

Potential of Culinary Tourism I-Bumi Cafe and Resto In Supporting Tourism In West Sumatra

Siska Mandalia^{*1}, Wiranda Wulandari², Nessa Fadila³

^{1,2,3}Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

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Corresponding author:

siskamandalia@uinmybatusangkar.ac.id

Author's email:

siskamandalia@uinmybatusangkar.ac.id

wiranda@uinmybatusangkar.ac.id

nessafadila@uinmybatusangkar.ac.id

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Abstract

Culinary tourism is one of the superiorities in the tourism industry that has enormous potential to be developed and utilized if managed properly and professionally. Culinary tourism complements other forms, such as cultural, nature, and marine tourism, which are already popular among West Sumatra tourists. This research aims to identify the potential of culinary tourism in I-Bumi Cafe & Resto in supporting tourism in West Sumatra. This research uses a qualitative approach using the literature study method of several writings in journals, articles, and documents related to analyzing culinary tourism potential. The results of this study indicate that the existence of I-Bumi Cafe & Resto has the potential to support tourism in West Sumatra through culinary tourism. The possibility possessed by I-Bumi Cafe & Restaurant supports tourism activities in West Sumatra. The strengths possessed by I-Bumi Cafe & Restaurant must be maintained and paid attention to as well as possible, weaknesses must be eliminated, opportunities that exist are immediately exploited, and threats or challenges must be anticipated presently. In this way, steps can be taken for improvement in the future.

Introduction

Tourism is a sector that has the potential to be developed to increase Indonesia's economic growth. Tourism has grown into a significant industry, exhibiting consistent year-to-year growth with global changes. Indonesia's tourism landscape has undergone significant transformations. Data from the Ministry of Tourism in 2018 shows that since 2013, tourism has occupied the fourth position after oil and gas, coal, and palm oil as the largest foreign exchange earner. President Joko Widodo has directly given directions to promote ten national tourist destinations and the integration of trade, tourism, and investment promotion (Indriani et al., 2020).

One of the provinces that has potential tourism resources is West Sumatra. West Sumatra has several tourist destinations that bring in many local and foreign tourists, ranging from natural resources with attractive natural beauty to cultural tourism resources such as traditional houses and other historical relics. West Sumatra is an area that has uniqueness and characteristics in terms of customs, culture, and cuisine.

Along with the times, promoting culture and traditional food is one way to build a positive image among the public (Risnayanti & Hanifa, 2020). The tourism potential that is currently popular is culinary tourism. Advanced culinary tourism will become a tourism destination. Culinary tourism is one of the attractions for tourists intending to enjoy the food and drinks typical of the destination. Although food has always been a part of the tourism industry, it was only emphasized around 1990. Culinary tourism has existed in various formats, such as culinary snacks, cooking classes, restaurants, cookbooks, food instructions, and recipes for food adaptations ranging from essential ingredients to appearance (Juliana, 2019).

Culinary Tourism is an integral part of tourism development that grows and develops by history, culture, economy, and society. It adds value to the tourist experience when interacting with the local community. Culinary is one of the most important and valuable things in the eyes of tourists. When traveling, tourists will usually ask about local cuisine, explore restaurants, taste the typical products, and understand the local community's traditions in the tourist destinations visited so that tourists can get a unique and memorable experience (Wibawati & Prabhawati, 2021). Culinary tourism has developed significantly following the development of technology today. Food and beverage production is processed and packaged in such a way as to attract the interest of specific communities primarily. Culinary tourism is also widely attached to natural attractions, recreation, and entertainment venues. Almost all levels of Indonesian society favor West Sumatra's culinary specialties. This is proven by the number of Minang (Padang) restaurants spread throughout the archipelago. The rapid spread of information with the advancement of technology makes culinary hunting easier to access and attracts more tourists to the culinary tourism destination. One example is I-Bumi Cafe & Resto culinary tourism in West Sumatra, Indonesia (Yusuf, 2022).

