
The Potentials and Challenges of Gastronomy Tourism in Kampung Portugis Tugu (Jakarta Portuguese Village)

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Abstract

This study explores the potentials and challenges of gastronomy tourism in Kampung Portugis Tugu, a historic Portuguese-descended community in North Jakarta. Using a qualitative approach based on in-depth interviews, field observations, and Focus Group Discussions (FGD), the research identifies key dimensions shaping the area's gastronomic tourism potential. Kampung Tugu is home to distinctive heritage culinary products that have existed for centuries, such as Gado-Gado Tugu, Pindang Serani, and traditional cakes including Pisang Udang, Ketan Unti, and Apem Kinca. These culinary traditions are not only daily food practices but are deeply embedded in ritual events such as Rabo-Rabo and Mandi-Mandi, which are recognized as Intangible Cultural Heritage. The findings reveal that Kampung Tugu possesses strong historical authenticity, diasporic culinary identity, and unique cultural acculturation reflected in its gastronomy. However, significant challenges remain, including weak knowledge transfer, limited institutional capacity, lack of structured tourism products, and fragmented stakeholder collaboration. The study highlights a paradox between high cultural potential and low tourism readiness. This research contributes to gastronomy tourism literature by emphasizing the importance of cultural-based analysis through field observation, interviews, and FGD in understanding gastronomy tourism potentials and challenges.

Keywords: gastronomy tourism; cultural heritage; Kampung Tugu; culinary tradition; Indonesia.

INTRODUCTION

Tourism development has increasingly shifted toward experience-based and culture-oriented approaches, in which gastronomy tourism plays a crucial role (Ahamed, n.d.; Cao & Zheng, 2026; Zhang & Guo, 2022). Gastronomy is no longer limited to food consumption but also represents cultural identity, historical narratives, and social practices embedded within local communities (Assmann, 2024; Dang et al., 2025; Feldman & Wunderlich, 2023; Pugra et al., 2025; Sorato, 2024; Soyombo et al., 2024).

Kampung Portugis Tugu represents a unique diaspora settlement with a long historical trajectory (Pratama et al., 2023). As highlighted by a key informant: “Kampung Tugu was established around 1678, originally as a place of refuge where the community sought to preserve its cultural identity, religion, and traditions.”

This historical context forms the foundation of the community's cultural and gastronomic identity (Arcadu et al., 2025; Jiemuratova, 2025; Koerich & Müller, 2022; Lytvynenko, 2025; Song & Kim, 2022). Culinary traditions in Kampung Tugu are not merely functional but are deeply symbolic, reflecting centuries of cultural interaction and adaptation.

A culinary practitioner further explained: “Tugu cuisine reflects a process of cultural fusion, combining Portuguese influences with Betawi and broader Indonesian culinary traditions.”

Signature dishes such as gado-gado Tugu, pindang serani, and traditional cakes illustrate this hybrid identity. These foods are also closely linked to ritual events such as Rabo-Rabo and Mandi-Mandi, in which gastronomy becomes part of collective cultural expression.

Despite this richness, tourism development remains limited and unstructured (Faraz et al., 2024; Lee et al., 2025). Another finding highlights: “There is currently no well-structured tourism package; most visits are still centered on specific cultural events rather than continuous tourism activities.”

The urgency of this research is underscored by several converging factors. Jakarta is actively pursuing tourism diversification beyond its status as a transit hub, seeking to develop heritage and cultural tourism products that can attract longer-staying visitors. The DKI Jakarta Tourism and Creative Economy Office has identified community-based tourism as a strategic priority for 2024–2026. Additionally, UNESCO’s recognition of Intangible Cultural Heritage elements in Kampung Tugu creates opportunities for international recognition and funding if properly leveraged. Without strategic intervention, however, the community faces risks of cultural erosion, as younger generations show declining engagement with traditional culinary practices. Therefore, timely research documenting existing potentials and identifying development challenges is critical for informing policy and program design.

