

The Overview of Culinary Tourism in Yogyakarta City from the Perspective of Experiential Value

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Abstract

As basic human needs, food and drink are vital and interesting things to study, especially in relation to one's motivation to visit a tourist destination. This is what encourages the formation of culinary tourism (food tourism) terminology. In dealing with the development of culinary tourism in a destination, it is also necessary to study the experiential values of culinary tourism activities. Therefore, by using a quantitative descriptive approach and collecting 100 responses from those who have had a culinary tour in Yogyakarta City in the period 2019–2022, it was found that Yogyakarta City in general has a very good index in the CROI element (90.4%), service quality (82.7%), aesthetic (80.4%), and playfulness element (74.6%). The implication of the findings is the need for an in-depth evaluation of playfulness elements and efforts to maximise each indicator on CROI, service quality, and aesthetic elements.

Keywords: *Food Tourism; Culinary Tourism; Experiential Value; Experiential Tourism*

Introduction

Tourism activities are now evaluated not only in terms of quantity but also of quality. Therefore, a new terminology emerged, namely sustainable tourism. Sustainable tourism is an approach used to make all types of tourism more beneficial for the environment, society, and economy. In this way, tourism activities should focus on resource management where all economic, social, and aesthetic activities are met while respecting cultural integrity, essential ecological processes, and biodiversity (Oyola *et al.* 2012). The process of sustainable tourism also involves changes in tourist behavior, from passive tourists to active tourists. Now tourists are no longer satisfied with just being observers; they are more interested in experiencing the experience firsthand (Richards & Wilson, 2007). Tourists do not only want something as a product or service but also want a pleasant experience to produce maximum satisfaction as expected (Kartika & Andalas, 2021), and experiential tourism is considered to be able to answer this.

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Experiential tourism is one branch of tourism that needs attention because it is related to the relationship between experience and the concept of special interest tourism that tourists are starting to look for (Dalimunthe, 2021). Experiential tourism is the opposite of mass tourism, where tourism activities have a low level of tourist participation, while experiential tourism encourages tourists to actively participate to produce individual and unforgettable experiences from the learning process, where tourists get meaning or value through direct experience (Smith, 2006). In their study, Kim, Ritchie, & McCormick (2012) define experiential tourism as a tourist experience that gives a positive impression after the tourism activity occurs and after being recalled. Kim, Ritchie, & McCormick (2012) developed seven dimensions of experiential tourism, namely hedonism, involvement, local culture, refreshment, meaningfulness or meaning, knowledge, and novelty. Experiential tourism and experiential marketing play an important role in producing memorable experiences for tourists so that they can influence and lead to greater tourist loyalty to the tourist destinations visited (Wibowo, 2011).

One approach that meets the principles of experiential tourism is culinary tourism. This relates to food and drink, which are vital to human life, including when traveling. Boyne, Hall, & Williams (2002) stated that, in general, tourists allocate at least 40% of their total travel budget to food. This is what encourages the creation and development of culinary tourism terminology, where culinary functions as a biological need and at the same time can provide aspects of the experience of cultural attraction in destinations (Agyeiwaah *et al.* 2019). Culinary tourism and the art of cooking become attractions in and of themselves when visiting a destination (Agyeiwaah *et al.* 2019). Culinary tourism has now become a specific form of tourist motivation to experience the taste of local food and beverages. The International Culinary Tourism Association (ICTA) adopts a more inclusive conceptualization of the term culinary tourism as pursuing unique and memorable eating and drinking experiences (Agyeiwaah *et al.* 2019). Not surprisingly, many tourist destinations are now seriously developing the culinary tourism side of their areas.

In Indonesia, one of the tourist destinations that is quite a prima donna as a culinary tourism destination is Yogyakarta City. Yogyakarta City is a tourist destination that has succeeded in bringing in many tourists every year thanks to its ability to combine urban tourism activities with strong cultural values so that it offers a wide variety of culinary tourism products in every corner of the city. So, it's not surprising that when the COVID-19 pandemic hit in early 2020, culinary tourism activities became the only tourist activity that was not affected, according to articles in Tempo (travel.tempo.co) and MSN (msn.com). Therefore, an in-depth study is needed regarding the development of culinary tourism in Yogyakarta City and the value of the experiences that tourists get from culinary tourism.

