

“Local Food” Consumption: Does Locality Matter?

Agustina Multi Purnomo¹, Gumilar Rusliwa Somantri², Ricardi S. Adnan³

¹Faculty of Social, Political, and Computer Science, Universitas Djuanda, Bogor, Indonesia

^{2,3}Department of Sociology, Faculty of Social and Political Science, Depok, Universitas Indonesia

agustina.m@unida.ac.id; gumilar.r09@ui.ac.id; ricardi.s@ui.ac.id

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Abstract

The research examined the possibility of food being socialized as local food to replace local food's role in food tourism. Food was one of the major attractions during a vacancy in ASEAN. The study of food in tourism rarely considered local food diversity in urban areas. The research addressed the other type of local food that is typical city food. In this case, there is no connection between the food and culture, traditions, history, or place, but the food is socialized as being indigenous. The local food consumption model was used to test whether the factors that affect tourists' local food consumption apply equally to foods socialized as local food. The research compared domestic tourist local food consumption factors in two food categories. 640 domestic tourists in a developed culinary tourism city in the Jakarta Metropolitan Area participated in this online survey. The comparative test of tourist characteristics found gender, the purpose of visit, age, and status of visit tourist characteristics associated with the food choice. The physical environment, exiting experience, and authentic experience were the motivational factors that differed between two food categories. It is possible that socialized foods will replace local food. The food locality did not always a matter. The results provide an overview of the position of local food in urban tourism. This has been considered the main attraction of food tourism in ASEAN countries.

Keywords: local food, food tourism, consumption, urban, Indonesia

Introduction

Food was one of the major attractions for international tourists (Himanshu, 2015) and positively impacted tourism demands in ASEAN (Nguyen & Nguyen, 2021). A taste of the diversity and authenticity of the culture in Asia and ASEAN was experienced through food

(Lee et al., 2020; Naruetharadhol & Gebombut, 2020; Park, Kim, & Yeoman, 2019). The cuisine was featured in ASEAN's cultural education, awareness, and literacy initiatives (Kheng-Lian, 2014). The food was known as local food due to its heterogeneity and cultural authenticity.

Local food was an essential attraction in the food tourism study. Tourists felt authenticity, a sense of place, cultural experiences, and satisfaction through local food experiences (Björk & Kauppinen-Räsänen, 2019; Hsu & Scott, 2020; Rousta & Jamshidi, 2020; Tsai, 2016; Uehara & Assarut, 2020; Youn & Kim, 2017). However, the research gave less attention to the diversity in local food. There was diversity in local food definitions (Avieli, 2013). Due to the urban context, various food producers compete for customers by selling each other food, known as "typical food of the city" (Purnomo, 2022). The foods did not meet the local food definition as in previous studies. These foods have no culture or tradition tied to the area, and was relatively recent and can be found in other cities. However, they were particularly popular in the city as its typical food. The research called attention to the other "local food", which has been socialized as local food. It differed from previous studies (Avieli, 2013), which did not examine food consumption. Food consumption while traveling denoted the tourist gaze and determined what foods tourists consider local food (adapted from Korstanje & Seraphin, 2017; Urry, 1995). Tourists' consumption of local food while traveling determines which foods are considered authentic.

The research examines the possibility of food being socialized as local food to replace local food's role in food tourism. Taking into consideration the importance of locality in the food that is socialized as local food, the research advances the conceptualization of local food. Previous studies discussed local food attractions in food tourism as the locality of place, culture, tradition, and history (Chang, Kivela, and Mak, 2010; Choe & Kim, 2019; Zhang, Chen, and Hu, 2019). However, those studies largely neglect the possibility that tourists feel locality from the other "local food." This article proposes two types of locality in food, stemming from the history and tradition of place and socialization. The modification of the local food consumption model (Kim, Eves, & Scarles, 2009) was used to test whether the factors that affect tourists' local food consumption apply equally to food socialized as local food. The same impact indicates that food can be combined with local food in order to replace local food. The results provide an overview of the position of local food in tourism, which has been considered the main attraction of food tourism in ASEAN countries. The research result contributes to the definition of local food by including food that is socialized as local food in the tourist perspective. The research challenges a single view of locality in urban food tourism that has dynamic inventions.