The novelty of this research lies in three key aspects: (1) it provides the first comprehensive qualitative analysis of gastronomy tourism potentials in Kampung Tugu using multiple data collection methods, including in-depth interviews with cultural leaders, culinary practitioners, government officials, and youth representatives; (2) it employs the 4A tourism framework (Attractions, Accessibility, Amenities, and Ancillary Services) as an analytical lens to systematically assess destination readiness; and (3) it generates community-based recommendations that balance tourism development with cultural preservation. The purpose of this research is to analyze the potentials and challenges of gastronomy tourism in Kampung Portugis Tugu based on field-based qualitative analysis. The benefits include providing evidence-based recommendations for policymakers, contributing to gastronomy tourism literature on diaspora culinary heritage, and offering a replicable methodological framework for similar heritage communities in Indonesia and beyond.

This situation creates a significant gap between cultural potential and tourism readiness. This study aims to analyze the potentials and challenges of gastronomy tourism in Kampung Portugis Tugu based on qualitative field-based analysis.

METHODS

This study used a qualitative descriptive approach focusing on field-based exploration. Data collection was conducted through several methods, including in-depth interviews with stakeholders such as cultural leaders, culinary practitioners, government officials, and academics. In addition, Focus Group Discussions (FGDs) were carried out for validation and recommendation formulation. Field observations of culinary practices and rituals, including *Rabo-Rabo* and *Mandi-Mandi*, were also conducted, alongside a literature review.

Data analysis was conducted through thematic qualitative analysis. The process involved data reduction, categorization into “potentials” and “challenges,” and interpretation based on field findings derived from observations, interviews, and FGDs.

RESULTS AND DISCUSSION

Gastronomy Potentials

Kampung Tugu demonstrates strong gastronomy tourism potential rooted in historical authenticity, cultural hybridity, and experiential value. These dimensions are consistently reflected across community leaders, cultural actors, culinary practitioners, and government perspectives.

A key strength lies in the continuity of cultural traditions, particularly the integration of gastronomy within ritual practices. As explained by Arthur Michiels (Cultural Leader of Kampung Tugu and Head of Kroncong Toegoe Group): “What remains today is primarily the tradition—rituals such as Rabo-Rabo and Mandi-Mandi, as well as the culinary heritage that continues to evolve over time.”

This highlights that gastronomy in Kampung Tugu is not merely a preserved artifact but a living cultural system, continuously reproduced through communal rituals and social interactions.

From an institutional community perspective, the role of local organizations such as IKBT (Ikatan Keluarga Besar Tugu) is also central in maintaining cultural continuity. According to the IKBT Community Leader (Chairperson of Ikatan Keluarga Besar Tugu): “The strength of Kampung Tugu lies in its community. Cultural traditions, including culinary practices, are preserved collectively through family networks and community organizations such as IKBT.”

This emphasizes that gastronomy is sustained not only through individual practice but through collective social structures, which is a key element in community-based tourism.

Another important dimension is cultural hybridity and culinary identity, reflecting centuries of interaction between Portuguese heritage and local Indonesian culture. As noted by Lisa Michiels (Gastronomy Activist and Manager of Kroncong Toegoe Group): “Tugu cuisine reflects a process of cultural fusion, combining Portuguese influences with Betawi and broader Indonesian culinary traditions.”

This hybridity is further reinforced by the perspective of local culinary practitioners. According to a Culinary Practitioner of Kampung Tugu (Traditional Food Producer and Community Member): “Each dish in Kampung Tugu carries a story. It is not just about taste, but about history, family heritage, and cultural identity that has been passed down for generations.”

This statement highlights the importance of gastronomic storytelling, which is a critical component in modern gastronomy tourism, where visitors seek meaning and narrative behind food.

The adaptive nature of Tugu cuisine also reflects innovation under constraint. As further explained by Lisa Michiels (Gastronomy Activist): “Due to limited access to European ingredients, the community adapted by using locally available resources such as peanuts and coconut milk, resulting in what is now known as Gado-Gado Tugu.”

This demonstrates how local communities transform limitations into unique culinary identities, reinforcing the concept of creative adaptation in gastronomy tourism.

