

THE ROLE OF GASTRONOMIC TOUR GUIDES IN ENHANCING CULINARY IDENTITY IN THE CITY OF BANDUNG

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Article Info	Abstract
<p>Keywords: <i>Tourist Guide, Culinary, Identity, Etnografi, Bandung.</i></p> <p>Received: March 20, 2025</p> <p>Approved: March 25, 2025</p> <p>Published: March 30, 2025</p>	<p>Food is not only about taste, but also about identity which represents the social and cultural life of a society that reflects a long story in every ingredient, cooking method and serving method. Bandung City offers a variety of culinary delights, both traditional and the result of cultural acculturation that are not only delicious, but also full of philosophy. Looking back, Bandung City Culinary is influenced by several cultural acculturations, namely Chinese, indigenous and the result of acculturation from the Dutch who used to live in Bandung City. Culinary for Bandung City is an important part of tourism activities because it has its own appeal. This study aims to explore the role of gastronomic tour guides in enhancing culinary identity in Bandung City and to analyze tour guides in delivering culinary tours to tourists. This study uses a qualitative method with an ethnographic approach where researchers are directly involved in gastronomic tour activities. The results of this study indicate that tour guides have a role in enhancing culinary identity in Bandung City. This can be seen from the choice of information delivery method when conducting guidance.</p>

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INTRODUCTION

Bandung is often called "Paris Van Java" because Bandung is not only known for its natural beauty and historical richness but also known for its culinary specialties that captivate many people. As the center of Sundanese culture, Bandung offers a variety of culinary delights, both traditional and the result of cultural acculturation that is not only delicious, but also full of philosophy. Looking back, Bandung's culinary is influenced by several cultural acculturations, namely Chinese, indigenous and the result of acculturation from the Dutch who used to live in Bandung.

Food is not just about taste, but also about identity which represents the social and cultural life of a society that reflects a long story in every ingredient, cooking method and serving method. Culinary for Bandung City is an important part of tourism activities because it has its own appeal. Sumaryadi in (Karnita & Marini, 2024) that all tourists stated that culinary is a mandatory activity to do when visiting Bandung City and is a favorite activity for both domestic and international tourists. The function of culinary tourism is not only a tourist activity where tourists taste food from an area, but to introduce other aspects that are still related to the place, both from culture, social and background.

Culinary tourism must also create a unique gastronomic experience, not just about the luxury of the restaurant or the completeness of the types of food and drink. According to (Soeroso & Turgarini, 2020) explaining culinary and gastronomy are two different things, this is because culinary comes from the Latin "Culinarius" which means kitchen while gastro or gaster which means happy stomach nomous which means knowledge and law. So gastro can be interpreted as cooking and nomi which means the rules of the legal system in a particular field. According (Soeroso & Turgarini, 2020) In gastronomy there are nine elements of gastronomy, namely 1) cooking/culinary; (2) raw materials; (3) tasting; (4) serving; (5) learning, researching food; (6) seeking unique experiences; (7) knowledge of nutrition; (8) philosophy, history, tradition and social; (9) ethics and etiquette. These nine elements of gastronomy are the basic foundation in introducing the culinary identity of Bandung City which are explained by tour guides in handling tourists who come to Bandung City.

Tour guides have a role in explaining and promoting culinary delights in the city of Bandung. According to (debi Rusmiati, 2025) tour guides have a role in promoting tourism in a particular area. Facts on the ground, gastronomic activities in Bandung City have been implemented and packaged by communities and tour guide organizations in Bandung City such as Bandung Good Guide, Indonesia Tourist Guide Association Bandung City and Cerita Bandung.id.