Literature Review

Local Food and Food Socialized as Local Food

Previous studies examined local food from three perspectives. First, local food was a specific geographical location (Hsu & Scott, 2020; Knollenberg et al., 2021; Rousta & Jamshidi,

2020; Zhang, Chen, & Hu, 2019). Second, local food reflected cultural characteristics of a place. Local food indicated a place's identity (Chang, Kivela, & Mak, 2010; Chuang, 2009), native culture (Zhang, Chen, & Hu, 2019), unique, original, traditional, special (Avieli, 2013; Choe & Kim, 2019), indigenous herbs and food history from a particular place (Sims, 2009; Youn & Kim, 2017). Third, local food refers to people or producers of food from certain places (Scheyvens & Laeis, 2019; Slocum, 2016; Stoffelen & Vanneste, 2016). Local food in food tourism represents the culture, tradition, and history of a place.

Like the other ASEAN countries, Indonesia has a diverse food culture in each region. Every region in Indonesia has food that was linked to the region if it was sold anywhere in Indonesia. It was known as Java's food, Sundanese Food, Sumatra's food, Bogor food, or Balinese food. Indonesia also has food that did not indicate one particular region but denoted Indonesian food. For example, Indonesia's government introduced fried rice as one of The 30 Indonesian Traditional Culinary Icons. Fried rice was also known as the Indonesian Gastro Brand (Irwansyah & Triputra, 2016). Fried rice was a food found in almost all regions in Indonesia. It did not indicate a specific region. Both foods were local foods according to the definition of local food. How was the local food when the research took place in a particular city or region? The research proposes that the local food in a particular locality must fulfill the three local food indicators.

The study of urban food tourism in ASEAN should examine the famous foods introduced as the cuisine of the city. For example, Bandung Makuta cake was not a Bandung cultural food but considered Bandung's souvenir food (Chan, Tresna, & Suradipura, 2017). Famous Thai food poses a challenge to rice-based Thai ethnic cuisine in urban tourism (Berno, Dentice, & Wisansing, 2019), and Vietnamese food is considered Vietnamese even when it has been adapted from Chinese food (Avieli, 2013). Food indicated a specific city but did not meet the three local food indicators recommended as socialized as local food.

The study focuses on two categories of food that tourists perceive as local food. Local food refers to culture, tradition, history, and food's attachment to its place and maker. Local food was part of the unique culture of a particular region or city. Typical city food socialized as local food had no cultural, historical, or place attachment, but was considered typical city food. Food that is socialized is mostly known as souvenir food, national food, or other foods.

Consumers may not distinguish between local and socialized food. Tourists may consider any food they consume as local food, following their information about the food (Avieli, 2013; Lin, Pearson, & Cai, 2011; Sims, 2009). Food as a cultural characteristic may be replaced by the invention of regional communities, food providers, and tourists (Avieli, 2013; Cohen, 1988). The invention and socialization process opens up the possibility that tourists might consider the food to be local food.

The tourist played a role in determining what food was considered local food through food consumption. Food consumption in tourism was divided into four perspectives: tourists' food consumption behavior or pattern; tourists' special interests in various foods and related activities in destinations; food as a tourist product, and tourists' special interests in various foods (Mak, Lumber, & Eves, 2012). The research is closer to the first perspective. The first

perspective discussed food consumption as a tourist's food choice at tourist destination. It also discussed the factors that influence food consumption, and the perceived functional and symbolic nature of food choices. The tourists' food choices denoted the perceived functional and symbolic food choices that influence food consumption. The claim implies that socialized foods can replace local foods when local food consumption factors produce the same level of effect as socialized foods.

Previous studies explaining the tourist's perspective of food consumption behavior were conducted on international tourists. International tourists identify authentic Indonesian foods from food authenticity, variety, and uniqueness (Wijaya et al., 2017) or heritage, serving, food environment, variety, availability, sensory, and ingredients (Hendijani, 2016; Roozbeh, Ng, & Boo, 2013; Wijaya, 2019). Indonesian local food for international tourists was associated with flavor (rice-based, spicy, tasty, and sweet), herbs, spices, sauce, and halal as a significant characteristic (Wijaya et al., 2016). Therefore, both local food and food socialized as local food can be considered as local food by international tourists. Meanwhile, domestic tourists can recognize local food better than international tourists (Chen & Huang, 2018, 2019; Kim, Park, & Lamb, 2019). A study on domestic tourists illustrates the diversity of culinary tourism in Asia (Park, Kim, & Yeoman, 2019).