I-Bumi is one of West Sumatra's culinary tourism destinations worth trying. It feels incomplete when visiting West Sumatra, but do not stop by I-Bumi Cafe & Resto to try a variety of delicious culinary specialties of West Sumatra. I-Bumi Cafe & Resto not only serves a variety of culinary but the atmosphere of the place is supported by the natural beauty of West Sumatra, making tourists not only enjoy the cuisine and facilities provided but also enjoy the treat of the natural beauty of West Sumatra that spoil the eyes (Nugraha, 2023). I-Bumi Cafe & Resto serves traditional food typical of West Sumatra and a variety of Indonesian specialties to Western cuisine in this tourist destination. The culinary diversity available is one of the tourist attractions that attract tourists to visit I-Bumi Cafe & Resto. This is undoubtedly a challenge and an opportunity for the government and culinary business actors to improve and develop the potential of existing culinary tourism as a promotional forum so that West Sumatra can be known from local tourists to foreign countries. Based on the description above, the problem formulation in this study aims to identify the potential of I-Bumi Cafe & Resto culinary tourism in supporting tourism in West Sumatra. The existence of this research is expected to be a data contribution regarding West Sumatra culinary tourism so that the wider community can recognize it.

Literature Review

Tourism Potential

According to Law No. 9 of 1990 Article 1, Tourism is everything related to tourism, including the operation of motorcycle taxis, tourist attractions, and related businesses in that field. Thus, tourism includes the following: first, all activities related to tourist travel; secondly, the exploitation of tourist objects and tourist attractions such as tourist areas, recreational parks, historical heritage areas, museums, reservoirs, arts and cultural performances, community life management, and are natural such as natural beauty,

volcanoes, lakes, beautiful beaches and so on, the three businesses of tourism services and facilities, namely tourism service businesses, tourism facility businesses (accommodation, restaurants, bars, tourist transportation, local handicrafts) and businesses relating to the administration of tourism (Besra, 2012)

There are four dimensions to tourism (Mill, 1990) (Permana et al., 2020): attraction, facilities, transportation, and hospitality. There are four dimensions of tourism, which consist of: First, attractions, which are the driving factors for tourists to go to visit destinations. Second, facilities, which are services to tourists, then transportation; and last, adequate infrastructure that supports the implementation of tourism itself.

Tourism potential is the ability, strength, and power to develop everything related to travel or other activities regarding product development, objects, and tourist attractions (Permana et al., 2020). Tourism potential is an area that can be developed if there are natural resources in the form of minerals, water sources, fertile land, animal and vegetable resources, or the like equipped with human resources in the form of an adequate level of education, a high level of culture, a level of technology and capital that is sufficient to be able to explore and develop the natural resources available for the prosperity and welfare of humanity (Rahayu et al., 2022)

Tourism potential refers to a destination's inherent qualities, resources, and attributes that make it attractive and capable of attracting tourists. It represents the capacity of a location to develop and sustain a thriving tourism industry. Tourism potential is often assessed based on the available natural, cultural, and human resources and the infrastructure and services necessary to support tourism activities.

Culinary Tourism

The word culinary tourism comes from a foreign language, namely voyages culinaires (French) or culinary travel (English), which means cooking-related travel. According to the International Culinary Tourism Association (ICTA), culinary tourism is a unique eating and drinking activity carried out by every traveler. In contrast to other tourism products, such as marine tourism, cultural and natural tourism can be marketed as the top tourism product, but culinary tourism is usually marketed as a supporting tourism product (Besra, 2012)

Culinary tourism is influenced by the desire of tourists who travel to food manufacturing sites, festivals, restaurants, and locations that provide a variety of foods intending to try these foods (Kristianto & Indriastuti, 2023). Culinary, in general, is an activity related to cooking. Culinary can also be interpreted as processed products in the form of dishes in the form of side dishes, snacks, and drinks. Culinary is inseparable from cooking activities closely related to daily food consumption. Culinary tourism combines enjoying a meal while enjoying the atmosphere of sightseeing, relaxing, or being on vacation, thus taking advantage of the time to places that provide specialties.

