton has also encountered obstacles. Sekar Kedhaton said the obstacles were influenced by seasons, namely peak season and low season. Peak season occurs during the month of Ramadan and holidays. Meanwhile, the low season occurs from February to May. To deal with the low season problem, Sekar Kedhaton provides promos in package discounts to holding events to attract customers. The following is an excerpt from the interview with an informant:

*... guests also write, and from the writing we recap and usually was recapped. Checking this, the guest is not satisfied. Well, there is 'Excellent', that's the best. 'Good' is normal, but it is good*

*'Average' is average. For example, there is only one Average, and this is why it is Average, the guest gives an average why? after that we evaluate ... (A2)*

*... definitely have problems and experience lonely times too, now Sekar Kedhaton is almost the same as the hotel system where there are low and peak seasons. In the low season, when in the fasting month, we were always busy, then at the end of the year, we were busy now; in these months, we start from February to May, we are a bit slow, so there is a season of language if we are in tourism, the season is peak season. There is a high season, so there is a high season and a low season so that is our problem ... (A2)*

The food menu served at Gadri Resto is the food served in Yogyakarta Palace, the king's favourite food. The restaurant has a unique recipe, and it is very different from the food and snacks out there that will not be found in any restaurant. The food served at this restaurant is the king's favourite food from the past. The name of the food menu in both of them is unique and does not change names. The presentation model follows the times to make it more modern and not monotonous. The restaurant owner is a descendant of the palace. This restaurant is located in the palace area. Gadri Resto only serves foreign customers because of the tour and travel. It has already received annual orders; therefore, the general public is not very familiar with Gadri Resto because its segment is that:

*... the menus served are the favourite menus of the kings of the Yogyakarta Sultanate ... (A3)*

*... For the segment, we go overseas because some of these guests are mostly foreigners rather than local ones ... (A3)*

*... packages like that with tours and travels which are annual... (A3)*

*...In 2009 Gadri Resto began to open a restaurant for the public, namely for local and foreign customers, but most of the customers were foreign visitors, so starting in 2009, Gadri Resto stopped packages for tours and travel and then switched to serving general customers. The following are excerpts from interviews with informants: ... in 2009 the Toru Travel package was discontinued and opened to the public, even though it served more foreign guests .... (A3)*

*... although it is open to the public, there are more foreign countries than local ones ... (A3)*

In terms of the concept of Gadri Resto prioritising home tours, Gadri Resto is more integrated according to the atmosphere of the palace. It is not only the eating but also the gaining of experience. There is also a gamelan music banquet played by gamelan players directly; there are many ornaments and decorations at Gadri Resto. Gadri Resto has many menu choices even though it has a palace background. Gadri Resto has excellent menus such as *blowing rice*, *soes songgo buwono*, *Javanese beer* and *manuk nom*. The following is a quotation from the interview with an informant:

*... the home tour is prioritised as the concept of this restaurant ... (A3)*

*... visitors feel in the palace atmosphere because they are accompanied by gamelan music, ornaments with the Palace background .... (A3)*

*... there are our featured menus such as blawong rice, soes songgo buwono, Javanese beer, manuk nom .... (A3)*

With the rapid development and development of culinary in today's society, this restaurant can still compete with various franchises, restaurants and other fast food in Yogyakarta. The food served in this restaurant will not be changed by the times, but will be presented with a unique philosophy. Hence, it is very different from the type of franchise. The food menu offered is never found in a restaurant in general. This restaurant prioritises the elements of presenting historical nuances. With various unique stories on each menu, the food at this restaurant has different characteristics. A modern restaurant with various types of fast food and others is not considered a competitor because its famous palace's typical food is different from the others. The following is an excerpt from the interview with an informant:

*... this restaurant is different from other restaurants in general so that there are not many competitors and is a characteristic of Jogja ... (A3)*

*... the experience we present is Javanese philosophy, and most foreign visitors to their destination seek historical experiences ... (A3)*

*... different from the franchise culinary business with different targets, we present experiences and special menus of the king... (A3)*