Research Framework

The research uses a model of local food consumption (Kim, Eves, & Scarles, 2009) that conforms to the first perspective of food consumption. This model has been tested empirically (Kim, Eves, & Scarles, 2013; Kim & Eves, 2012). According to this model, food consumption is determined by food choices. A model was proposed to test the influence of demographic, physiological, and motivational factors on local food consumption and the relationship between these factors. Their model did not address the possibility of a diversity of local food in a place. The research used this framework to examine two forms of food choice (local food and socialized as local food).

Physiological factors were not tested because these factors were primarily studied in local food consumption by international tourists (Hashemi et al., 2021; Jeaheng & Han, 2020; Osmana & Nazarib, 2020). Domestic tourists have a similar food culture. Thus, physiological factors as an impediment to local food would not occur (Cohen & Avieli, 2004). Furthermore, the research did not examine the relationship between factors in order to examine the different impacts of the two factors on food choices.

The demographic factors are age, gender, education level, occupation, and income level. Additionally, two variables are similar to previous research, namely income rate (Choe & Kim, 2019; Kim, Park, & Lamb, 2019; Knollenberg et al., 2021; Rousta & Jamshidi, 2020), and occupation (Björk & Kauppinen-Räsänen, 2019; Choe & Kim, 2019; Rousta & Jamshidi, 2020).

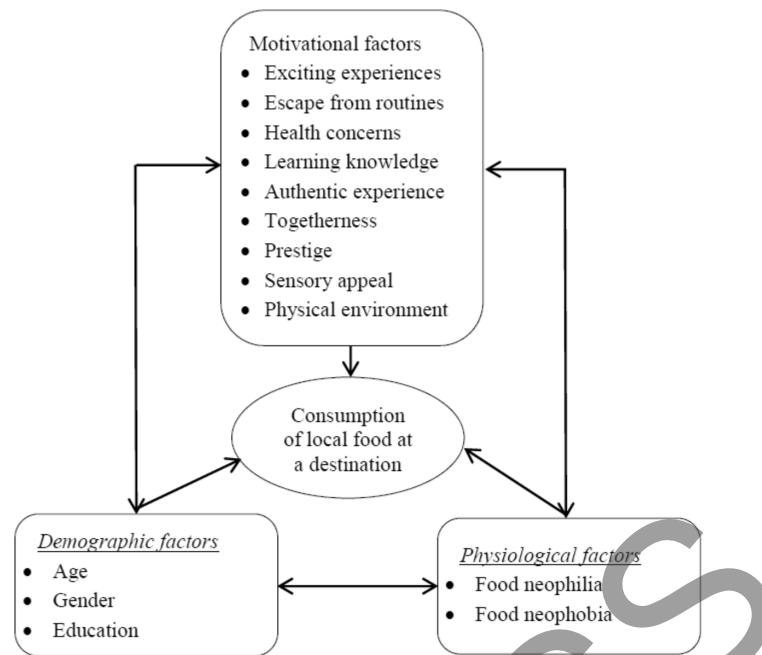


Figure 1 Local Food Consumption Model (Kim, Eves, & Scarles, 2009)

Tourist characteristics that influence consumption include more than demographic factors. Travel objectives are added to differentiate tourists who come specifically for culinary tours and tourists who come for other reasons (Andersson, Mossberg, & Therkelsen, 2017; Chen & Huang, 2019). The length of the visit is also examined, which finds that tourists can explore a variety of foods during longer visit times (Avieli, 2013; Choe & Kim, 2019; Tse & Crotts, 2005). The visit status is added to determine the difference between tourists who came for the first time, many times, or had stayed at the study location (Tse & Crotts, 2005; Wijaya et al., 2017). The tourist characteristic factors were a combination of demographic and socioeconomic factors.

H₁: Tourist characteristics have an association with food choices.

Motivational factors include exciting experiences, escape from routines, health concerns, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and the physical environment (Kim, Eves, & Scarles, 2009). Previous studies have examined the same motivational factors (Choe & Kim, 2019; Hendijani, 2016; Kim, Park & Lamb, 2019; Roustaf & Jamshidi, 2020; Uehara & Assarut, 2020; Wijaya et al., 2016, 2017; Zhang, Chen & Hu, 2019).

Learning knowledge and togetherness were not tested in this research. The togetherness variable was not asked about its origin in a Greek study that included time together at mealtimes. This tradition was not found at the study site (Purnomo, 2022). Learning knowledge was also not asked. The preliminary research found there was no visitors' interest in the process of making, the origin of food, and the socio-cultural context of food as an

indicator of learning knowledge. The research suggests that local and socialized food choices are motivated differently.

H₂: Motivational factors affect food choices differently.

