

## **Rejuvenating Cultural Tourism Through Gastronomic Creative Tourism in Ubud, Bali**

**Ni Made Prasiwi Bestari<sup>1\*</sup>, Agung Suryawan Wiranatha<sup>2</sup>,  
I Gusti Ayu Oka Suryawardani<sup>3</sup>, I Nyoman Darma Putra<sup>4</sup>**

<sup>1,2,3,4</sup> Magister Programme of Tourism, Faculty of Tourism, Udayana University  
<sup>2,3,4</sup> Centre of Excellence in Tourism, Udayana University  
Jalan P.B. Sudirman, Dangin Puri Klod, Kec. Denpasar Barat, Kota Denpasar, Bali 80234

[prasiwibestari@gmail.com](mailto:prasiwibestari@gmail.com)<sup>1\*</sup>, [agung\\_suryawan@unud.ac.id](mailto:agung_suryawan@unud.ac.id)<sup>2</sup>, [suryawardani@unud.ac.id](mailto:suryawardani@unud.ac.id)<sup>3</sup>,  
[darmaputra@unud.ac.id](mailto:darmaputra@unud.ac.id)<sup>4</sup>

The Ubud area has long been developed and is known as a cultural tourism destination. This is not surprising because Ubud has many artistic and cultural attractions to offer for tourists. However, in the last two decades, Ubud is also known as a culinary tourism destination. In fact, the Gianyar Regency government and the Ministry of Tourism and Creative Economy have promoted Ubud as gastronomic tourism. This article analyzes the role of gastronomic tourism in supporting cultural tourism in Ubud. Does the new Ubud label as gastronomic tourism fade the image of Ubud as cultural tourism or does it increase its charm and attractiveness? This qualitative study collects data by interview, observation, and literature study. They were analyzed from the light of creative tourism. The article concludes that gastronomy tourism such as cooking class and food festival that has developed in Ubud is a form of creative tourism that help in rejuvenating the image of Ubud as cultural tourism. This happens because food and all the cooking processes as well as all the stories and values system of local wisdom attached to the local foods are part of the culture. This article contributes in providing an understanding of strengthening the image of Ubud tourist destinations as cultural tourism through creative tourism known as gastronomic tourism.

*Keywords: gastronomic tourism, cultural tourism, local food, Ubud tourism destination*

### ***Peremajaan Wisata Budaya Melalui Wisata Gastronomi Kreatif di Ubud, Bali***

Kawasan Ubud sudah lama berkembang dan dikenal sebagai destinasi wisata budaya. Hal ini tentu tidak mengherankan karena Ubud memiliki banyak atraksi seni dan budaya yang ditawarkan bagi wisatawan. Namun, dalam dua dekade terakhir, Ubud juga dikenal sebagai tujuan wisata kuliner. Pemerintah Kabupaten Gianyar dan Kementerian Pariwisata dan Ekonomi Kreatif bahkan telah mempromosikan Ubud sebagai wisata gastronomi. Artikel ini menganalisis peran wisata gastronomi dalam mendukung wisata budaya di Ubud. Apakah label baru Ubud sebagai wisata gastronomi memudahkan citra Ubud sebagai wisata budaya atau justru meningkatkan pesona dan daya tariknya? Studi kualitatif ini mengumpulkan data melalui wawancara, observasi, dan studi kepustakaan. Mereka dianalisis dari sudut pandang pariwisata kreatif. Artikel ini menyimpulkan bahwa wisata gastronomi seperti kelas memasak dan festival makanan yang berkembang di Ubud merupakan bentuk wisata kreatif yang membantu dalam meremajakan citra Ubud sebagai wisata budaya. Hal ini terjadi karena makanan dan semua proses memasak serta semua cerita dan sistem nilai kearifan lokal yang melekat pada makanan lokal adalah bagian dari budaya. Artikel ini berkontribusi dalam memberikan pemahaman tentang penguatan citra destinasi wisata Ubud sebagai wisata budaya melalui wisata kreatif yang dikenal dengan wisata gastronomi.

*\*Corresponding author*

*Received: March 23, 2022; Accepted April 21, 2022; Published April 25, 2022*  
<https://doi.org/10.31091/mudra.v37i2.1938>

© 2022 The Author(s). Published by Pusat Penerbitan LP2MPP Institut Seni Indonesia Denpasar.  
*This is an open-access article under the CC BY-NC-SA license*

## INTRODUCTION

In the last two decades, gastronomic tourism has developed rapidly in Ubud, Bali. This can be seen from the development of local stalls selling Balinese specialties such as chicken, crispy duck, grilled pork, and suckling pig (*Babi Guling*) and stalls selling popular Western and Eastern dishes. This was evident before the Covid-19 pandemic. During the covid pandemic, several restaurants in Ubud were able to survive as a strong attraction for domestic and local tourists to come to Ubud. As a form of creative tourism, gastronomic tourism has added a new dimension to the attractiveness of Ubud's cultural tourism (Pitanatri and Putra, 2017; Putra, et al., 2018). The new branding of Ubud as culinary tourism and now gastronomic tourism enhances over the period. Ubud, which was originally a tourist destination famous for its arts and culture, has recently become a popular culinary or gastronomic destination. The presence of many packages of cooking classes in Ubud and food festivals allows Ubud to develop creative tourism, gastronomic tourism.