Table 1. List of Gastronomic Tour Packages in Bandung city

Name of Package	Organizer	Participant	Tour Type
Gastronomi Heritage Walking Tour “Hidden Karees – Cikudapateuh – Cihapit”	DPC HPI Kota Bandung X Indogastrotourism	34 Pax	Walking Tour and There are two tourists from Italy and Germany
Romantisme Peranakan Tionghoa di Kota Bandung “Chineessenwijk”	DPC HPI Kota Bandung	26 Pax	Walking Tour
Kopi Parahyangan	Bandung Good Guide	9 Pax	Walking Tour
Kuliner Parahyangan	Bandung Good Guide	44 Pax	Virtual Tour
Tasty Walk Sampoerna House	Bandung Good Guide	12 Pax	Walking Tour
Kuliner Parahiyangan	Bandung Good Guide	4 Pax	Virtual Tour
Cirendeui	Bandung Good Guide	7 Pax	Hiking Tour
Cirendeui SBM ITB	Bandung Good Guide	25 Pax	Virtual Tour
Tasty Walk Cibadak	Bandung Good Guide	3 Pax	Walking Tour
Cirendeui	Bandung Good Guide	8 Pax	Hiking Tour
Tasty Walk Dago	Bandung Good Guide	13 Pax	Walking Tour
Gedung Sate Breakfast Hunter	Bandung Good Guide	25 Pax	Walking Tour
Gedung Sate Breakfast Hunter	Bandung Good Guide	4 Pax	Cycling Tour
Tasty walk Kosambi	Bandung Good Guide	14 Pax	Walking Tour
Cirendeui	Bandung Good Guide	30 Pax	Hiking Tour
Bandunglicious	Cerita Bandung.id	20 Pax	Walking Tour
Bandunglicious 2.0	Cerita Bandung.id	20 Pax	Walking Tour
Dagolicious	Cerita Bandung.id	20 Pax	Walking Tour

Source: Data Collection Research, 2025

The table above shows that the gastronomic tour package in Bandung City has been implemented and has high interest for both domestic and foreign tourists. The

creativity of tour guides in Bandung City can create gastronomic tour packages where the tourism activities focus on tourist attractions related to gastronomy. Tour guides have an important role in the sustainability of a tour. Cohen 1985 in (Rusmiati et al., 2023) divides the four roles of tour guides, namely giving directions, social roles, interactive roles and communicative roles. Tour guides provide directions to tourists in the form of instructions for tourist activities, provide instructions while at tourist attractions, arrange travel schedules so that they run smoothly, provide directions to tourists about the rules that apply while in the area including the rules that apply in the community.

Social role, tour guides provide a pleasant atmosphere during the trip, provide a humorous impression so that tourists are impressed and provide a high sense of empathy, a sense of concern when tourists are in a sick condition, involved in problems between tourists in the group. In bringing a group of tourists, of course there will be obstacles between tourists both in terms of tourist discipline, problems that occur between tourists and the local community. In this case, the tour guide provides a social attitude. The interactive role of the tour guide guides in an organized manner, coordinating with the accommodation party the needs of tourists, tourist attractions. And the last is communicative, the tour guide provides accurate information, recommends tourist attractions that are interesting to tourists.

Other research (Al-Okaily, 2021) said that the role of a tour guide as someone who bridges tourists with the culture visited as seen from three issues related to tourism, namely physical aspects, visits and understanding of a tourist attraction visited. So when viewed from both of them, the tour guide has a role as an accurate information provider that connects tourists with the culture visited.

Identity is a paradoxical combination of the same and the other (Sameness and difference). Identity comes from the Latin word "idem" which means 'same', while from the etymology of the term 'identical' means that it is not only identical to oneself (the same being from birth to death), but also identical to others (Utami, 2018). In simple terms, identity is a construction that uses building materials taken from history, geography, biology, productive and reproductive institutions, collective memory and personal imagination. When interpreted into gastronomy, what is eaten shows a lot about who, about culture and existence. Food is a medium for society to express itself (Utami, 2018). So in this case the researcher is interested in researching the role of gastronomic tour guides in enhancing culinary identity with a focus location in Bandung. The purpose of this study is to explore the role of tour guides in introducing culinary and linking it to cultural identity in the city of Bandung, analyzing how tour guides convey culinary knowledge to tourists.