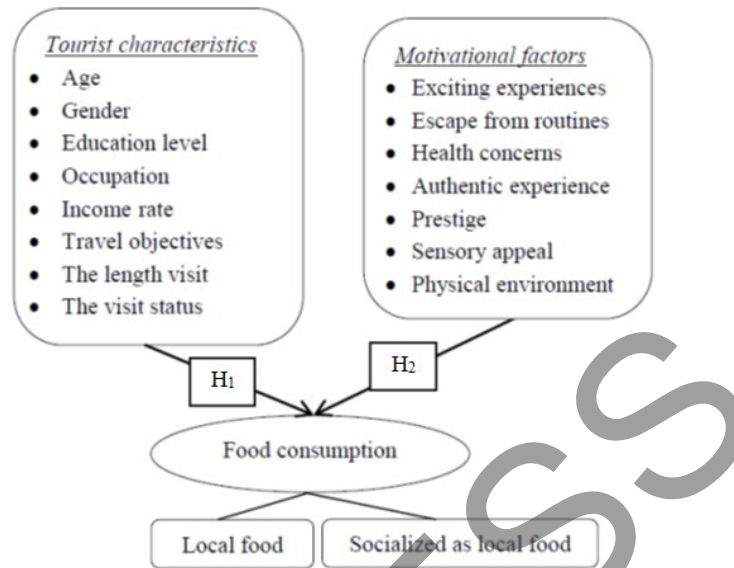


Figure 2 Research Framework

Source: adapted from Kim, Eves, & Scarles (2009)

Research Method

Bogor is chosen as the research site because it has a variety of local foods well known in Indonesia (Purnomo, 2016). Furthermore, one local Bogor food is included in the list of The 30 Indonesian Traditional Culinary Icons. Bogor had the highest regional income from culinary tourism (BPS-Statistics of Bogor, Bekasi, Depok & Tangerang Municipality, 2020), and culinary was a significant tourism marker compared to other cities in the Jakarta metropolitan area (Purnomo, 2021).

The research uses mixed methods, where the main data collection technique is a survey. The survey population is determined based on the population of domestic tourists to Bogor City in 2018, 7.965.987 (BPS-Statistics of Bogor Municipality, 2019). The questionnaire is distributed online in March 2019 through social media. The samples are selected by a filter question, "have you visited Bogor City?" Of the 1414 questionnaires filled, only 640 are eligible for data processing. Respondents from Bogor City and Regency are excluded because they refer to the definition of tourists as people who come from "outside their environment" (UNWTO, 2020) or, in this research, tourists who come from other cities. The 640 samples are more than 385 people, meeting the confidence level (α) 95% (Adam, 2020).

The qualitative data is used to explore the food categories in the preparation stage. The categorization of food is done by interviews with five Bogor cultural participants. According

to the interviews, twelve kinds of food have historically been known as Bogor local food. The foods are Bogor style sticky rice, Bogor style soup, Bogor laksa, doclang, Bogor style beer, Bogor noodle soup, cungkring, nutmeg ice, ngohiang, nutmeg sweets, golosor noodle, and Bogor pickle. Next step is interviews with food traders or producers. Interview with food producers found that one type of food is not available for sale (Bogor style sticky rice). One type is non-halal food (ngohiang), three types of food are manufactured by the traditional factory (nutmeg sweets, golosor noodle, and Bogor pickle), and seven types of food are sold by street food vendors (Bogor style soup, Bogor laksa, doclang, Bogor style beer, Bogor noodle soup, nutmeg ice, and cungkring). All food has been produced or sold for more than 50 years by the same producer or the second or third generation. Food that is not produced is excluded because tourists may not find it in the market. In addition, non-halal food is excluded to reduce the risk of halal issues. Therefore, the ten foods are defined as local food.

The next step is structured interviews with 100 Bogor City residents. They are asked two questions: 1) Do you agree that these ten foods are included in Bogor specialties? 2) Mention other foods that you consider as typical Bogor food. The ten local foods were chosen by 80-100% of respondents. The second question reveals the respondents' top ten favorite foods. The ten types of food are confirmed through observation, social media searching, and interviews with the food producers. The six types of foods were famous Bogor souvenir foods (Air Mancur sweet pancake, unyil bread, taro layer cake, pia apple pie, grilled macaroni, and klappertart huiz), two types were a famous restaurant (Lodaya durian soup and Mang Endang oxtail soup), and two types were sold by well-known Indonesian artists (Bogor princess cake/Syahrini and Bogor rain cake/Shireen Sungkar). The same type of food can easily be purchased anywhere in Indonesia. Food is sold in restaurants with modern environment, except for Mang Endang oxtail soup. Five Bogor cultural participants denied that these foods had any connection with the food history and culture of Bogor. These ten foods are therefore considered to be locally socialized foods.