Gastronomic tourism, according to the United Nations World Tourism Organizations (UNWTO, 2021), is a type of tourism activity characterized by experiences from visitors related to local food and culinary products. Apart from authentic, traditional, and innovative culinary experiences, gastronomic tourism also involves activities such as visiting local producers, participating in food festivals, and attending cooking classes. Based on the 2014 UNWTO Global Report on Shopping Tourism, food is the third-largest expense during a tourist trip after accommodation and shopping. If it is compared to culinary tourism, gastronomy has a wider scope. Tourists who do culinary tourism visit an area just to find and enjoy local food. Meanwhile, for tourists who do gastronomic tourism, their activities would include aspects related to food processing, starting from the selection of cooking ingredients, sources of food ingredients, the process of cooking and serving food (Putra et; al 2018). The development of gastronomic tourism utilizes knowledge of history, culture, social, geography, culinology (kitchen art), and also taste.

Tourism and culture are linked together so closely and mutually supporting activities, that they are considered to be two-sided of a coin. The development of tourism often triggers criticism due to the commodification and commercialization of cultural arts. Arts, culture, and attractions provide important motivation for travel, and travel itself also generates culture (Richards, 2018). The emergence

of cultural commercialization that has sparked criticism is understandable because some arts and crafts are sometimes created en masse to meet the demands of tourists or profiteers. However, many phenomena show that tourism can help preserve and develop local culture. In Ubud, for example, the presence of tourism encourages local people in developing interesting Balinese cultural arts. The interaction between residents and tourists creates new needs, one of which is the need for cultural products such as cultural attractions. This article analyzes the extent to which gastronomic tourism in Ubud is able to increase and add the dimension of the attractiveness of Ubud tourist destinations. It focuses on the role of cooking class and Ubud Food Festival in providing new tourist attractions and introducing a new form of cultural tourism. In addition, it investigates the mushrooming of cooking classes and the existence of the Ubud Food Festival in introducing Balinese cuisine through gastronomic tourism as a form of creative tourism. This research limits its scope to the role of gastronomic tourism in improving Ubud tourist destinations and strengthening Ubud cultural tourism. It will focus on the study of cooking classes and food festivals in the tourist area of Ubud.

Recent research on food-related tourism in Ubud narrowly focused on culinary tourism (*wisata kuliner*) (Pitanatri, 2016; Pitanatri and Putra, 2017) or gastronomic in general (Putra et. al, 2018). Unlike those studies, this study gives a specific focus on cooking class, growing activities of food-related tourism attraction in Ubud. It aims at contributing our understanding in recent development of Ubud tourism and praising the importance of creative tourism in rejuvenating the mature development of Ubud tourism destinations.

The development of Ubud tourism has been widely studied by experts, by providing studies from various aspects such as culinary tourism studies (Agustina, 2021; Istanto & Djamhur, 2021; Pitanatri, 2016; Putra, et al., 2018; Wiarti & Dianasari, 2021; Yanthy, 2018; Yanthy, 2021). Various other studies have also studied in general the role of culinary tourism as an attraction in a tourist attraction and the role of a food festival as a branding of a destination (Ab Karim & Chi, 2010; Insun & Charles, 2011). The studies that have been carried out provide new information about the development of tourism in Ubud.

The development of tourism in Ubud has been very dynamic and has attracted the interest of several researchers to study Ubud tourism from various points of view such as; art, nature tourism, culture,

culinary, homestay, and other tourist attractions. Today, studies related to culinary tourism have been carried out by various researchers. However, no one has specifically discussed gastronomic tourism except for the writings of [Putra, et.al \(2018\)](#) and the writings of [Wiarti and Dianasari \(2021\)](#). Gastronomic tourism as outlined in a book by [Putra, et al. \(2018\)](#) only reviews a little about gastronomic tourism and focuses more on the history of the development of gastronomic tourism. Likewise, the research conducted by Wiarti and Dianasari only reviewed the opportunities and challenges of Ubud as a gastronomic tourist destination. Both of these studies have limitations in reviewing the contribution of gastronomic tourism to efforts to increase the attractiveness and strengthening of cultural tourism in Ubud in particular and Bali in general.