From a government perspective, this cultural and gastronomic richness is also recognized as a strategic tourism asset. As stated by a Representative of the DKI Jakarta Tourism and Creative Economy Office (Tourism Development Division): “Kampung Tugu has a strong historical and gastronomic narrative, which can serve as a unique selling point if it is properly developed into an integrated tourism experience.”

This confirms that Kampung Tugu possesses not only intrinsic cultural value but also high potential for tourism market positioning, particularly in experience-based tourism.

Furthermore, gastronomy in Kampung Tugu is closely linked to experiential and participatory tourism. Culinary practices are embedded within rituals such as Rabo-Rabo, where food is shared collectively alongside music and social interaction. This creates a multi-sensory experience, combining taste, sound, and communal engagement.

In addition, the uniqueness of Kampung Tugu lies in its diasporic identity, which distinguishes it from other cultural tourism destinations. The blending of European and Indonesian influences provides a distinctive narrative that is highly relevant in the global gastronomy tourism landscape.

In summary, the gastronomy potential of Kampung Tugu can be categorized into several key dimensions:

1. Authenticity (living traditions and ritual continuity)
2. Cultural hybridity (Portuguese–Indonesian fusion)
3. Community-based preservation (role of IKBT and family networks)
4. Experiential value (ritual-based and participatory tourism)
5. Narrative richness (storytelling embedded in culinary practices)

These interconnected elements position Kampung Tugu as a highly promising destination for gastronomy tourism, particularly within a community-based and culturally sustainable development framework.

Challenges

Despite its strong gastronomy potential, Kampung Tugu faces a series of interconnected structural and socio-cultural challenges that limit its transformation into a sustainable tourism destination. These challenges are not isolated but reflect deeper issues related to capacity, governance, and stakeholder dynamics.

1. Human Resource Limitations and Knowledge Transfer

One of the primary challenges lies in the limited capacity of local human resources, particularly in terms of tourism-related competencies such as storytelling, guiding, hospitality services, and product interpretation. While community members possess rich cultural knowledge, this knowledge has not yet been translated into tourism-ready experiences.

Moreover, there is a significant concern regarding intergenerational knowledge transfer, where younger generations show declining engagement with traditional practices. As noted by Arthur Michiels (Cultural Leader of Kampung Tugu): “Many of the traditions are still maintained today, but the challenge is ensuring that younger generations remain interested and continue these cultural practices.”

This concern is further reinforced by the perspective of a Youth Representative of Kampung Tugu Community: “Young people today are interested, but they need more creative and modern ways to engage with the culture, including how traditions and culinary heritage are presented.”

This indicates that the issue is not only about lack of interest but also about lack of adaptation in cultural transmission methods, which is crucial in sustaining gastronomy tourism.

From the community organization perspective, the IKBT Leader (Chairperson of Ikatan Keluarga Besar Tugu) emphasized: “The challenge is not only preserving the traditions, but also ensuring that the younger generation understands their value and is willing to continue them.”

This highlights a critical gap between cultural ownership and active participation, which directly affects long-term sustainability.

2. Weak Institutional Structure and Governance

Another critical barrier is the absence of a formal and integrated tourism management system. Currently, tourism-related activities in Kampung Tugu are largely informal, fragmented, and event-based, lacking long-term planning and coordination.

From the government perspective, this issue is clearly recognized. As stated by a Representative of the DKI Jakarta Tourism and Creative Economy Office (Tourism Development Division): “One of the main challenges is the absence of an integrated management system, which makes it difficult for the government to implement sustainable tourism programs in the area.”

At the community level, this issue is also acknowledged. According to the IKBT Leader: “There is still no clear structure that organizes tourism activities in Kampung Tugu, so initiatives often depend on individuals rather than a system.”

This reflects a governance gap where the lack of institutional structure limits the ability to:

- a. Coordinate stakeholders
- b. Manage tourism flows
- c. Develop consistent programs

Without a clear institutional framework, tourism development risks remaining sporadic and unsustainable.

3. Lack of Structured Tourism Products

Although Kampung Tugu possesses strong cultural and gastronomic assets, these have not yet been transformed into well-designed tourism products. Existing tourism activities are mostly tied to specific events such as Rabo-Rabo and Mandi-Mandi, rather than being available as regular, bookable experiences.