The questionnaire regarding tourist characteristics is prepared based on Indonesian statistics' age, education, occupation, and income groupings. Indicators of the purpose and length of the visit are compiled based on a preliminary study in 2014 (Table 1). Respondents fill in the motivational factors for the type of food that has been previously selected. The local food is identified as Bogor's traditional food and socialized as famous food. Those questions are the most straightforward questions understood by respondents.

Responses to motivational variables are measured using a Likert scale ranging from 1-5 points for the scale (1=strongly disagree, 2 = disagree, 3=neutral, 4=agree, 5=strongly agree). It is recommended to use the midpoint of 1-5 points to measure the ordinal scale of statements that allows respondents to choose freely according to their opinion (Chyung et al., 2017). Questionnaire is designed for online use and easy completion. Respondents cannot fill out the questionnaires more than once on one device. The process of filling out the questionnaire is shown in Figure 3.

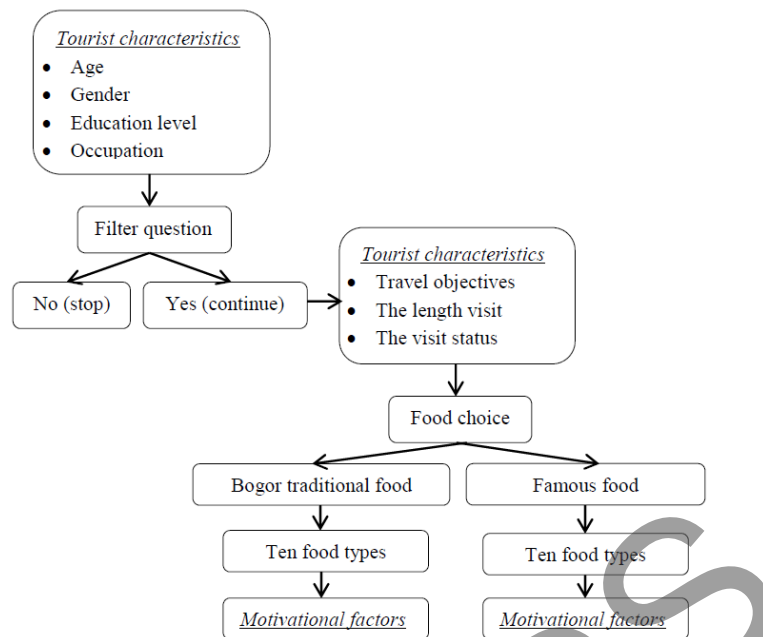


Figure 3 The Questionnaire Filling Flow

The validity test of 61 respondents is conducted using the Pearson Bivariate correlation techniques. The validity test results denote two indicators that measure the prestige variable that are omitted because they are considered invalid. The instrument reliability test uses the Alpha Cronbach formula because the research instrument is a multilevel scale. The reliability test results show an alpha value of 0,804. Therefore, it is concluded that the questionnaire has reasonably high reliability.

Since tourist characteristics and type of food choice variables are categorical variables with nominal or ordinal measurement scales, the association between the two categorical variables' level and type of food choice is measured by the Chi-Square test. The null hypothesis was rejected when the significance level was smaller than the specified error rate. An independent t-test is used to test the hypothesis since all the motivational factors are numerical variables and the type of food choice is a categorical variable. The null hypothesis should be rejected if the significance level is smaller than the specified error rate. Logistic regression is carried out to determine factors that influence food choice.

Analysis

Tourist Characteristics and Food Choices

ASEAN member states have obligations under treaties to which they are party and to agreements to which ASEAN is a party. In the latter case, individual member states accede to the agreements following the completion of their internal approval processes. The agreements

usually have a threshold number of accessions before the agreement can enter into force. The other potential state parties can accede to the agreement at any time after it enters into force and is then bound to the terms of the agreement.