Various interesting aspects of tourism development have been reviewed in previous studies. The rapid development of tourism has contributed to the rapid development of creative tourism. Creations and innovations in the culinary field are increasingly strengthening Ubud gastronomic tourism ([Istanto et al, 2021](#)). There are still many interesting things that can be studied considering the rich culinary knowledge and practices that Ubud has. Research on gastronomy tourism, especially on cooking classes and food festivals, that focuses on its contribution towards cultural tourism has not been conducted and remains unexplored. This research tries to fill that gap by utilizing relevant existing research materials.

## RESEARCH METHODOLOGY

The research approach with qualitative methods is used in this study to explore Ubud gastronomic tourism in the context of rejuvenating Ubud cultural tourism. In this study, data were collected through observation, interviews, literature review, and netnography. The observation was carried out at Paon Cooking Class in Ubud followed by an interview with its manager, Made Puspawati. Paon Cooking class is one of the most popular cooking class outlets in Ubud and run by local people in their house. It was chosen as the object of the study for its uniqueness, that is participants of cooking class (or tourists) learn how to cook Balinese food in real local context and atmosphere.

Information from the organizer of the Ubud food festival, Janet de Neeffe, was gained through an interview. Other information about Ubud Food Festival was also taken from Youtube where Janet de Neeffe was interviewed by Biznet Studio Bali, CNN Indonesia, and Gita Wirjawan Endgame

Episode. Other materials on tourists' perception of cooking classes in Ubud and Ubud Food Festival were taken from user-generating content websites such as TripAdvisor and Google Review. The data collected was processed using qualitative data analysis. The data analysis technique uses data triangulation techniques to check and establish the validity of the data by analyzing it from various perspectives.

## RESULTS AND DISCUSSION

### Ubud's Dynamic Evolution

Until after the pandemic COVID-19, cooking class and Ubud Food Festival become two interesting milestones that have marked the development of Ubud as a tourism destination. They are quite different compared to the characteristic of Ubud as art and cultural village (*kampung seni budaya*) promoted since its beginning as a tourist destination. Ubud tourism has made itself one of Bali's favorite destinations. It developed dynamically since the colonial era as a cultural tourism destination to become a fancier and cosmopolite marked by the presence of high-class hotels, villas, and expensive fine dining ([MacRae, 2015; 2016](#)). While in the past arts and culture become the primary attractions, recently there are varieties form of creative tourism that attract tourists to come. Among those new attractions that contribute to the magnet of Ubud include Ubud Writers and Readers Festival, Bali Spirit Festival, cooking class, and Ubud Food Festival. Interestingly, these all-new events support the current brand of Ubud as a cultural tourism destination ([Yanthy, 2018; Wiarti, 2021; Pitanarti, 2016; Putra et al, 2018](#)). Creativities appeared to be a key success of Ubud continue to become to most visited place in Bali that offers the visitor various tourist attractions, amenities, and adequate access.

As a tourist destination, Ubud has a variety of resources that have been developed into activity or tourist attractions. The people of Ubud depend on the tourism sector, making art and culture their tourism icon. Creativity has become a strategy in encouraging the development of a destination to increase their attractiveness towards being creative and supporting the creative industry. Art and culture are two things that are integrated into the creative tourism development strategy. Local culture is a source of new products and activities that are increasingly valuable to attract and entertain tourists. Creative tourism has the potential to leverage local skills, expertise, and traditions. For example, through the development of creative tourism products, tourists can be provided with activities such as (1) Arts, (2) Crafts, (3)

Gastronomy, (4) Health and healing, (5) Literature, (6) Spirituality, (7) Nature and (8) Sports (Richard, et.al, 2000). The forerunner of Ubud to become a creative tourism destination has occurred since the late 1920s, long before the term creative tourism was introduced starting in the 2000s. Today, gastronomic tourism is one of the attractions of cultural creative tourism owned by Ubud. The presence of gastronomic tourism is expected to support, strengthen and make Ubud a destination with diverse tourist attractions.

increase its tourist attraction as a center for cultural arts and gastronomic tourism on the island of Bali.

In various tourist trips, food adventures and experiences become an inseparable unit. In line with the purpose of the Ubud Food Festival, the presence of cooking classes in Ubud is also a form of creative tourism products. These tourism activities represent opportunities for tourists to engage in authentic and creative travel experiences. The emergence of food and gastronomy as a tourist attraction can create a hallmark of a destination. This is slowly starting to create the basis for a new type of gastronomic tourism experience (Richards, 2016).