Culinary tourism potential is the result of culinary works and activities that are known to be limited in a relatively narrow environment (village/sub-district), have a quality (taste/model) that is in demand by the surrounding environment, known only by word of mouth information, and develop by itself. The products produced are usually not optimally known by the public except by backpackers who really like unique information and have not been exposed by the media and are usually carried out on a household scale, managed independently, and not professionally (kemenparekraf.go.id) in (Prasta, 2021).

Culinary tourism potential refers to an area's potential to attract tourists by offering unique and exciting culinary experiences. Culinary tourism potential can be assessed based on the following factors: First, Culinary uniqueness: Regions with unique specialties and from other regions have high culinary tourism potential. This uniqueness can be in typical foods,

typical cooking techniques, or unique combinations of flavors and ingredients. Second, A wealth of local food ingredients: The presence of high-quality and unique local ingredients can enhance the potential of culinary tourism. Fresh and distinctive local ingredients provide tourists with an authentic and engaging culinary experience. Third, Cultural and historical heritage: Regions with rich cultural and historical heritage in cuisine can attract culinary tourism. Traditional dishes passed down from generation to generation can attract tourists who want to experience local culture and history (Wijayanti, 2020).

Next, infrastructure and supporting facilities: The availability of fine restaurants, food stalls, food markets, and culinary festivals provide support and convenience for tourists to explore the region's cuisine. Good infrastructure can increase the potential of culinary tourism. Then, Service quality: Good service from culinary industry players, such as restaurants or food stalls, can increase the potential of culinary tourism. Friendly service, knowledge of dishes, and the ability to provide a pleasant experience for tourists can increase the attractiveness of culinary tourism. Next, Promotion and marketing: Effective promotional efforts to market a region's culinary tourism potential are essential. Promotion through social media, websites, culinary guides, and cooperation with local tourism can increase awareness and tourist interest in the region's cuisine (Pramezwarly et al., 2021).

Each region has unique culinary tourism potential depending on its wealth and local uniqueness. It is essential to develop this potential by exploring local culinary wealth, improving the quality of services and supporting infrastructure, and conducting effective promotions to attract tourists. By paying attention to these factors, a region can increase its culinary tourism potential and become an attractive destination for foodies and tourists.

Research Methods

This research was prepared using a qualitative approach with a literature study method. A literature study is a series of activities related to library data collection methods, reading and recording, and managing research materials. Literature studies were conducted on several writings in journals, articles, and documents related to the analysis of culinary tourism potential (Sugiyono, 2016).

Results and Discussion

Culinary Tourism Potential of I-Bumi Cafe & Resto

West Sumatra has a high potential in the tourism sector; it can be seen from the data on tourist visits, both local and foreign, which continues to increase. Based on records compiled at the Tourism Office, the number of tourist visits to West Sumatra in 2018 is estimated to reach 8.1 million people or, in other words, a slight increase, which was previously targeted at only 8 million people (Ronaldo & Ardoni, 2020).

The most prominent potential possessed by West Sumatra is in tourist attractions and natural attractions, culture, and historical heritage. The potential natural attractions and attractions include beaches and several islands, natural mountains, valleys, canyons, lakes, a cool climate in the highlands, and tropical forests. The cultural potential includes Minangkabau culture and tourist attractions in the form of Minangkabau historical relics. The natural beauty is stunning because West Sumatra is surrounded by beautiful mountains such as Bukit Barisan and Kerinci Seblat National Park. Lake Maninjau, Ngarai Sianok, and Singkarak Lake are examples of some places that offer spectacular natural scenery. This natural beauty attracts nature lovers, hikers, and photography enthusiasts.