Table 1 Tourist Characteristics and Food Choices

Tourist Characteristics	Food Choices			Total	
	Socialized as local food	Local food	Amount	Percentage (%)	
Gender					
Male	156	162	318	49,69	
Female	185	137	322	50,31	
Age					
17 - 25 years	69	50	117	18,59	
26 - 35 years	95	72	167	26,09	
36 - 45 years	139	131	270	42,19	
46 - 55 years	37	39	76	11,88	
Upper 55 years	1	7	8	1,25	
Education					
Junior High School	1	1	2	0,31	
High school	56	55	111	17,34	
Undergraduate	199	162	361	56,41	
Graduate and Post Graduate	85	81	166	25,94	
The income per month (in a million IDR)					
Less than 2,5	22	18	59	9,22	
2,6 - 5	96	82	178	27,81	
5 - 7,5	73	63	136	21,25	
7,5 - 10	38	36	74	11,56	
10 - 12,5	32	27	40	6,25	
More than 12,5	80	73	153	23,91	
Occupation					
School	254	230	48	7,50	
Domestic worker	28	20	49	7,66	
Working	23	26	484	75,63	
Others	36	23	59	9,22	
Purposes of visit					
Culinary tourist	61	27	88	13,75	
Others	48	36	139	21,72	
Weekend holiday	72	67	15	2,34	
Long holiday	12	3	116	18,13	
Visiting family	47	69	38	5,94	
Visiting friend	21	17	137	21,41	
Business purpose	71	66	23	3,59	
Transit	9	14	84	13,13	
Length of visit					
Less than one day	3	10	278	43,44	
2 - 4 days	199	160	206	32,19	
More than four days	139	129	156	24,38	
Statuses of visit					
First time	3	10	13	2,03	
More than one time	199	160	359	56,09	
Once lived in Bogor	139	129	268	41,88	

Source: Obtained from primary data by questionnaire, 2019

A Pearson Chi-Square test is carried out on the association between tourist characteristics and food choice. Table 2 indicates that tourist characteristics such as gender and purpose of visit significantly affect the choice of local foods over socialized local foods. This is at the 0,05 level of significance. Age and status of visit significantly differed at a 0,1 level of significance. Therefore, tourist characteristics such as gender, the purpose of visit, age, and visit status are associated with food choice.

Table 1 indicates that females are more inclined to select foods socialized as local foods than local foods. Tourists who come for culinary reasons are more likely to choose foods socialized as local foods. Visitors who visit just for transit are more inclined to try local foods. Younger tourists are more likely to choose foods socialized as local foods than older tourists. Therefore, the H₁ criteria are accepted regarding gender, the purpose of the visit, age of the visitor, and status of the visitor.

Table 2 The Influence of Tourist Characteristic Factors on Food Choices

Characteristics	Value	df	Asymptotic Significance (2-sided)
Age	8,270 ^a	4	0,082
Gender	4,532 ^a	1	0,033
Education	1,146 ^a	3	0,766
Occupation	2,827 ^a	3	0,419
Income	0,279 ^a	5	0,998
Length of visit	0,112 ^a	2	0,946
Purposes of visit	23,639 ^a	7	0,001
Statuses of visit	5,647 ^a	2	0,059

Source: obtained from primary data by questionnaire, 2019

The Difference of Motivational Factors on Food Choices

Motivational factors are measured on a Likert scale. Based on Table 3, exciting experience, escape from routine, and authentic experience had a higher mean value than other motivational factors. The three factors are the most influential in tourists' decisions about food. However, the mean value cannot yet show the differences in the choices of the two food categories.

An independent t-test for equality of means is carried out to test whether each motivational factor could have a different impact on food choice. Table 4 denotes a difference in motivational factors such as authentic experience, prestige, sensory appeal, and physical environment between purchasing local food and food socialized as local food. This difference is significant at a 0,05 level. Therefore, escape from routine was significant at a 0,1 significant level. Table 4 indicates the differences in the influence of motivational factors on food choices.

However, the results have been unable to demonstrate the degree of influence of one factor in comparison to other factors.

Table 3 Average of Motivational Factors by Food Choice

Group Statistics					
Motivational Factors	Food Choice	N	Mean	Std. Deviation	Std. Error Mean
Exciting experience	A	299	4,172	0,6236	0,0361
	B	341	4,122	0,5770	0,0312
Escape from routine	A	299	4,207	0,5954	0,0344
	B	341	4,125	0,5422	0,0294
Authentic experience	A	299	4,180	0,6730	0,0390
	B	341	3,740	0,7850	0,0420
Prestige	A	299	3,982	0,6300	0,0364
	B	341	3,787	0,6230	0,0337
Sensory appeal	A	299	3,767	0,5900	0,0341
	B	341	3,642	0,5270	0,0285
Physical environment	A	299	3,840	0,6490	0,0380
	B	341	3,990	0,5500	0,0300
Health concern	A	299	3,572	0,6600	0,0382
	B	341	3,558	0,6160	0,0334