As highlighted in the findings: “There is currently no well-structured tourism package; most visits are still centered around specific cultural events rather than continuous tourism activities.”

From the perspective of a Culinary Practitioner (Traditional Food Producer, Kampung Tugu): “We have many unique foods, but they are not yet packaged as a consistent experience for visitors. People usually come only during events.”

This limitation reduces the destination’s ability to:

- a. Attract repeat visitors
- b. Generate consistent income

c. Compete with other tourism destinations

From a development perspective, this reflects a gap between cultural resources and product development capacity.

4. Limited Promotion and Destination Branding

Another significant challenge is the lack of effective promotion and branding. Kampung Tugu remains relatively unknown compared to other cultural tourism destinations in Jakarta due to limited digital presence and weak marketing strategies.

A government informant emphasized: “Kampung Tugu has strong potential, but without proper promotion and branding, it is difficult to attract wider tourist markets.” (Government Tourism Officer, DKI Jakarta)

From the younger generation’s perspective, digital engagement is a key issue. As stated by a Youth Representative of Kampung Tugu: “We need more digital promotion, especially through social media, to introduce Kampung Tugu to a wider audience.”

This highlights the importance of digital storytelling and branding, which are essential in contemporary gastronomy tourism.

5. Stakeholder Fragmentation and Lack of Collaboration

Tourism development in Kampung Tugu is also constrained by weak collaboration among stakeholders, including the community, government, private sector, and academics. Instead of working synergistically, stakeholders often operate independently.

As stated by Lisa Michiels (Gastronomy Activist and Community Organizer): “In some cases, stakeholders tend to focus on their own interests rather than working collaboratively, which hinders collective development.”

This issue is also recognized internally by the community. According to the IKBT Leader: “Collaboration is still a challenge, because each group has its own priorities and perspectives.”

This lack of collaboration leads to:

- a. Duplication of efforts
- b. Inefficient resource use
- c. Limited innovation

From a theoretical perspective, this reflects the absence of a multi-stakeholder governance model, which is essential in community-based tourism.

6. Infrastructure and Supporting Facilities (Amenities Gap)

From a practical standpoint, the limited availability of supporting facilities (amenities) also poses a challenge. These include:

- a. Visitor facilities
- b. Signage
- c. Culinary spaces
- d. Sanitation infrastructure

As noted by a Tourism Infrastructure Officer (DKI Jakarta): “Infrastructure and supporting amenities need to be improved to enhance visitor experience and competitiveness.”

From the perspective of a Culinary Practitioner: “Sometimes visitors come, but there are not enough proper spaces to serve food or create a comfortable dining experience.”

This issue directly affects visitor satisfaction and the overall quality of the tourism experience.

7. Community Readiness and Development Approach

Finally, the issue of community readiness plays a crucial role. While there is strong cultural ownership, not all community members are prepared to engage in tourism activities.

From the government perspective: “Community readiness is essential. Without proper capacity building, tourism development may not deliver optimal benefits to local residents.” (Government Representative, Tourism Development Division)

This concern is also reflected by the IKBT Leader: “We want to develop tourism, but it must be done carefully so that it does not disrupt the community and cultural values.”

Additionally, a Youth Representative highlighted: “Young people are willing to be involved, but they need opportunities, training, and support to participate actively.”

This suggests that tourism development must be approached carefully to avoid:

- a. Cultural commodification
- b. Social conflict
- c. Unequal benefit distribution

Overall, the challenges in Kampung Tugu can be categorized into three main dimensions:

- 1) Capacity-related challenges (human resources, knowledge transfer, youth engagement)
- 2) Structural challenges (institutional weakness, lack of tourism products, infrastructure gaps)
- 3) Relational challenges (stakeholder fragmentation, weak collaboration)

These interconnected issues highlight that gastronomy tourism development in Kampung Tugu requires not only resource utilization but also systemic transformation, involving governance reform, capacity building, and inclusive stakeholder collaboration.