METHODS

This research uses qualitative with an ethnographic approach. According to (Arivan Mahendra, et. al 2024) Ethnography is a social science research method that is highly trusted in terms of closedness, personal experience and participation, not just observation by researchers. In this case, ethnography comes from the Greek word "ethnos" which means people and "graphein" which means writing. (Arivan Mahendra, et. al 2024). This study uses three types of data collection through interviews, observations and documents. Ethnographic methods can provide a form of new construction or paradigm, and new variables, for further empirical testing in the field. (Harwindito & Abi Saptadinata, 2022).

The main requirement in ethnographic studies is that the researcher himself must live among the objects and subjects being studied for a sufficient time for the researcher to be able to live integrated with the society being studied. The presence of the researcher is needed so that he can develop his sensitivity in thinking, feeling and interpreting the results of his observations by using the concepts that exist in the thoughts, feelings and values of those being studied. (dr. phil. abdul manan, S.Ag., M.Sc., 2021). In this case, the researcher was directly involved in participating in the gastronomy tour held by Cerita Bandung.id on the theme of the Bandung licious 1.0 and Bandung licious 2.0 tour.

The type of data used in this ethnographic research uses primary data where the researcher involves a gastronomy tour group on Cerita Bandung.id which is the main objective of the research. While secondary data from relevant libraries is also needed but as a theoretical reference basis in previous research. The data collection technique in this study was carried out by means of observation and in-depth interviews with tour guides and tourists involved in the gastronomy tour.

FINDINGS AND DISCUSSION

Gastronomic Tourism Overview in Bandung City

Bandung is known for its natural, artificial and cultural tourism, but Bandung is also known for its various culinary businesses that have been established for decades. The culinary of Bandung is inseparable from the influence of various Chinese ethnicities, colonialism and indigenous people. The gastronomy that has been established for decades is as follows:

1. Sumber Hidangan (Het SnopHuis) 1929

Het Snophuis or now better known as Sumber Hidangan is one of the classic cake shops that has been established for approximately 94 years. This cake shop still maintains the interior of the Dutch colonial era, both from the high ceilings, old tables and chairs, cake scales, cashier desks and classic floor patterns. The food served at this cake shop is famous for its various cakes and breads that still use Dutch names and they maintain cake recipes from the past. Sumber Hidangan is located on Jalan Braga where there are many

Dutch buildings lined up along Jalan Braga so that you can feel the atmosphere of the past. This cake shop, in addition to serving typical food, presents interesting stories to be told by tour guides so that they increase insight into the gastronomy of Bandung City. (Disbudpar Bandung, 2022).

2. Braga Permai (*Maison Bogerijen*) 1918

Braga Permai is one of the elite restaurants that has existed since the Dutch colonial government which was formerly known as Maison Bogerijen. This building has changed to be more modern but still maintains the colonial era interior such as the old kitchen, the room used to bake bread including kitchen equipment and gas pipes that are still maintained. Maison Bogerijen serves a sweet menu such as cakes but over time it serves main dishes from various countries where the mainstay menu of this restaurant is Ontbijkoek, Booterstaf, Ananas Gebak and Almond Speculaas. This restaurant is famous for its exclusive menu which was once famous for making cakes for the Dutch kingdom and is known for the most expensive birthday cake because it contains a recipe that was directly imported from the Netherlands.

3. Rasa Bakery & Cafe 1936

In 1936 there was a firm called Firma C.H Hazes which produced candy and confectionery, but over time this firm produced ontbitj or bread. Then this firm continued to produce various types of chocolate including Muisjes and Hagelslag. In 1960 Mrs. Karmaga's family bought the Firma and changed its name to PT. Rasa which was later changed to Rasa Bakery & cafe. The most famous menu from this cafe is old-school ice cream with flavors of Coconut Royale, Banana Split, and Tutti Frutti. This cafe maintains cooking utensils from the past which are neatly stored in a cupboard which can be seen directly by visitors who come.