Gadri Resto does not have a dedicated sales force but relies on WOM promotion. According to the manager, WOM promotion is the most useful promotion and does not require special costs. In the past, at the opening of Gadri Resto, Sri Sultan HB IX introduced the Gadri Resto abroad when he was the Minister of Defence, and therefore currently there are many tours and travels making reservations at Gadri Resto. Gadri Resto is famous for its WOM promotion even though Gadri Resto already has a website used to sell products with each culinary product's history or stories. Gadri Resto prioritises experience in marketing the palace's culinary delights. The following are excerpts from interviews with an informant:

*... we prioritise word of mouth, good service, delicious taste menu ... (A3)*

*... direct reviews from visitors are more critical because they are easier for people to believe ... (A3)*

*... when he was founded, Sri Sultan HB IX introduced Gadri Resto to foreign countries when he was defence minister, when he was defence minister he often travelled abroad and he introduced Gadri Resto to high-ranking officials abroad ... (A3)*

As the business progressed, Gadri Resto faced several obstacles. The obstacles faced are varied due to government regulations, disasters, some due to crises and others due to increasingly modern technological developments that must be faced. These obstacles need to be faced so that the restaurant is not out dated and the palace's culinary business remains known as time changes. The obstacle faced by Gadri Resto is technological developments that require Gadri Resto to introduce products through the website due to digital and information demands. The following is an excerpt from the interview with an informant:

*...we also experience obstacles such as government regulations that prohibit large vehicles, buses from entering the palace area ... (A3)*

*...we also experience problems because technology continues to develop, we have to introduce our products through the website ... (A3)*

*... foreign tourists are definitely looking for information via web media ... (A3)*

The food menu served at Bale Raos is also the food served at Yogyakarta Palace, the king's favourite food. The name of the food menu is unique, along with the presentation model following the times to make it more modern and not monotonous. The owner of Bale Raos is the younger brother of Sri Sultan Hamengkubuwono X, Gusti Hadi Winoto. The location of this restaurant is in the palace area. Bale Raos was founded in 2004 on January 24. Bale Raos has been open to the public since its opening and is intended for the public. An excerpt from the interview is as follows:

*... was founded on January 24, 2004 so it has been established for 15 years .... (A4)*

*... indeed Bale Raos is intended for the general public, for the general public, to get to know Palace cuisine ... (A4)*

*... our concept, more modern so it doesn't look boring .. (A4)*

Bale Raos is almost the same as other restaurants that are more adapted to the times or more modern. However, the ornaments and layout of Bale Raos still use the palace style, just like Gadri Resto, and guests get a Javanese gamelan music banquet. Bale Raos is more modern than Gadri Resto. Bale Raos has special menus such as *duck, bendul, Javanese bestik, tongue bestik* and *roasted goat*.



This restaurant chooses to employ self-trained cooks who are experts in their fields and experts in making specialties of the palace. The following is an excerpt from the interview results from an informant:

*... visitors are presented with a palace-style atmosphere but modern nuances accompanied by gamelan or Javanese music with CD music ... (A4)*

*... featured menus from here such as suir suir duck, bendul, Javanese bestik, tongue bestik, roasted goat ... (A4)*

*... for the cooks, we use experts who have been trained for unique palace dishes ... (A4)*

The obstacles faced by Bale Raos also vary when the Yogyakarta City Government Regulation does not allow or prohibit the entry of buses into the palace environment, which has an impact on the number of Bale Raos visitors. This regulation had a positive impact in the form of a more orderly condition of the palace area but impacted decreasing visitors. Bale Raos asked for help from the Yogyakarta Transportation Agency to work together to solve the problem so that they get a solution, namely by providing a fleet so that guests can enter the palace environment, especially Bale Raos. The following is an excerpt from the interview results from an informant:

*... there are obstacles, government regulations, the prohibition of buses from entering the palace so that it reduces visitors, at least one bus contains 50 visitors ... (A4)*

*... the positive thing is that it is more organised and clean, but it has quite an impact on the number of visitors ... (A4)*

*... the solution is discussed with the Yogyakarta transportation agency by preparing a fleet that can reach this restaurant ... (A4)*