Stakeholder Findings

The findings highlight the critical importance of stakeholder collaboration in the development of gastronomy tourism in Kampung Tugu. This aligns with the community-based tourism (CBT) framework proposed by Murphy (1985), which emphasizes local participation, shared responsibility, and collaborative governance as key determinants of sustainable tourism development.

The development of gastronomy tourism in Kampung Tugu involves multiple stakeholders—including the local community, government, private sector, and youth groups—each with distinct roles, interests, and levels of engagement. However, the findings indicate that these roles are not yet effectively integrated into a cohesive and strategic development framework, resulting in fragmented and suboptimal outcomes.

1. The Local Community as Cultural Custodian

The local community plays a central role as the primary custodian of Kampung Tugu’s cultural and gastronomic heritage. Their daily practices, culinary knowledge, and participation in

rituals such as Rabo-Rabo and Mandi-Mandi form the foundation of the destination's authenticity and identity.

As emphasized by the IKBT Leader (Chairperson of Ikatan Keluarga Besar Tugu): "The strength of Kampung Tugu lies in its community. Cultural traditions, including culinary practices, are preserved collectively through family networks and community organizations."

This highlights that heritage preservation is deeply rooted in collective social structures, rather than individual efforts.

However, the sustainability of this role is increasingly challenged by limited youth engagement and the absence of structured regeneration mechanisms. As noted by a Youth Representative of Kampung Tugu: "Many young people are interested, but they are not always directly involved in cultural or tourism activities, especially if there are no clear roles or opportunities for them."

This suggests that while cultural ownership remains strong, active participation is uneven, creating a potential risk of knowledge erosion over time.

2. Government as Facilitator and Policy Enabler

The government is expected to function as a facilitator and enabler of tourism development through policy formulation, infrastructure provision, and capacity-building programs. However, the findings reveal that government involvement in Kampung Tugu remains limited, fragmented, and largely reactive rather than strategic.

As stated by a Representative of the DKI Jakarta Tourism and Creative Economy Office (Tourism Development Division): "Kampung Tugu has strong potential, but development requires a structured approach, including planning, coordination, and community readiness."

Furthermore, government initiatives tend to be event-based and short-term, lacking continuity and integration into a broader tourism development strategy. This limits the effectiveness of interventions and reduces their long-term impact.

From a governance perspective, this reflects a gap between policy intention and implementation capacity, where the absence of an integrated framework constrains sustainable development.

3. Private Sector: Limited Engagement and Missed Opportunities

The private sector, which could play a significant role in terms of investment, innovation, and market expansion, remains largely absent in the development of gastronomy tourism in Kampung Tugu.

This lack of involvement limits opportunities to:

- Scale up tourism products
- Improve service quality
- Expand market reach

From the perspective of a Culinary Practitioner (Traditional Food Producer, Kampung Tugu): "We still run everything on a small scale. There is potential to grow, but we need support in terms of business development and market access."

This indicates that local actors are aware of the economic potential but lack the resources and networks to expand independently.

The absence of private sector engagement reflects a missed opportunity to create a more market-oriented and professionally managed tourism ecosystem.

4. Youth as Emerging but Underutilized Stakeholders

Youth represent a critical stakeholder group in ensuring the sustainability of gastronomy tourism, particularly in relation to innovation, digital promotion, and cultural continuity. However, their role remains underutilized and insufficiently integrated.

As expressed by a Youth Representative of Kampung Tugu: “Young people can contribute through digital promotion and creative ideas, but there needs to be more support and space for us to be involved.”

This highlights a structural issue where youth are positioned as potential contributors, but not yet as active agents in tourism development.

The lack of structured engagement mechanisms limits their ability to contribute meaningfully, thereby weakening the potential for innovation and future sustainability.

5. Stakeholder Fragmentation and Governance Challenges

Overall, the relationship among stakeholders in Kampung Tugu is characterized by weak coordination, fragmented roles, and the absence of a shared vision. Each stakeholder tends to operate within its own domain, resulting in limited synergy and collaboration.