In its development, culinary tourism will have a close correlation with post-consumption tourist perceptions that shape the experience of tourists, and this will impact their decision to revisit or recommend it to others (Chan, Tresna, & Suryadiputra, 2017; Kim, 2014). Therefore, in dealing with the development of culinary tourism in a destination, it is also necessary to study the value of the experience (experiential value) in culinary tourism activities. Several experts elaborate on

the concept of experiential value in the field of tourism, which is divided into the value of consumer return on investment (CROI), the value of service quality, aesthetic value, and playfulness value.

However, until now, holistic studies on culinary tourism and its development are considered to be quite minimal (Sims, 2009) and leave a sizeable knowledge gap, especially regarding the study of satisfaction values and the formation of the image of a culinary tourism destination (Horng et al., 2012). The value of satisfaction is the key to long-term success in tourism product development (Sweeney & Soutar, 2001) and can be considered a major influence on tourists' perceptions of culinary tourism (McKercher, Okumus, & Okumus, 2008). A special study is needed to identify the extent to which the experiential value is embedded in tourists after carrying out culinary tours and to get an overview of the advantages and disadvantages of the development of culinary tourism.

Literature Review

Food/ Culinary Tourism

Boyne, Hall, & Williams (2003) stated that, in general, tourists allocate at least 40% of their total travel budget on food. This is what encourages the creation and development of culinary tourism terminology, where culinary products function as biological needs and at the same time can provide aspects of the experience of cultural attractions in a destination. Culinary tourism and the art of cooking become attractions in and of themselves when visiting a destination (Agyeiwaah et al. 2019).

Gastronomic and culinary tourism itself can be described as tourism where tourists have the opportunity to taste unforgettable food and drinks and contribute significantly to travel motivation and behavior (Harrington & Ottenbacher, 2010). Culinary and gastronomic tourism is important as a destination promotion strategy and is a variation of something traditional so that it can be experienced in a new way. Many regions use culinary to promote their tourism based on the perceived opportunities of the emergence of culinary tourism, provided that the area has a distinct culinary identity (Harrington & Ottenbacher, 2010). A group of people uses their food to show their identity and ethnicity because each ethnic group has its own traditions and customs regarding food (Harrington & Ottenbacher, 2010).

The International Culinary Tourism Association (ICTA) provides an understanding that recognises culinary arts as part of experiential tourism and as a reflection of the places visited, but without the prerequisites of being exotic or foreign. A study revealed that there are three general categories for tourists who do culinary tourism, namely: tourists who are driven by experience (Fields, 2002; Jolliffe & Farnsworth, 2003; Agyeiwaah et al. 2019); tourists who are driven by curiosity the "wow factor" (Hall & Sharples, 2003; Park, Reisinger & Kang, 2008; Quan & Wang, 2004; Agyeiwaah et al. 2019), and participatory tourists (Richards & Hall, 2002; Santich, 2004; Walter, 2017; Agyeiwaah et al. 2019).

Experiential Value on Tourism

Experience is a process or moment-by-moment regarding an event; on the other hand, experience refers to the feeling or knowledge obtained after an event occurs (Konu, 2016). Different experiential frames have been defined in relation to an organisational perspective, an individualistic perspective, a psychological perspective, and a social perspective (Jennings, Scantlebury, & Wolfe, 2009). Furthermore, Kim, Ritchie, & McCormick (2012) developed seven dimensions of experiential tourism: hedonism, involvement, local culture, refreshment, meaningfulness, knowledge, and novelty.

In its embodiment, experiential tourism is composed of what is called "experiential value." The value of experience may be perceived as more interactive, relative, preferred, and personalized, and can change dynamically depending on experience. The intrinsic-extrinsic value of experience and the active-reactive value are two dimensions of its worth. Extrinsic value is the use of exchange and is related to task completion, while intrinsic value is a response from consumption experience, resulting from feelings such as playfulness, fun, and appreciation (Babin, Darden, & Griffin, 1994; Batra & Ahtola, 1991; Tsai & Wang, 2019). The second dimension is the activity dimension, which is divided into active categories and reactive categories. The active value represents the customer's close collaboration with the marketing entity, whereas the reactive value is the customer's appreciation for, understanding of, or response to the consumption experience. Based on these two dimensions, Mathwick, Malhotra, & Rigdon (2001) further identify four types of experiential value: (1) consumer return on investment (CROI), an active source of extrinsic value; (2) the value of service quality, a reactive source of extrinsic value; (3) aesthetics, a reactive source of intrinsic value; and (4) playfulness, an active source of intrinsic value.