Along with the times, tourists are increasingly aware of and interested in new forms of tourism. Thus, the emergence of new forms of tourism can be in line with the destination's efforts to meet new demands, such as the formation of creative tourism. Creative travelers don't just visit places. They learn skills, make handicrafts, participate in workshops and understand the values and culture of the local people. Ubud has its advantages with a variety of history, art, and culture that can encourage the development of creative tourism. Ubud's natural resources, human resources, and creativity have been able to encourage it as a creative tourist destination in Bali with various crafts, arts, culture, and events owned by Ubud.



Figure 1. Made Puspawati featured in a front page of an international newspaper where she showed Balinese way of blending ingredients (Source: Photo document of Paon Bali Cooking Class, 2021)

As a form of the development of creative tourism products, Ubud has formed events that highlight food and beverages. Held for the first time in 2015, Ubud Food Festival is an event held to understand the concept of cross-culture culinary from various local cuisines in Indonesia, especially Bali. This event is an example of a creative tourism product that highlights the gastronomic field. The purpose of holding this event is to introduce the culinary heritage of the archipelago with various series of events such as cooking demonstrations, workshops, and masterclasses. Ubud Food Festival presents a variety of programs that are rich in history, authenticity, and taste in food. Culinary traditions are an inseparable part of Indonesia's cultural heritage. Through this event, Ubud is able to

### Cooking Class, a Rising Form of Creative Cultural Tourism

Cooking class has become one of the growing tourist activities in the world. It is offered to tourists in almost any destination as a way to tap double benefits, which are providing tourists with unforgettable experiences and introducing local foods to outside visitors. Bali has also quickly adopted this fashionable tourism attraction of cooking classes. Apart from the cooking class package offered by many hotels in Nusa Dua, Sanur, and Kuta, there is also a lot of cooking class package tours offered in Ubud. Ever since Ubud become one of the places in Bali where cooking class activities have been mushrooming.

Today, the existence of gastronomic tourism with various cooking classes and food festivals as the new attractions has strengthened Ubud's magnet for tourists to enjoy various tourist attractions and activities. Cooking class is a form of creative tourism because it emphasizes offering experiences to tourists or tourist experience in the field of cooking Balinese cuisine. Tourists have the opportunity to learn to cook and then enjoy the cooked food. Tourists visiting Ubud now have the

opportunity to be able to taste, enjoy and also learn how to cook a variety of delicious local foods.

Various cooking class activities have become one of the gastronomic tourism products developed in Ubud and become activities that are of interest to tourists. On TripAdvisor, the cooking class is ranked in the *Top 10 Things to Do in Ubud* recommended by/ for tourists. The presence of this cooking class not only shows a new trend for Ubud tourist destinations but is also a sign of the growth of a new tourism market resulting from the creativity of local entrepreneurs. According to listings on TripAdvisor, there are 42 cooking classes in Ubud until 2021. The development of tourism activities such as cooking classes illustrates any tourist activity where food is an important component of the overall tourism experience.

Paon Bali Cooking Class is one top cooking classes in Ubud with the most reviewed on Google and Tripadvisor. The class offers such an experience that allows tourists to feel the uniqueness of Balinese culture through its cuisine. Since 2009, Puspawati and her husband Wayan Subawa, have started a cooking class business at their home on Jalan Laplapan, East Ubud. The motivation for opening the Paon Bali Cooking Class came from some complaints that Wayan Subawa received from tourists that the cuisine in hotels and restaurants was too standard and did not feel Balinese. These comments might be based on the tiredness of tourists to have similar food every day in hotels they stay in. In the early stage of the development of the Paon Bali cooking class, the business was viewed with skepticism by the surroundings. Cooking class was never considered a profitable business at first. In fact, in a short time, the business, which was named Paon Bali Cooking Class, grew rapidly, attracting hundreds of tourists to come and learn to cook there. The approach is through experience elements that are presented in cooking class activities.

Food is a central aspect of gastronomic tourism which is influenced by culture and history, through rituals or ceremonies and spices that characterize a local cuisine. Based on the Triangle Concept of Indonesian Gastronomy UNWTO, culture influences food and shapes a story that has made history. Through storytelling, gastronomic tourism has kept history alive for centuries. Rituals and ceremonial processions involved in the cooking process and performed in gastronomic tourism activities can keep the food authentic and in accordance with traditional tastes. History is an ever-present influence on Indonesian gastronomy

(UNWTO, n.d.) shaped by a mixture of cultures. These three points become the main platforms in the creation of strong narratives about food culture, with the main goal of achieving authenticity, locality, and novelty in the tourist experience (see Figure 1).