4. Bandoengsche Melk Centrale (BMC) 1928

The name Bandoengsche Melk Centrale means Bandung milk center which has a long history and is even connected to cow's milk in Lembang and Pangalengan and the origin of yogurt is also in this place. Initially in 1928 the city of Bandung had several cow's milking businesses which produced a lot of milk per day while farmers could not process the cow's milk, therefore Bandoengsche Melk Centrale was established. Currently, Bandoengsche Melk Centrale is a center for culinary processed milk such as yogurt shakes, yogurt cocktails and maintains equipment such as bottles for filling cow's milk in colonial times.

5. Warung Kopi Purnama 1930

The city of Bandung is inseparable from colonial, indigenous and Chinese influences. The existence of Warung Kopi Purnama which is an icon of Bandung City heritage which was founded in 1930 with the name Tjhiang Shong Shi which means

"Please Taste" then changed its name to Warung Kopi Purnama. The founder of Warung Kopi Purnama is Jong A Tong and now Warung Kopi Purnama is managed by the 4th generation by maintaining the classic interior and atmosphere as well as the taste that is still maintained. The location of Warung Kopi Purnama is on Jalan Alkateri No. 22 adjacent to Jalan ABC, where Jalan ABC also has an abbreviation that is closely related to Warung Kopi Purnama, namely Arab, Boemi Poetra, China.

6. Roti Sidodadi 1954

Sidodadi Bakery has been established since 1954, located on Jalan Otto Iskandar Dinata, which starts selling at 10:00 WIB, and because of the large number of people interested, the bread runs out at 12:00 WIB. The uniqueness of this bakery is in the white plastic packaging with a picture of a woman carrying a loaf of bread, with the name of the bakery written on it, the ingredients used, and the permit number, and at the bottom there is the writing "Become a Sustainable KB Participant" and "Throw Trash in Its Place". The owner has maintained that impression since the beginning, the packaging has never changed. The owner of Sidodadi bakery is from China, which means that the diversity of ethnicities in Bandung City has an influence on the culinary scene in Bandung City.

7. Linggarjati Restaurant 1950

Linggarjati Restaurant is a restaurant famous for its legendary noodles located not far from the city center of Bandung's town square. This restaurant maintains a building with a distinctive green color and recipes that never change. Now the owner of Linggarjati Restaurant is continued by the second generation, namely Agus who is 82 years old.

8. Roti Gempol 1958

Roti Gempol has been selling bread with toast variants since 1958 with a place that is not too big, there is only one long sofa and six small tables that extend in one direction. Visitors can enjoy this toast while watching the process of baking bread decorated with a display case containing white bread, snacks and jam. The toast offered has sweet and savory flavor variants with two choices of white bread or wheat bread.

Overview of Gastronomy Tour Guides in Bandung City

Based on the findings of researchers in the field, tour guides involved in gastronomic tourism activities are as follows:

Table 2. Number of Tour Guides handling gastronomy In Bandung City

Name of Organization/community	Total of Tourist Guide	License type
Indonesia Tourist Guide Association Kota Bandung	4	Overland Guide & City Tour
Bandung Good Guide	3	Overland & City Tour Guide
CeritaBandung.id	11	unknown

Source: Data Processed by Researchers

With a total of 19 tour guides handling gastronomy guidance in Bandung City, on average they have a general tour guide license with a local guide grade, city tour guide and overland guide, not a specific gastronomy tour guide license. If seen from the data above, there are many gastronomy tour packages and are in demand while tour guides who handle them are also available. Based on the results of research in the field, tour guides in Bandung City have an association, namely the Indonesian Tourist Guide Association. The results of interviews with the West Java HPI DPD said that initially tour guides were classified into Muda, Madya and Utama but now they have been changed to the terms Local Guide, City Tour Guide and Overland Guide.

Currently, tour guides who handle gastronomy are classified as Local Guides because gastronomy tour guides work in certain areas or regions. Apart from the Indonesian Tourist Guide Association of Bandung City, there are communities that have implemented gastronomy guidance in Bandung City. Bandung Good Guide and Cerita Bandung.id are businesses that started from a group of tour guides who implement gastronomy tour packages. This tour activity is in the form of a walking tour which is carried out every week with a different tour theme. This is an attraction in itself for new tourism activities in Bandung City.