Figure 1: The Typology of Experiential Value



Source: Mathwick, Malhotra & Rigdon (2001) & Tsai & Wang (2019)

a. Consumer Return on Investment (CROI)

Consumer Return on Investment, or CROI, is the return on financial, behavioral, time, and psychological resources actively invested by consumers during the consumption process. Each CROI evaluation is usually based on economics, purchasing power, and consumer satisfaction (Mathwick, Malhotra, & Rigdon, 2001; Tsai & Wang, 2019).

b. Service Excellent (Quality of Service)

The value of service quality is characterised as a subjective, extrinsic, and reactive value. Positive customer satisfaction can determine customer perceptions of service excellence, but not services that exceed customer expectations (Mathwick, Malhotra & Rigdon, 2001; Tsai & Wang, 2019).

c. Aesthetic

Aesthetics is a reaction to the symmetry, proportion, and unity of the physical objects in a performance work. Aesthetics is divided into two dimensions: the visual elements that stand out in the physical environment, such as physical attractiveness, color, graphic layout, and photographic quality; and the entertainment dimension of service performance, meaning that all nuances of the experience are worth savoring. Good aesthetic perception can lead to feelings of pleasure, service satisfaction, and the intention to reuse the service (Mathwick, Malhotra & Rigdon, 2001; Vilnai-Yavetz & Rafaeli, 2006; Tsai & Wang, 2019).

d. Playfulness

The intrinsic pleasure that comes from engaging in fun activities as an escape from everyday demands is defined as playfulness or pleasure. There are five factors to measure the level of joy or fun, namely spontaneity, expressiveness, fun, creativity, and silliness. In food marketing, fun features can help increase product sales because, rather than simply emphasising healthy functionality, they can enhance and enrich customer perceptions of a product (Mathwick, Malhotra, & Rigdon, 2001; Gram *et al.* 2010; Tsai & Wong, 2019).

Research Methodology

This research is descriptive quantitative research to obtain calculated and accumulated data from the experiences of tourists after doing culinary tours in Yogyakarta City. The study's main sample consisted of tourists who had taken culinary tours in Yogyakarta City at least once in the previous two years and visited culinary tourism attractions of any category. Data collection was carried out by collecting the opinions of respondents with the help of questionnaires distributed online, and a total of 100 respondents had been collected. The processing of primary data uses descriptive statistical analysis techniques to obtain a collective value of the opinions of the respondents under the assumption that they are representative of the population, namely tourists who have carried out culinary tourism activities in Yogyakarta City.

The main stages in the analysis of the data that has been collected are as follows:

1. Determination of the answer score

The determination of the score and the total score of the answers is done using the inverted triangle model, so that each response has different points. The more negative the response given, the smaller the points determined must be. The determination is made through the following formula:

T x Mr

Information:

T = Total number of respondents from each answer

Pn = Choice of Likert score numbers

2. Interpretation of scoring results

To get the interpretation results, the highest score (X) and lowest score (Y) for the assessment item must be known first with the following formula:

Y = the highest Likert score x the number of respondents

X = the lowest Likert score x the number of respondents

The highest total score for the answer "Strongly Agree" is $5 \times 100 = 500$, while the item "Strongly Disagree" is $1 \times 100 = 100$. Furthermore, the results of calculating the highest score and lowest score become a reference in calculating the index percentage formula. The index percentage formula is the intended final result and serves as a representation of the value and category based on the class intervals made based on the overall data collection results, resulting in a complete description of the required existing conditions.

3. Index % formula

The final formula for interpreting the results of the data score is through the Index % formula where the formula is as follows:

$$\text{Index \%} = \text{Total Score} / Y \times 100$$

Furthermore, the guide for interpretation of the final index % calculation results is based on a table obtained through the following calculations:

Interval Formula:

$$I (\text{Interval}) = \text{Number of Respondents} / \text{Number of Scores (on a Likert Scale)}$$

Therefore, the class interval table obtained in this study is as follows:

Table 1: Data Interpretation Interval

Interval	Interpretation
0% - 19,99%	Very Poor
20% - 39,99%	Poor
40% - 59,99%	Moderate
60% - 79,99%	Good
80% - 100%	Very Good

Source: Processing Result (2022)