In addition to the tourism sector, especially nature tourism, West Sumatra Province also has a supporting sector, namely in the culinary field; this can be seen from the typical

food of West Sumatra Province, which is rendang, which has been famous as the most delicious food in the world. Rendang has been named the best food in the world since 2014. This proves that West Sumatra's culinary tourism can also boost the regional economy and be a unique attraction for tourists to visit West Sumatra (Arham et al., 2022)

West Sumatra holds a myriad of tourism potential that is very promising in the future to boost the economy of the community and government. One is typical culinary tourism, which, of course, exists in each region. Culinary tourism destinations have also been found in West Sumatra, one of which is in Padang Pariaman Regency, namely I-Bumi Cafe & Resto. I-Bumi Cafe & Resto is a West Sumatra culinary tourist destination on Jl. Lintas Barat Sumatra, Guguak, 2 x 11 Kayu Tanam District, Padang Pariaman Regency, West Sumatra. The distance from I-Bumi Cafe & Resto to Minangkabau International Airport is about 43.5 km or 1 hour and 4 minutes. I-Bumi Cafe & Resto is one of the culinary tourist destinations that is currently popular, especially among young people. The place is well supported by beautiful natural scenery, making I-Bumi Cafe & Resto one of the places to visit West Sumatra, especially for tourists who cross the Padang-Bukittinggi Road and want to unwind.

Based on the description above, the culinary tourism potential of I-Bumi Cafe & Resto is as follows: First, I-Bumi is located in the city of Padang Panjang, one of the cities in the mountainous region of West Sumatra. This restaurant is conveniently situated near city centers and strategic areas, making it easily accessible. The location is also close to one of the tourist destinations, Malibo Anai, making this cafe crowded with tourists from both Padang and Bukittinggi. Second, Not only serving delicious culinary delights, I-Bumi Cafe & Resto also presents a realistic panoramic view of the Anai Valley and the charming river flow so that it becomes an attraction for tourists looking for a different atmosphere, especially tourists from urban areas. Third, the building's artistic and contemporary interior design is supported by beautiful natural scenery that can be an excellent and Instagramable photo spot, especially among young people. In addition, the interior design also combines elements of Minangkabau culture with a modern touch, such as wood carvings, traditional art, and typical Minangkabau ornaments.

Figure 1. I-Bumi Cafe dan Resto



Evaluation of Internal and External Factors

1. Strength

The I-Bumi Cafe & Resto culinary tour has beautiful natural scenery and a relaxed, calm cafe atmosphere. Access to I-Bumi Cafe & Resto is quite good because of its location on the edge of Jalan Padang-Bukittinggi. I-Bumi also provides toilets and prayer rooms for tourists to pray. The available food menu is very varied, ranging from traditional food and drinks typical of West Sumatra and Indonesia, such as Kampiun Porridge, Sate Padang, Talua Tea, Lontong Pical, Black Ketan Porridge, to Western food and drinks such as Chicken Cordon Bleu, Spaghetti Bolognese, Steak, Quesadillas, and other culinary varieties are available at I-Bumi Cafe & Resto.

Figure 2. The atmosphere of I-Bumi Cafe dan Restaurant



2. Weakness

Based on data from sources, the price of food at I-Bumi cafes restaurants is expensive, so people with below-average income cannot enjoy food there. I-Bumi Cafe & Resto opens at 10.00 WIB, so tourists who travel early cannot enjoy breakfast. I-Bumi Cafe has several buildings with different dishes in each building, so tourists who come for the first time will need clarification about choosing where to eat.

3. Opportunity

I-Bumi Cafe restaurant is situated alongside the Bukittinggi-Padang highway, making it easier for tourists to find a location. I-Bumi Cafe & Restaurant has beautiful natural scenery and a garden and seats suitable for tourists looking for a panoramic atmosphere of hills, valleys, and rivers. The cool air in the I-Bumi Cafe & Restaurant can relax and unwind with family; for millennials, it is perfect for taking pictures with natural nuances that are very united.