The Role of Gastronomic Tour Guides in Introducing Culinary in Bandung City

Cerita Bandung.id Community has a gastronomic tour package organized by Cerita Bandung.id. There is a Bandunglicious gastronomic tour package theme where in this travel activity tourists will be invited to visit popular culinary tourist attractions such as Kupat Tahu Gempol, Sate Ayam Gempol, Roti Gempol, Yogurt Cisangkuy, Kue Cubit Cisangkuy. The tourism activities carried out by Cerita Bandung.id are carried out according to the schedule determined by Cerita Bandung.id. Tourists who take part in this tourism activity are expected to register first for booking. Marketing of this tour package is through social media accounts such as Instagram.



Figure 1. Walking Tour Schedule Gastronomy Tour Package
Source: Cerita Bandung.id

In the walking tour activity, the Cerita Bandung.id tour guide is tasked with inviting tourists to visit from one place to another. When the tour guide invites you to stop at an object, the tour guide first explains the history of the place and identifies the place as present on the basis of acculturation of Chinese, Dutch or indigenous cultures. Furthermore, the tour guide invites tourists to look into the gastronomic object while explaining both the cooking utensils used, the menu available, dining etiquette, identity and philosophy of the food.

Not only stopping at the explanation, but the tour guide invites tourists to interact with the shop/tourist attraction owners to strengthen the knowledge that tourists will gain. After tourists interact with the shop/gastronomic attraction owners, the tour guide invites tourists to taste the food with the dining etiquette that has been previously informed. In addition, after visiting the shop/gastronomic attraction, the tour guide invites them to bring souvenirs from the shop/gastronomic attraction to take home and introduce to the tourist's family. At the culinary center where there are many food variants, the tour guide gives tourists time to explore the location and at the end of the time the tour guide gives tourists the opportunity to ask about the experience they got and don't forget to capture the moment by taking pictures with the shop/object owner.

Procedures for Tour Guides in Conveying Culinary Knowledge to Tourists

In gastronomic tour guides, Cerita Bandung tour guides use photo media as a story telling media where the photo is a historical photo of the food. The photo media is shown to tourists as supporting material when the tour guide explains the history of the object being visited.



Figure 2. Supporting Documentation
 Source: Researcher Documentation

In addition, Cerita Bandung.id interprets information related to the history of the food visited. This is because the information conveyed by the tour guide can be accepted by tourists in general where tourists involved in the walking tour have various backgrounds. In conveying guidance information, the tour guide at Cerita Bandung.id conveys systematically starting from

the history of food, ethnicities that influence the food, food ingredients, how to cook food, food presentation, nutrition contained in the food, dining etiquette and the philosophy and stories of the food. Tourists who listen to the gastronomic guidance information are invited to return to the past when food began to exist in the city of Bandung. The delivery made by the Cerita Bandung.id tour guide has indirectly explored the identity of the food being explained. This adds to the enthusiasm of tourists who take the tour.

Tourists involved in this tour activity are also given the opportunity to taste the food explained and see the food production process which is a point in increasing culinary knowledge. The fact is that there are tourists from Bandung who have just learned the identity of the food even though tourists from Bandung often consume the food. It is different from tourists from outside Bandung who not only taste but also introduce food that has never been tried by tourists outside Bandung. This shows that tour guides not only increase knowledge of the identity of the food but also help promote the food.

CONCLUSION

From the results of this study, tour guides have a role in enhancing culinary identity. This is because tour guides convey information related to details ranging from the history of food, ethnicities that influence the food, food ingredients, how to cook food, food presentation, nutrition contained in the food, dining etiquette and the philosophy and story of the food. In addition, in conveying culinary knowledge information to tourists, tour guides use photo media which will invite tourists back to the past when the food was present in the city of Bandung. In explaining the information, tour guides identify the food described as the result of which acculturation and the acculturation that influences the food.

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