Figure 2. Triangle Concept of Indonesian Gastronomy, UNWTO (Source: UNWTO, 2020)

In order to present the best experience in the cooking class and highlight the cultural aspects of each cuisine, Puspawati as the facilitator of Paon Bali Cooking Class learned about *Dharma Caruban* (text in the form of *lontar* (Balinese Palm Leaf) about Balinese cuisine, obtained from generation to generation). Various other knowledge about traditional herbs, philosophy of rice field, and *Subak* was also integrated within the cooking class. Tourists who participated in this cooking class were taken to the traditional market to experience the bargaining process that people do in the market. Afterward, tourists were brought to a rice field to be introduced to rice field irrigation (*Subak*). Prior to the cooking class, tourists arriving at Paon Bali Cooking Class were given a welcome drink and explained the function of each *bale* (traditional Balinese house). The storytelling aspect presented through the cooking class becomes a medium to introduce the living of Balinese in the local village. This program created a memorable experience for the tourists to experience a true Balinese living. Puspawati during the interview mentioned that most tourists like to be invited to the market, they are interested in seeing the real life of the Balinese people,

The perseverance of Puspawati has made Paon Bali Cooking Class a popular business in Ubud, as one of the tour packages which is in great demand by tourists. In an interview, Puspawati mentioned the main vision of this cooking class.

*“Visinya ingin mempekerjakan orang yang tidak punya kerjaan, mempekerjakan saudara-saudara di sini dan ingin memperkenalkan masakan Bali ke mancanegara”* (Interview, 17 December 2021).

"My vision is to hire people who don't have a job, employ relatives here, and want to introduce Balinese cuisine to foreign countries".

The success of the cooking class can be seen from some of the comments from participants. Based on

the review by the participants, this cooking class offers a good mixture of culture and cooking. It appears that Balinese cuisine and its cooking experience can be a preference for tourists who wish to bring "Bali" back to their country. An unforgettable experience impresses customers generates positive feelings and forms a Memorable Tourism Experience (MTE) (Castellani et al, 2020). Tourists when visiting an attraction not only buy services, they buy experiences; they don't just buy quality service, they buy memories



Figure 3. Made Puspawati with her guests at Paon Cooking Class (Photo courtesy: Paon Bali Cooking Class) (Source: Google Photos, 2021)

Customer comments on Trip Advisor on Paon Bali Class that praised the activities with phrases like: “Great Fun and Food”, “An Amazing Balinese cooking class”, and “Fantastic Cultural Experience” (See Figure 2) not only reflect the success of Paon Bali cooking class in running their business, but also indicate eat least two things. Firstly, the cooking class provides an experience for tourists when having a holiday in Ubud by taking a cooking class package. Seeing from the light of the new trend in tourism tourists are not only happy to see things in

the destination but also to experience, in other words, tourist experience is an important element of their satisfaction. Secondly, the praise of the cooking class means the success of promoting Balinese food to tourists and also in creating a sense of pride in Balinese. Since their food is loved by visitors, their food becomes popular, and that popularity becomes a source of local pride. Similar kinds of positive comments from tourists can also be seen on TripAdvisor or the individual cooking class’ website operating in Ubud.