### **3.2. The tourist perspective**

Information related to a gastronomic tourist attraction is obtained through in-depth interviews with foreign and domestic tourist groups. Based on the results of the interview, it is known that there are several reasons why tourists are interested in the palace culinary tour, namely the need for experience, curiosity, solicitation, travel information and pride. The following are excerpts from the interview with the informants:

*... just curious, what does the king's food taste like ... (A1/ domestic)*

*... want to feel the culinary atmosphere of the palace. (A2/ domestic)*

*... want to try the taste of palace cuisine. (A3 / domestic)*

*... invited by family ... (A4 / domestic)*

*... in Jogja there is a palace, want to know the taste of the food ... (A5/ domestic)*

*... want to get experience while trying the taste of royal food .. (B1/ overseas)*

*... we took a follow-up culinary tour, before we enjoyed culinary in the Netherlands .. (B2/ overseas)*

*... we are honoured to be able to enjoy the royal culinary atmosphere .. (B3/ overseas)*

*... we are interested in the palace culinary information that we got from the travel agency .. (B4/ overseas)*

The responses given by the informants were related to the experiences they had during the gastronomic/culinary tours of the palace, namely getting new experiences, fun, satisfaction, pride and willingness to recommend to others. The following are excerpts from the interview stated by the informants:

*... from trying the culinary here, can be shared experiences that can be shared with friends ... (A1/ domestic)*

*... satisfied with the palace culinary ... (A2/ domestic)*

*... get experiences that cannot be felt anywhere else, especially the atmosphere ... (A4/ domestic)*

*... proud to be able to taste the food of the kings of Jogjakarta .. (A5/ domestic)*

*... get a new experience that is different from taste and atmosphere .. (B1/ abroad)*

*... proud and happy with the atmosphere that found here .. (B2/ overseas)*

*... feel the experience that others cannot feel, I will recommend my relatives to come here .. (B3/ abroad)*

*... in addition to enjoying the atmosphere, there is a sense of respect for enjoying other things than others, of course, royal cuisine .. (B4/ overseas)*

#### **4. Conclusion and recommendations**

Based on the results of the data analysis and the perspective of the palace gastronomic culinary managers, it can be concluded that each restaurant has different concepts and segments in serving culinary tourism services. The concept is presented with traditional and modern nuances. This concept can be seen from the building's physical condition, atmosphere/experience and special menu. Some restaurants still maintain the authenticity of the palace's characteristics, and some have adapted to a modern way even though they still have the nuances of palace values. Each restaurant offers different advantages, such as private dinner programmes, home tours or different culinary service experiences. The segment of each palace culinary restaurant is divided into tourists and the general public. For tourists, it tends to focus on foreign tourists. The obstacles faced in general are transportation problems, which are an obstacle for visitors to reach the restaurant, but this obstacle can be overcome by preparing a transportation fleet.

Another problem that becomes an obstacle in developing information technology requires every restaurant to adapt to presenting information, especially foreign visitors. Seasonal problems are also an obstacle for restaurants. Based on domestic and foreign tourists' perspective, it is known that there are several factors why tourists are interested in the palace culinary tourism, namely the need for experience, curiosity, invitations, travel information and pride. The responses given by the informants were related to the experiences they had during the gastronomic/culinary tours of the palace, namely getting new experiences, fun, satisfaction, pride and willingness to recommend to others.

Researchers provide several suggestions related to the study results; internally, for Yogyakarta Palace's culinary managers, information on the palace's gastronomic culinary tourism can be introduced through information technology with the international tourist segment. Externally, the tourism office can also introduce gastronomic tourism more intensively to foreign countries to encourage tourist visits to Yogyakarta.

The palace's culinary service providers need to provide a satisfying experience and historical services that stick in visitors' minds by providing complete guidance and information regarding the historical and cultural values of food and its procedures. The advantages of each restaurant can be maintained and become the hallmark of each restaurant. Information regarding the procedure, presentation and historical value of each king's cuisine menu can build visitors' experiences. This research is exploratory, so that for further research, these factors can be used as a quantitative testing model.

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