Result & Discussion

Result

Mathwick, Malhotra, and Rigdon (2001) proposed a description of experiential values in culinary tourism, which resulted in four basic values that affect the quality of a person's experience when travelling culinary in a tourist destination. Furthermore, the findings of the data and their analysis according to the four experiential values are as follows:

a. Consumer Return on Investment/ CROI

Following what was stated by Mathwick, Malhotra, & Rigdon (2001), consumer return on investment (CROI) is one of the fundamental elements that determine tourists' perceptions of the conditions of culinary tourism in a destination, especially in the context of economic usefulness, ability to buy, and value for money, as well as the price and condition of the product. In this study, the concept was reduced to 5 indicators, namely tourists' perceptions of affordable prices, willingness to queue for products, the pleasure value of the product, the ease of finding information about the product price range, and the sense of equivalence received. Furthermore, the following are the findings from the data that have been obtained:

Table 2: Data Analysis Result from CROI Element

Responds	Statements				
	I'm happy with affordable food prices in Yogyakarta City	I don't mind queuing to get typical culinary delights in the city of Yogyakarta	Eating the culinary specialties of Yogyakarta City makes me happy and relaxed	Culinary prices in the city of Yogyakarta can be searched on the internet so I'm not afraid of "hit" prices	Overall, the culinary I got was worth the price I paid
Strongly Agree	55	13	4	23	10
Agree	42	25	82	37	78
Neutral	3	12	12	2	3
Disagree	0	26	2	28	2
Strongly Disagree	0	24	0	10	7
Total Responds	100	100	100	100	100
Total Score	452	277	388	335	382
Index %	90.4	55.4	77.6	67	76.4

Source: Processing Result (2022)

From the table, it can be concluded that the indicator with the highest score is an affordable price with an index of 90.4% (very good). On the other hand, the indicator with the lowest value is the willingness to queue to get a product, with an index value of 55.4% (moderate). Meanwhile, on average, the CROI element in the actual condition of culinary tourism in Yogyakarta City has an index value of 73.4% (good), which from the perspective of tourists doing culinary tourism activities in Yogyakarta City has a good investment value in terms of the personal economy, although in general, tourists feel that the existing culinary products are still not feasible enough to be obtained, even though they have to stand in long lines.

b. Service Excellence (Quality of Experience)

In terms of service quality, there are 5 indicators used, including positive perceptions of service in general, ease of ordering products, quality of service from sellers (HR aspect), satisfaction with service and indications of return visits, and quality of product taste. The following are the findings of the data obtained:

Table 3: Data Analysis Result from Service Excellence Element

Responds	Statements				
	Culinary entrepreneurs in the city of Yogyakarta serve me well	The process of ordering food and drinks in Yogyakarta is concise and hassle-free	The waiter at the restaurant provides service as I expected	I felt comfortable with the service and would not mind visiting again	Yogyakarta's unique culinary flavors did not disappoint me
Strongly Agree	45	10	21	30	37
Agree	50	88	56	64	41
Neutral	5	0	15	6	16
Disagree	0	2	8	0	4
Strongly Disagree	0	0	0	0	2
Total Responds	100	100	100	100	100
total Score	440	406	390	424	407
Index %	88	81.2	78	84.8	81.4

Source: Processing Result (2022)

The table provides a complete picture that, in general, the actual condition of the Service Excellence elements is good and balanced, as can be seen from the scores of each indicator, which are not far adrift, and the acquisition of an average element index score of 82.7% (very good). The highest index value is in the service indicator for culinary product providers in general, with an index value of 88%. Meanwhile, the lowest value is in the service indicator for product providers or services from waiters or employees, with an index value of 78% (good). This reflects the fact that, in general, tourists are quite satisfied with the service aspect of the overall culinary tourism attraction in Yogyakarta City.

c. Aesthetic

In terms of aesthetic elements, the emphasis of the study is on evaluating the physical beauty of the product, especially in the context of symmetrical arrangement, proportion, and the unity of the elements in the dish. As for this study, the aesthetic elements were revealed into 5 indicators, namely attractive presentation, the beauty of the architectural design of the product selling point, the artistic element in the overall arrangement of the product selling point, the artistic element as a business advantage, as well as the feasibility of the product and the place of sale of the product for uploading on social media (social media-worthy). The following is the result of data processing for aesthetic elements:

Table 4: Data Analysis Result from Aesthetic Element

Responds	Statements				
	The culinary specialties of Yogyakarta are presented beautifully and attractively	The culinary places in Yogyakarta that I visited had interesting architectural designs	There is a beautiful element of art in the presentation of food and the arrangement of places to eat in Yogyakarta	The beauty of the place and the presentation of food is one of the advantages of culinary tourism in Yogyakarta	The beauty of the place and serving of food in the city of Yogyakarta deserves to be shared on social media accounts
Strongly Agree	23	48	11	5	8
Agree	61	38	78	87	84
Neutral	11	10	6	2	4
Disagree	5	3	5	4	3
Strongly Disagree	0	1	0	2	1
Total Responds	100	100	100	100	100
Total Score	402	429	395	389	395
Index %	80.4	85.8	79	77.8	79

Source: Processing Result (2022)

From the table above, it can be calculated that the average index value for the aesthetic element is 80.4% (very good), with the largest index value in the architectural design indicator where the product is sold, which has an index of 85.8% (very good). Although overall the acquisition of the element index value is very good, there are still several indicators that fall into the good category, namely the element of art in serving dishes (79%), the feasibility of uploading on social media (79%), and the lowest, the beauty indicator, the product, and the place of sale of the product as a selling point advantage (77.8%). This indicates that overall, the aesthetic value of the attractiveness of culinary tourism in Yogyakarta City is very good but not yet at a superior or competitive level.

d. Playfulness

From what Mathwick, Malhotra, & Rigdon (2001) described regarding the element of pleasure, it was found that this element focuses on the added value that can be provided by a culinary product so that it is not only consumption value but there is an element of fun or entertainment during the consumption process, both in the process of serving, eating, and packaging. The description was then translated into 5 study indicators, namely the product's ability to restore mood, the product's ability to relieve stress, the ability of the product to create a special experience, the ability of the product to create a sense of comfort, and the existence of additional / side entertainment besides the product being sold. The following table summarises the findings of the research:

Table 5: Data Analysis Result from Playfulness Element

Responds	Statements				
	Eating Yogyakarta's special culinary delights can restore my heart's condition	Eating the culinary specialties of Yogyakarta can relieve my stress	There is a special experience when I visit culinary places in Yogyakarta	Culinary places in the city of Yogyakarta are comfortable to visit and make me feel at home	There is entertainment at the culinary places I visit and it makes me more entertained
SS	21	12	24	22	22
S	77	11	27	48	74
R	2	38	37	14	4
TS	0	32	12	10	0
STS	0	7	0	6	0
Total Responds	100	100	100	100	100
Total Score	419	289	363	370	418
Index %	83.8	57.8	72.6	74	83.6

Source: Processing Result (2022)

In the table, it can be seen that there is a slight discrepancy between each indicator, with an average index value of 74.6%. Indicators of the product's ability to restore mood and indicators of additional/side entertainment other than the product being sold are in the "very good" category with an index value of 83.8% and 83.6%, respectively. Furthermore, indicators of the product's ability to create special experiences and indicators of the product's ability to create a sense of comfort are in the "good" category with index values of 72.6% and 74%, respectively. Meanwhile, the indicator of the product's ability to relieve stress only has an index value of 57.8% and is in the sufficient category. From these data, it can be concluded that the quality of culinary tourism products in Yogyakarta is good enough to create a special experience and a sense of comfort, but not effective enough to relieve the stress of tourists who experience these products.

Discussion

After data analysis was conducted on 100 respondents and interpreted in the previous section, the existing or actual conditions of each element that form the value of a tourist's experience

when visiting Yogyakarta City and conducting culinary tourism activities were obtained. Furthermore, the discussion and analysis regarding the correlation of the results of data analysis and its implications in comparison with the ideal conditions described by the concepts used are as follows:

a. Consumer Return on Investment (CROI)

After data analysis was conducted on 100 respondents and interpreted in the previous section, the existing or actual conditions of each element that form the value of a tourist's experience when visiting Yogyakarta City and conducting culinary tourism activities were obtained. Furthermore, the discussion and analysis regarding the correlation of the results of data analysis and its implications in comparison with the ideal conditions described by the concepts used are as follows:

In Yogyakarta City, among several diverse and widespread culinary tourist attractions, the culinary products have not been able to fully guarantee satisfaction, especially with the price offered. Although 90.4% of respondents stated that culinary products are available in Yogyakarta City, data show that only 55.4% are willing to queue. This means that the existing culinary products are not worth fighting for through long lines. Not only that, but the availability of information about product prices, in general, is also not good enough. This can be seen from the index value of only 67%, which reflects that there are still quite a lot of tourists who do not know about the product price range and are afraid of the possibility of the price being determined too high.