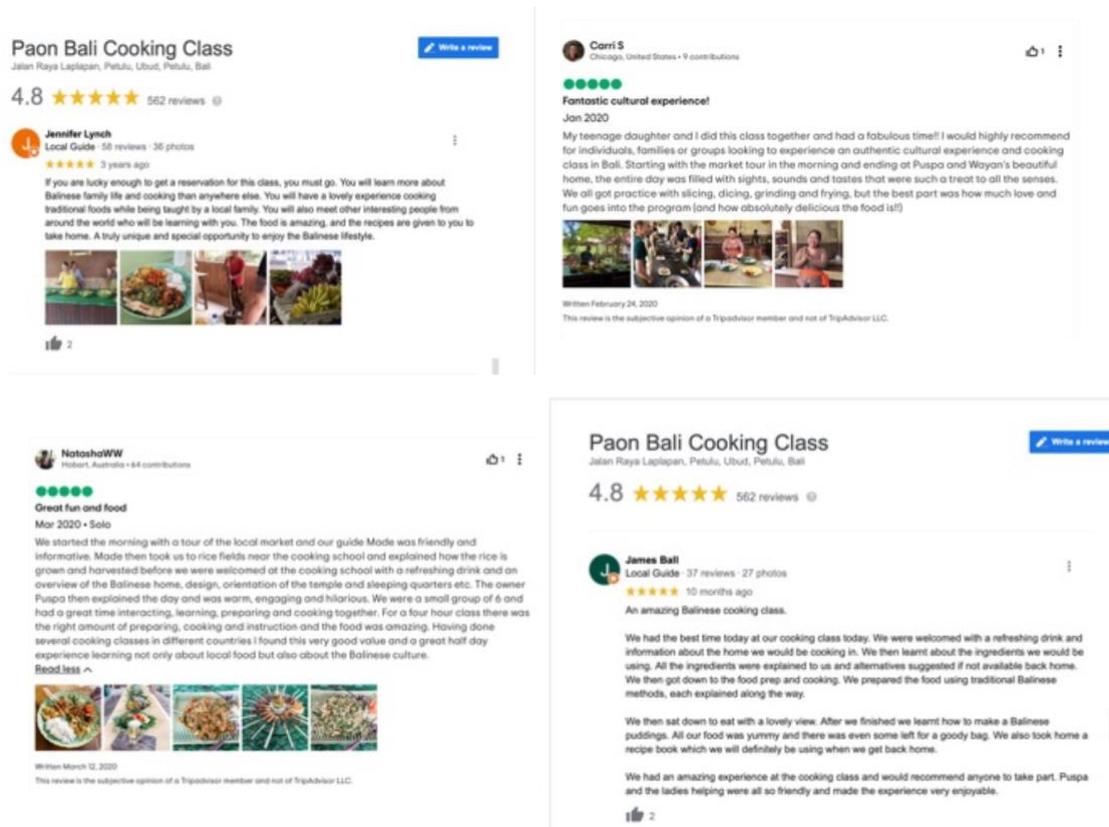


Figure 4. Paon Bali Cooking Class Review on TripAdvisor and Google Review  
(Source: TripAdvisor and Google Review, 2021)

Offering good services and serving guests warmly are two keys to the success of their cooking class business. Paon Bali Cooking Class receives media coverage and great review on TripAdvisor and Google Review that help the exposure of this creative tourism activity. The existence of this cooking class adds a new image of Ubud's cultural tourism with food or culinary dimensions which was previously limited only to arts and culture. Moving forward, there are a lot of things that could be done in order to widen the recognition of cooking class in Ubud, one of which is to create a practical local food packaging that can be used to offer takeaway food as souvenirs. Food packaging has been designed and cooking class management could use design produced elsewhere in Bali in accordance with its requirement (Desi In Diana Sari et al, 2018).

### Food Festival Takes on a Whole New Meaning of Introducing Local Cuisine

The emergence of various events and festivals marks the new dynamic of Ubud as a creative tourism destination. Although there are various festivals in Ubud, such as Ubud Writers and Readers Festival, Jazz Festival, and Spirit Festival, the Food Festival or culinary festival is no less competitive and has been enjoyed by thousands of visitors from all over Indonesia and other countries. The presence of this

festival has given an impression that Ubud always succeeds in offering new things and makes it sustainable in its tourism development efforts. At first glance, the new type of tourist attraction that appears in Ubud seems to rival the cultural tourism that has been the hallmark of Ubud from the start. In fact, if it is looked into it deeper, the presence of various kinds of festivals and new attractions in Ubud is able to support the development of cultural tourism and also introduce Balinese cultural tourism to foreign tourists.

The role of food festivals contributes to building a destination's branding (Insun et al, 2011). Using local food as the main highlight on a festival helps to enhance the impact of the festivals for destination branding and also at the same time improve the image of the local food. Introducing local cuisine through food festivals helps to expose local food to a wider audience. This is aligned with the goals brought by Ubud Food Festival which was first established in 2015 by Yayasan Mudra Swari. The success of the Ubud Writers and Readers Festival has triggered Janet De Neefe, to launch a similar festival concept but highlighting food. Janet De Neefe, the director and founder of Ubud Food Festival mentioned the vision and mission of Ubud Food Festival through an interview with Biznet

Studio Bali on the episode of *What's On Eps 39 Seg 2 – Ubud Food Festival 2015*. She stated that:

“Ubud Food Festival is about Indonesian food at all levels. It’s about addressing the issue that everybody keeps mentioning on why is Indonesian food not known on the global literary food scene. We’ll also be looking at authentic traditional dishes, what it is, what makes their tradition, and how we need to maintain them. Also looking at other kinds of the adventurous way with the cuisine, how to take it to the next level. We’ll be looking at all those issues. I guess essentially is all about the identity of Indonesian food.” ([Biznet Studio Bali, 2015, 3:10](#)).

According to Janet, Indonesia is starting to embrace its cuisine and there’s a lot of national pride within the local cuisine. The main goals and outcomes which were expected out of this food festival were to address the issue of lack of exposure to Balinese cuisine particularly and Indonesian cuisine in general. In line with the development of technology, many promotions on Balinese culinary can also be found through digital media. Many culinary promotions through digital media use the form of a fairytale ([Putra & Riska, 2022](#)).