As noted by Lisa Michiels (Gastronomy Activist and Community Organizer): “In some cases, stakeholders tend to focus on their own interests rather than working collaboratively, which hinders collective development.”

This fragmentation leads to several key issues:

- a. Duplication of efforts
- b. Inefficient use of resources
- c. Limited innovation and scaling
- d. Inconsistent tourism experiences

From a theoretical standpoint, this reflects the absence of a collaborative governance model, which is essential in CBT-based tourism development. Without integration and shared strategic direction, tourism initiatives remain isolated and unsustainable.

6. Synthesis: Toward a Collaborative Governance Model

The findings suggest that while Kampung Tugu has strong stakeholder presence, it lacks stakeholder integration. This creates a structural imbalance where:

- a. The community is strong in cultural resources but weak in capacity
- b. The government has authority but limited implementation impact
- c. The private sector is absent
- d. The youth are underutilized

To address these gaps, there is a need to shift toward a collaborative governance model, where:

- a. Roles are clearly defined

- b. Communication is strengthened
- c. Shared goals are established
- d. Participation is inclusive

Such a model would enable Kampung Tugu to move from a fragmented system toward a more integrated and sustainable gastronomy tourism ecosystem.

FGD-Based Insights

The findings from the Focus Group Discussions (FGD) reinforce the central importance of authenticity, community participation, and experiential value in the development of gastronomy tourism in Kampung Tugu. These insights support the argument of Björk and Kauppinen-Räsänen (2016), who emphasize that local food experiences play a critical role in shaping tourist satisfaction and destination differentiation.

The FGD results provide a deeper understanding of stakeholder perceptions, priorities, and concerns, revealing both the strengths and the underlying challenges in translating cultural assets into sustainable tourism experiences.

1. Culinary Heritage as Core Tourism Asset

One of the most consistent findings across FGD participants is the recognition of culinary heritage as the most distinctive and valuable asset of Kampung Tugu. Traditional dishes and ritual-based food practices are not only culturally significant but also possess strong tourism appeal due to their uniqueness and authenticity.

As emphasized by the IKBT Leader (Chairperson of Ikatan Keluarga Besar Tugu): “Our culinary traditions are not just about food, but about identity, history, and community values that have been preserved for generations.”

This reflects the idea that gastronomy in Kampung Tugu functions as a cultural expression, rather than merely a consumption-based product.

Participants also highlighted the importance of ritual-based events such as Rabo-Rabo and Mandi-Mandi. According to a Cultural Practitioner participating in the FGD: “Events like Rabo-Rabo are unique because visitors can directly experience the culture, not just observe it.”

This demonstrates the strong experiential and participatory value of Kampung Tugu’s gastronomy, aligning with contemporary tourism trends that prioritize immersive experiences.

2. Gap Between Cultural Assets and Tourism Experience Design

Despite the strong recognition of cultural potential, FGD discussions revealed a significant gap between cultural resources and tourism product development. Stakeholders acknowledged that existing practices have not yet been effectively translated into structured and accessible tourism experiences.

As noted by a Culinary Practitioner (FGD Participant): “We already have unique food and traditions, but they are not yet organized in a way that tourists can easily understand and experience.”

Similarly, a Government Representative (FGD Participant) emphasized: “The challenge is how to package these cultural activities into tourism products without losing their authenticity.”

This highlights a critical issue in gastronomy tourism development: the need for interpretation, storytelling, and experience design that bridges the gap between local practices and visitor expectations.

3. Capacity Building as a Key Enabler

Another important insight emerging from the FGD is the urgent need for capacity building within the local community. While residents possess strong cultural knowledge, they often lack the necessary skills to engage effectively with tourists.

As stated by a Youth Representative (FGD Participant): “We have the knowledge, but we need training in how to communicate it to visitors in an engaging way.”

This is supported by the perspective of the IKBT Leader, who noted: “Community members need support in terms of guiding, storytelling, and organizing tourism activities so that they can present their culture more effectively.”

These findings indicate that human resource development is a critical factor in transforming cultural assets into meaningful tourism experiences, particularly in community-based tourism settings.