4. Threat

There is a culinary tour closest to the I-Bumi cafe restaurant; there is a potential for natural disasters because it is close to valleys and rivers if there is high rainfall. I-Bumi cafe and restaurant culinary tourism needs careful attention from internal and external factors. The potential inherent in the I-Bumi cafe and restaurant strongly bolsters tourism activities in West Sumatra. The strengths possessed by I-Bumi Cafe & Restaurant must be maintained and paid attention to as well as possible, weaknesses must be eliminated, opportunities that exist are immediately exploited, and threats or challenges must be anticipated immediately. In this way, steps can be taken for improvement in the future to attract more tourists to visit and spend their money. I-Bumi in Padang Panjang is perfect for culinary lovers who want to try authentic Minangkabau cuisine. With a comfortable atmosphere, delicious dishes, and excellent service, this restaurant is a must-visit for tourists and locals alike.

Conclusion

West Sumatra has countless tourism potential, one of which is culinary tourism. I-Bumi Cafe & Resto is a culinary tourism destination popular among tourists because of its advantages and potential. The existence and potential of I-Bumi Cafe & Resto can be a tourism potential that can support tourism in West Sumatra because of its location on the West Sumatra Cross Road, Padang-Bukittinggi Road, and also close to one of the Malibu Anai tourist destinations, of course, making this culinary tourist destination crowded with visitors, both local, domestic, and possibly foreign tourists. The potential possessed by I-Bumi Cafe & Restaurant is very supportive of tourism activities in West Sumatra. The strengths possessed by I-Bumi Cafe & Restaurant must be maintained and paid attention to as well as possible,

weaknesses must be eliminated, opportunities that exist are immediately exploited, and threats or challenges must be anticipated immediately. In this way, steps can be taken for improvement in the future to attract more tourists to visit and spend their money. The management of I-Bumi Cafe & Resto and the local government can better utilize the strengths and opportunities to increase culinary tourism in West Sumatra.

In conclusion, the analysis of the potential of culinary tourism at I-Bumi Cafe & Resto in supporting tourism in West Sumatra underscores the significant role that this establishment can play in enhancing the region's tourism landscape. By delving into the strengths, weaknesses, opportunities, and threats associated with this venture, a holistic picture emerges of the cafe's potential impact. I-Bumi Cafe & Resto's strengths show in its unique culinary offerings that showcase the flavors of West Sumatra and its commitment to sourcing ingredients locally, thereby contributing to the local economy and sustainability. Moreover, its ability to offer a cultural experience through cooking classes and presentations adds to its appeal. These strengths position the cafe as a potential magnet for tourists seeking authentic, immersive culinary experiences.

However, addressing the identified weaknesses, such as limited awareness and infrastructure limitations, is essential to maximize the cafe's potential. By investing in effective marketing strategies and refining its facilities, the cafe can create a more welcoming environment that entices visitors and encourages them to embrace the experience fully. The opportunities for I-Bumi Cafe & Resto are abundant. The growing trend of culinary tourism, coupled with the potential for partnerships with travel agencies and digital marketing, offers avenues for expansion and broader reach. The cafe's commitment to innovation in its menu offerings and cultural engagement positions it well to capitalize on evolving trends and capture the interest of diverse tourist groups.

As with any venture, there are threats to consider, including economic fluctuations and the potential for negative reviews that can impact reputation. Adhering to regulations and staying agile in response to changing preferences will mitigate these threats and ensure long-term success. In essence, I-Bumi Cafe & Resto possesses the ingredients for success in contributing to the culinary tourism scene in West Sumatra. By building on its strengths, addressing weaknesses, capitalizing on opportunities, and proactively managing threats, the cafe can support tourism by offering a memorable and authentic culinary journey. With strategic planning and a commitment to continuous improvement, I-Bumi Cafe & Resto has the potential to not only tantalize taste buds but also leave an indelible mark on the hearts of those seeking to savor West Sumatra's essence.

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