Every year, Ubud Food Festival successfully attracted more than 7,000 people visiting the event. Most of the people who came to the Ubud Food Festival, specifically go to Ubud to join the festival (Ubud Food Festival Report, 2016). Raising different theme for the event every year has given the festival some different ways, concept, and approach to present local cuisine through the festival. Even if the theme changes yearly, most of the activities and program concepts remain the same. Those who are visiting Ubud Food Festival are offered different types of food forums, discussing the aspect of Indonesian food, cooking demonstration, master class using local ingredients, book launches, night market and also screening Indonesian film about food. The visitors not only experience the atmosphere of the festival within the area where the event was held, but visitors also receive the chance to participate in a food tour to understand in more detail the local ingredients used in local cuisine. The Food Tours allows the participants to take in sights, smells, understand the local culture, and experience the incredibly diverse archipelago.

Bali in particular and Indonesia, in general, has to be able to claim their food more and to be able to tell the stories behind its' cuisine. Stories on local cuisine need to be echoed within the global society about the fact that Indonesia has amazing coffees,

chocolate, Tempe, and other diverse ingredients (Gita Wirjawan, 2021, 1:03:38). Ubud Food Festivals aim to awaken people to the culture and history of Indonesian foods. The tourism industry is a leading agent for promoting Balinese gastronomy. At the same time, the benefit received through this festival is supporting Indonesia’s gastrodiploacy efforts. Gastronomy tourism as a creative activity that merges art and local cuisine, cannot be merely understood as an individual expression, but rather a social stage ([Munaf et al., 2016](#)). As a social product, this gastronomy tourism becomes a medium of various social-political interests. In contrast to the mainstream of diplomacy, Bali provides a different model of diplomacy. These unique diplomacy efforts will not bring Balinese out to be consumed by global society, but instead, attract people to come to Bali and introduce them to Balinese cuisine. As stated by Janet in *Ubud Food Festival Report 2016*, it is mentioned the importance of the festival as quoted below:

It's vitally important to us to create a festival that is multi-disciplinary, open, and cross-culture. We want audiences from home and abroad to walk away having made discoveries, learned new things, and experienced something they'll never forget (De Neefe, 2016: 1).

In various tourist trips, food adventures and experiences become an inseparable unit. Through local food, tourists can enjoy the cultural image of other nations. The taste of local cuisine can be used as an effective medium of diplomacy. All interactions in the context of diplomacy will not only become a 'one-way' relation, but it will result in a 'reciprocal relation' through which mutual benefits are constructively built ([Munaf et al., 2016](#)). People who have been satisfied with food will eventually share the satisfaction with others. The word of mouth has spread into a network that builds a positive brand image for a destination. In the era internet of things (IOT) and the popularity of social media and user-generating content websites, the promotion of events like what happened with a cooking class and food festival in Ubud has been done by the public for free. Keeping the quality of service and events is the task of management or organizer if they want to keep having good *words of mouth* and *words of mouse* promotion.

## CONCLUSION

This article has reviewed in detail the raising of gastronomic tourism in Ubud by giving specific attention to two interrelated phenomena including cooking class and Ubud Food Festival both as a form

of creative tourism. Gastronomy tourism activities represent opportunities for tourists to engage in authentic and creative tourism experiences that highlight the cultural aspect of the destination through food and its related cooking process and local wisdom. There are at least four contributions given by Paon Bali Cooking Class and Ubud Food Festival towards Ubud's tourism.

First, both of these gastronomy tourism are a form of creative tourism that helps increase the attractiveness of Ubud and fulfills the expectations of tourists for vacations with the aim of getting experience. Secondly, it strengthens the image of Ubud cultural tourism because cooking and food are multidimensional elements of culture. Gastronomy tourism does not drown out cultural tourism but instead strengthens cultural tourism with a new dimension, namely culture through food and cooking practices.

Thirdly, gastronomic tourism plays an important role in introducing Balinese cuisine to domestic and international visitors. Gastronomy tourism is a form of gastrodiploacy, namely cultural diplomacy through cooking. Lastly, preserving and popularizing Balinese cuisine can foster a sense of pride among the Balinese themselves in the rich culture that is the foundation of Balinese identity.

The emergence of gastronomy tourism has strengthened the image of Ubud as a cultural tourism destination. Hence, both cultural tourism and gastronomy tourism help Ubud to solidified and rejuvenate its attractiveness thus it continues to become the primary choice of Bali's tourism destination.