A = Local food

B = Food socialized as local food

Source: obtained from primary data by questionnaire, 2019

Table 4 Independent t-Test for Equality of Means on Food Choice

Motivational Factors	t-test for Equality of Means				
	Mean Difference	Std. Error Difference	t	df	Sig. (2-tailed)
Exciting experience	0,0505	0,0475	1,065	638	0,287
Escape from routine	0,0827	0,0450	1,839	638	0,066
Authentic experience	0,4420	0,0580	7,596	638	0,000
Prestige	0,1942	0,0496	3,916	638	0,000
Sensory Appeal	0,1252	0,0442	2,836	638	0,005
Physical Environment	-0,1480	0,0470	-3,129	638	0,002
Health Concern	0,0137	0,0505	0,272	638	0,785

Source: obtained from primary data by questionnaire, 2019

Table 5 indicates a significant correlation among the motivational factors, but there is no high correlation. The results indicated that there is no multicollinearity among the factors. Therefore, logistic regression is carried out without handling multicollinearity violations.

Table 5 Pearson's Correlation Coefficient among Motivational Factors

	Correlations						
	Exciting Experience	Escape from Routine	Authentic Experience	Prestige	Sensory Appeal	Physical Environment	Health Concern
Exciting Experience	1	0,603**	0,473**	0,428**	0,385**	0,244**	0,198**
Escape from Routine	0,603**	1	0,465**	0,546**	0,511**	0,311**	0,259**
Authentic Experience	0,473**	0,465**	1	0,540**	0,492**	0,205**	0,270**
Prestige	0,428**	0,546**	0,540**	1	0,790**	0,297**	0,288**
Sensory Appeal	0,385**	0,511**	0,492**	0,790**	1	0,418**	0,443**
Physical Environment	0,244**	0,311**	0,205**	0,297**	0,418**	1	0,550**
Health Concern	0,198**	0,259**	0,270**	0,288**	0,443**	0,550**	1

**Correlation is significant at the 0,01 level (2-tailed).

Source: obtained from primary data by questionnaire, 2019

Table 6 indicates that motivational factors such as exciting experience, authentic experience, and the physical environment affect food choice. When motivated by exciting experiences or the physical environment, tourists are inclined to select socialized food over local food. An increased one-point average of exciting experience increases the likelihood of preferring socialized food over local food by 1,556 times. A one-point increase in the physical environment increases the likelihood of choosing socialized food over local food by 2.448 times. When motivated by authentic experience, tourists are inclined to prefer local food over socialized food. A one-point increase in authentic experience, 0,310 times more likely to choose socialized food than local food or 3.226 times more likely to choose local over socialized food. In terms of exciting experiences, physical environments, and authentic experiences H_2 is accepted.

Table 6 Logistic Regression to Determine Effect of Motivation Factor to Food Choice

		Variables in the Equation					
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Exciting experience	0,442	0,199	4,938	1	0,026	1,556
	Escape from routine	0,055	0,214	0,066	1	0,797	1,057
	Authentic experience	-1,173	0,178	43,357	1	0,000	0,310
	Prestige	-0,180	0,249	0,525	1	0,469	0,835
	Sensory appeal	-0,114	0,280	0,167	1	0,682	0,892
	Physical environment	0,895	0,195	20,994	1	0,000	2,448
	Health concern	-0,090	0,175	0,265	1	0,607	0,914
	Constant	0,681	0,804	0,717	1	0,397	1,976

a. Variable(s) entered on step 1: ExcitingExperience, EscapefromRoutine, AuthenticExperience, Prestige, SensoryAppeal, PhysicalEnvironment, HealthConcern.

Source: obtained from primary data by questionnaire, 2019

Discussion

Researchers found that socialized foods have begun to replace local foods as the mainstays of food tourism. Most respondents chose foods socialized as local foods (53,28%). This finding complements previous studies of tourists' preference for food other than local food (Chang, Kivela, & Mak, 2010; Lee, Scott, & Packer, 2014).