4. Preference for Small-Scale and Community-Based Development

A key theme emerging from the FGD is the strong preference for small-scale, community-based tourism development. Stakeholders expressed concerns about the risks of over-commercialization, including the potential loss of cultural authenticity and social cohesion.

As expressed by the IKBT Leader: “Tourism development should not compromise our cultural values. It is better to grow slowly while maintaining authenticity.”

This perspective is echoed by a Culinary Practitioner: “We prefer to serve smaller groups where we can still maintain quality and authenticity, rather than large numbers that may change the experience.”

From the government side, this cautious approach is also supported. A Tourism Development Officer (FGD Participant) stated: “A pilot-based approach with limited visitor groups is more suitable for Kampung Tugu to ensure sustainability.”

These insights reflect a strong alignment with community-based tourism principles, where development is gradual, inclusive, and culturally sensitive.

5. Youth Engagement and the Need for Innovation

FGD discussions also highlighted the importance of involving younger generations in tourism development, particularly in areas such as digital promotion, creative content, and innovation.

As noted by a Youth Representative: “Young people can contribute through social media, digital storytelling, and new ideas to make Kampung Tugu more visible and attractive.”

However, participants also acknowledged that youth involvement remains limited due to the lack of structured opportunities and support systems.

This suggests that youth should be positioned not only as beneficiaries, but as active agents of innovation in gastronomy tourism development.

6. Synthesis of FGD Insights

Overall, the FGD findings reveal several key strategic directions for gastronomy tourism development in Kampung Tugu:

- a. Authenticity as the core value of tourism development
- b. Culinary heritage as the primary attraction
- c. Need for experience design and product packaging
- d. Importance of capacity building and community empowerment
- e. Preference for small-scale, sustainable development
- f. Critical role of youth in innovation and promotion

These insights demonstrate that effective tourism development in Kampung Tugu must be grounded in local perspectives, prioritizing authenticity, participation, and sustainability over rapid expansion.

Analysis Based on 4A Tourism Components

To further assess the readiness of Kampung Tugu as a gastronomy tourism destination, the findings are analyzed using the 4A tourism framework: Attraction, Accessibility, Amenities, and Ancillary services. This framework provides a comprehensive lens to evaluate both the strengths and limitations of the destination in delivering a holistic tourism experience.

7. Attraction

From the perspective of Attraction, Kampung Tugu demonstrates a strong and distinctive tourism appeal, particularly in terms of its gastronomy and cultural heritage. Unique culinary products such as Gado-Gado Tugu, Pindang Serani, and various traditional cakes are deeply embedded in ritual practices such as Rabo-Rabo and Mandi-Mandi, creating a highly authentic and experience-based tourism offering.

As emphasized by Arthur Michiels (Cultural Leader of Kampung Tugu): “Our traditions and culinary practices are part of a living culture, not something created for tourism, which is what makes them unique.”

This authenticity is further reinforced by the IKBT Leader (Chairperson of Ikatan Keluarga Besar Tugu): “What makes Kampung Tugu special is not only the food, but the meaning behind it, which is connected to our history and traditions.”

From a practitioner perspective, a Culinary Practitioner (Traditional Food Producer) stated: “Each dish has its own story, and that is what attracts visitors who are looking for more than just food.”

These perspectives highlight that the attraction of Kampung Tugu lies not only in its products but also in its narrative richness and experiential depth, aligning with the concept of experiential and heritage-based gastronomy tourism.

However, despite its strong intrinsic value, the attraction component remains under-optimized, as cultural assets have not yet been systematically curated into structured tourism experiences.

8. Accessibility

In terms of Accessibility, Kampung Tugu benefits from its strategic location within Jakarta, making it geographically reachable for both domestic and international visitors. However, accessibility is not solely determined by location but also by ease of navigation, information availability, and transportation integration.

Current findings indicate several limitations, including:

- Lack of clear directional signage
- Limited tourism information systems
- Weak integration with public transportation routes

As noted by a Youth Representative of Kampung Tugu: “Even though the location is actually easy to reach, many people still don’t know where Kampung Tugu is or how to access it.”