#### ACKNOWLEDGMENTS

The article is based on the thesis of the first author submitted to the Master Programme of Tourism, Faculty of Tourism, Udayana University in March 2022. The remaining authors were the first author's supervisors and mentors who contributed ideas to the process of research and thesis and article writing. We acknowledge the support given by the key informants who provided the information to support all the data needed for this research. Their contribution is highly appreciated. This research is expected to have its benefits to provide knowledge for tourism science, especially related to the role of gastronomic tourism as a form of creative tourism that supports the strengthening of cultural tourism in Ubud.

#### REFERENCES

- Ab Karim, S., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of Hospitality Marketing and Management*, 19(6), 531–555. <https://doi.org/10.1080/19368623.2010.493064>
- Agustina, N. K. W. (2021). Culinary Tour A La Millennials (An Exploratory Study in Ubud ), 07(01), 103–113.
- Biznet Studio Bali. (2015, November 6). What's On Eps 39 Seg 2 - Ubud Food Festival 2015 [Video]. Youtube. [https://youtu.be/Wv13\\_ZBPu9I](https://youtu.be/Wv13_ZBPu9I)
- Castellani, P., Bonfanti, A., Canestrino, R., & Magliocca, P. (2020). Dimensions and triggers of memorable tourism experiences: evidence from Italian social enterprises. *TQM Journal*, 32(6), 1115–1138. <https://doi.org/10.1108/TQM-11-2019-0259>
- Darma Putra, I. N., & Riska, E. L. (2022). Bukan Sekedar Pelipur Lara: Promosi Pariwisata dalam Dongeng “Nusantara Bertutur” Koran Kompas 2019. *Mudra Jurnal Seni Budaya*, 37(1), 1–12. <https://doi.org/10.31091/mudra.v37i1.1600>
- Desi In Diana Sari, N. L., & Pande Sarjani, N. K. (2018). Inovasi Desain Kemasan Ayam Betutu Sebagai Ikon Oleh – Oleh Khas Bali di Kota Denpasar. *Mudra Jurnal Seni Budaya*, 33(1), 17. <https://doi.org/10.31091/mudra.v33i1.319>
- Insun, L., & Charles, A. (2011). The Role of Regional Food Festivals for Destination. *Tourism*, 13(24 May 2011), 356–367. <https://doi.org/10.1002/jtr>
- Istanto, I., & Djamhur, I. (2021). Value Chain of Gastronomic Tourism in Ubud , Bali, 306–317.
- MacRae, G. (2015). Ubud: ‘Benteng Terbuka’. *Recent developments in Bali tourism*, 69-79.
- MacRae, G. (2016). Community and cosmopolitanism in the new Ubud. *Annals of Tourism Research*, 59, 16-29. Castellani, P., Bonfanti, A., Canestrino, R., & Magliocca, P. (2020). Dimensions and triggers of memorable tourism experiences: evidence from Italian social enterprises. *TQM Journal*, 32(6), 1115–1138. <https://doi.org/10.1108/TQM-11-2019-0259>

Munaf, D. R., Piliang, Y. A., & Purnomo, D. H. (2016). Art as a Cultural Politics and Diplomacy. *Mudra*, 308-316

Pitanatri, P. D. S. dan Putra, I.N.D. 2016. *Wisata Kuliner Atribut Baru Destinasi Ubud*. Denpasar: JagatPress.

Putra, I.N.D., Raka, A.A.G., Yanthy, P.S., Aryanti, N.N.S., Pitanatri, P.D.S. 2018. *Wisata Gastronomi Ubud - Gianyar*. Cakra Media Utama

Putra, I. N.D., & Riska, E. L. (2022). Bukan Sekedar Pelipur Lara: Promosi Pariwisata dalam Dongeng “Nusantara Bertutur” *Koran Kompas* 2019. *Mudra Jurnal Seni Budaya*, 37(1), 1–12. <https://doi.org/10.31091/mudra.v37i1.1600>

UNWTO. (n.d.). The-Triangle Concept of Indonesian Gastronomy.

UNWTO. (2012). *Global Report on Food Tourism*. Paper Knowledge. Toward a Media History of Documents.

Wiarti, L.Y., & Dianasari, D.A..M.L. (2021). *Gastronomi di Ubud: Peluang dan Tantangan Model Destinasi Budaya Dunia yang Melegenda di Bali*. *Kamala, Kepariwisata Berbasis Masyarakat, Budaya, dan Berkelanjutan* 1, 409-426

Yanthy, P.S. (2021). *Srikandi Kuliner Bali; Peran Perempuan dalam Pembangunan Kepariwisata*. Cakra Media Utama

Yanthy, P. S. (2018). Exploring the Tourism Culinary Experiences: an Investigation of Tourist Satisfaction in Ubud. *Udayana Journal of Social Sciences and Humanities (UJoSSH)*, 2(1), 27. <https://doi.org/10.24843/ujossh.2018.v02.i01.p05>