Referring to the statement of Surgawi (2016), which states that the perception of the price of a tourism product has a vital influence on tourist behavior, the Yogyakarta City Government should review the equivalence of culinary products and their prices and expand information related to product price ranges in the media so that tourists can carefully study and decide confidently before visiting.

b. Service Excellence

Elements of service quality are extrinsic and subjective elements oriented towards how business owners try to serve consumers and provide what consumers want with pleasant treatment (Tsai & Wang, 2016) and ultimately form a good experience for consumers (Ryu, Lee, & Kim, 2012). Therefore, regardless of the type of culinary business, the main values that make it superior, and how competitive the price is, a culinary business requires an excellent service system.

In Yogyakarta City, in general, the service quality of each culinary entrepreneur is good, as reflected in the average score of 82.7%. However, because none of the indicators has reached an index value above 90%, it means that intensification and small improvements are still needed to maximise the level of tourist satisfaction with the services of culinary businesses in Yogyakarta City, especially in terms of the human resources index at 78%.

c. Aesthetics

Aesthetic elements are a form of effort to increase the value of the tourist experience through the value of beauty through art, both in the presentation process and the consumption process as well as in the form of the building (Mathwick, Malhotra, & Rigdon, 2001). The provision of artistic aesthetic elements will also stimulate pleasure, service satisfaction, and tourist intentions to visit again (Vilnai-Yavetz & Rafaeli, 2006). Therefore, in developing a culinary product into a tourism product, this aesthetic element becomes quite vital.

According to the results of the data analysis, the actual condition of aesthetic elements in various tourist attractions in Yogyakarta City is good, as can be seen from the average value of the measured index, which is 80.4% and falls into the very good category. However, due to several indicators, such as the element of art in the arrangement of the place where the product is sold as a whole, the element of art as a business advantage, as well as the feasibility of the product and the place where it is sold to be uploaded on social media (social media-worthy), the index value is below 80% (good). It is therefore necessary to make efforts and studies to improve and maximise tourist perceptions related to the aesthetic value of culinary products in Yogyakarta City.

d. Playfulness

As a tourism product, culinary tourism is also expected to be a "short escape" from the fatigue faced by tourists in everyday life (Mathwick, Malhotra, & Rigdon, 2001). Therefore, the conception is reduced to 5 indicators that represent a culinary product as a form of "detachment" from the everyday world. These indicators are the product's ability to restore mood, the product's ability to relieve stress, the product's ability to create a special experience, the product's ability to create a sense of comfort, and the presence of additional or side entertainment besides the products being sold. Furthermore, Barnett (2007) explained that in increasing the values of pleasure in a tourism product, business owners need to frame product consumption activities as a holistic activity that can fulfil basic human needs for food, fulfil curiosity about something new, and provide a moment of escape from a boring life.

When compared with the existing conditions in Yogyakarta City, this element of pleasure seems not to have been fully implemented properly. Although the majority of indicators are in the good and very good categories, there is one indicator that is still in the sufficient category with an index value of only 57.8%, namely the ability of culinary products to relieve stress. This means that, in general, the quality provided by culinary businesses in Yogyakarta City is good enough to provide a sense of comfort and restore the mood of consumers but not good enough to relieve stress.

Because of this, several things need to be done to be able to improve indicators of the ability of culinary products to relieve stress, and the ultimate implication is to maximise the element of pleasure. Gram et al. (2010) put forward a suggestion in which culinary entrepreneurs also need to pay attention to the health and useful content elements of each food ingredient served and inform the tourists to create positive perceptions. On the other hand, Ryu, Lee, & Kim (2012) suggested that in designing a place to eat, what is considered is not only the beauty of the architecture but also how the interior and exterior design of the building can stimulate affective and sensory feelings to foster feelings of relaxation and relieve stress.

Conclusion

The role of culinary tourism products as a means to add value to one's experience has been tested and considered to be positively correlated by several experts. So is the case with the research findings in the city of Yogyakarta. In the city of Yogyakarta, the five elements forming the experiential value of culinary tourism activities have good results. Elements of CROI, service excellence, and aesthetics fall into the "very good" category, which means they only need a little improvement to be considered perfect. While the playfulness element is included in the good

category, some improvements are needed. In the end, the management of a culinary product becomes quite complex when considering its role as a culinary tourism attraction, especially with its function to add value to the tourist/consumer experience. However, it is worth the implications of the benefits that will stimulate the tourists to come back again and promote it to the people around them.

Conflict of Interests

The author declares that he has no conflict of interests.

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