Similarly, a Government Tourism Officer (DKI Jakarta) stated: “Improving access is not only about roads, but also about information, signage, and connectivity with the tourism network.”

These challenges reduce the perceived accessibility of the destination, particularly for first-time visitors. Therefore, improving wayfinding systems, digital maps, and transportation connectivity is essential to enhance the overall visitor experience.

9. Amenities

The Amenities component represents one of the weakest aspects of Kampung Tugu’s tourism readiness. While the community actively produces culinary products, the supporting infrastructure required to accommodate tourists remains limited.

Key gaps include:

- Lack of dedicated dining spaces for visitors
- Limited sanitation and public facilities
- Absence of visitor centers
- Minimal accommodation options

As expressed by a Culinary Practitioner (Kampung Tugu): “We can prepare the food, but sometimes we don’t have proper facilities to serve visitors in a comfortable way.”

This concern is also acknowledged by a Tourism Infrastructure Officer (DKI Jakarta): “Supporting facilities need to be improved to ensure that visitors can enjoy the experience comfortably and safely.”

The absence of adequate amenities affects not only visitor satisfaction but also the ability to scale up tourism activities. Without proper infrastructure, gastronomy tourism cannot be fully developed into a sustainable economic driver.

10. Ancillary Services (Institutional Support and Governance)

The Ancillary component, which includes institutional support, governance structures, and tourism management systems, remains a critical challenge in Kampung Tugu.

Currently, there is no dedicated body responsible for managing tourism activities, resulting in fragmented initiatives and limited coordination among stakeholders.

As noted by the IKBT Leader: “Tourism activities are still managed informally, and there is no specific organization that coordinates everything in a structured way.”

From the government perspective, a Representative of the DKI Jakarta Tourism and Creative Economy Office emphasized: “Institutional strengthening is necessary so that tourism development can be managed in a more organized and sustainable manner.”

Additionally, the lack of collaboration among stakeholders further weakens ancillary support systems. As highlighted by Lisa Michiels (Gastronomy Activist): “Without strong coordination, it is difficult to develop tourism programs that are consistent and sustainable.”

This indicates that the key issue is not the absence of stakeholders, but the absence of integrated governance and collaborative frameworks.

11. Synthesis of 4A Analysis

The 4A analysis reveals an imbalance in tourism readiness across different components:

- Attraction: Strong (authentic gastronomy and cultural heritage)
- Accessibility: Moderate (strategic location but weak information and connectivity)
- Amenities: Weak (limited supporting facilities)
- Ancillary: Weak (lack of institutional structure and coordination)

This imbalance indicates that Kampung Tugu’s development is currently resource-rich but system-poor, where strong cultural assets are not yet supported by adequate infrastructure and governance.

From a strategic perspective, this suggests that future development should focus on:

- Enhancing supporting systems (amenities and governance)
- Improving accessibility through information and connectivity
- Transforming attractions into structured tourism experiences

Only through a balanced development of all four components can Kampung Tugu achieve holistic tourism readiness and long-term sustainability.

CONCLUSION

Kampung Tugu possesses significant gastronomy tourism potential derived from its distinctive culinary heritage and ritual traditions, with signature foods such as gado-gado Tugu, pindang serani, and traditional cakes serving not only as culinary assets but also as symbols of Intangible Cultural Heritage embedded in practices such as Rabo-Rabo and Mandi-Mandi. However, the development of gastronomy tourism remains constrained by institutional, managerial, and collaborative limitations. The findings suggest that tourism development should prioritize authenticity, cultural continuity, and community-based practices through small-scale, experience-based tourism activities that preserve existing traditions rather than creating artificial attractions. Strengthening community capacity in storytelling, guiding, and visitor engagement, as well as documenting culinary heritage and ritual practices, is essential to support sustainable tourism development. Furthermore, gradual pilot programs involving collaboration among local communities, government, academics, and other stakeholders are necessary to ensure inclusive and culturally respectful tourism management. Future research is recommended to examine visitor perceptions and experiences of gastronomy tourism in Kampung Tugu, as well as to evaluate the long-term socio-cultural and economic impacts of tourism development on the local community.

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