The tourist characteristic factors associated with food choices include gender, the purpose of visit, age, and visit status. Females were more likely to choose foods socialized as local foods than local foods, different from previous studies (Chen & Huang, 2018). Tourists who came for the culinary experience are more inclined to select foods that are considered local than local food. It was a new sight to previous studies that found the exceptional attention to food tourists will more likely to choose local foods (Andersson, Mossberg, & Therkelsen, 2017; Chen & Huang, 2019). In addition, tourists who have visited more than once or have lived in the city prefer food socialized as local food. It contradicts the previous studies that found that local food choice in ASEAN is influenced by familiarity with local food (Lee et al., 2020; Mohiuddin & Al Azad, 2019; Park, Kim & Yeoman, 2019). Tourists who are familiar with the city usually choose food socialized as local food. The chance to explore food variety during visit times did not encourage tourists to choose local food as in previous studies (Choe & Kim, 2019; Tse & Crotts, 2005; Wijaya et al., 2017).

Motivating factors that have an impact on food choice include exciting experience, physical environment, and authentic experience. Tourists with more exciting experiences and physical environment are more likely to choose socialized food. The exciting experience variable was measured by the questions "The food that is different from where I come from makes me excited to try," and "Enjoying food that is known as a specialty in the place where the food comes from makes me excited." The same question is asked in previous studies to find that it significantly influence local food consumption (Choe & Kim, 2019; Kim, Eves, & Scarles, 2013).

The physical environment variable is measured by the questions "The dining area arrangement is interesting" and "I had a memorable experience where I bought the food." The physical environment variable is not used in testing the local food consumption model (Kim, Eves, & Scarles, 2013; Kim & Eves, 2012) and is not used in previous studies (Choe & Kim, 2019; Hendijani, 2016; Kim, Park & Lamb, 2019; Roustia & Jamshidi, 2020; Uehara & Assarut, 2020; Wijaya et al., 2016, 2017; Zhang, Chen, & Hu, 2019). The local food consumption model is proposed to measure the physical environment variable to analyze how local food give tourists a different experience from their familiar environment (Kim, Eves, & Scarles, 2009). The respondent's preference is for a modern restaurant environment. Modern restaurants sell food that has been socialized as local food. Historical street food vendors and traditional factories sell local foods. The finding differs from the previous ASEAN study revealing that the regional restaurant dining environment significantly influences locality experience (Kim & Lee, 2022; Tan, Goh, & Lim, 2022; Zhu et al., 2022).

Local food choices are significantly influenced by authentic experiences rather than foods socialized as local foods. The influence of authentic variables on local food choices was consistent with previous studies (Chang, Kivela, & Mak, 2010; Kim, Eves, & Scarles, 2013; Kim & Eves, 2012; Sims, 2009). The authenticity variable is measured by the questions “The taste of the food is unique/original from Bogor” and “The food makes me feel like I am in Bogor City.” The finding indicates that authenticity as the primary food tourism attraction is in the local food realm (Youn & Kim, 2017; Zhang, Chen, & Hu, 2019).

Variables in the local food consumption model represent factors that influence tourists’ consumption of local foods. The authentic experience contributes significantly to the authentic cuisine choice. However, tourists with more exciting experiences or the physical environment as a motivational factor were more likely to choose socialized food. Moreover, the choice of tourists who came for culinary purposes, females, and younger tourists challenged the sustainability of the local food industry.

Conclusion

Food plays a crucial role in tourism in ASEAN. It is found that local food gives visitors an authentic taste of the heterogeneity and authenticity of culture in Asia and ASEAN. Food is the intangible cultural heritage in ASEAN. However, the results indicate that the sense of ASEAN’s heterogeneity and authenticity could be replaced by food socialized as local food.

The research findings indicate that local food socialization has replaced local food in exciting experiences and physical environments. The urban context produces a food and dining scene that gives motivational experiences equal to local food consumption. Unlike Thailand or Vietnam, the famous food does not take on regional characteristics. The tourists consider the foods socialized as local food is newer than local food. In addition, tourists familiar with the city tend to choose foods that are perceived as local. It is different from the previous studies that find that local food choice in ASEAN is influenced by familiarity with local food. The tourist attracted by the modern restaurant environment. As a result, the traditionality of local food seller environments is challenged, which is different from the previous studies in ASEAN.

The research proposes that food locality only sometimes matters. Local foods are being challenged by foods that do not relate to the region’s history and culture. The feeling of locality can be replaced by the invention of foods that are socialized as local food. The impact is on tourists who came for their culinary experience, females, and younger tourists. The group consumes a considerable amount of local food in the previous study.

The research has made substantive contributions to the literature on food tourism in the urban context. The research challenges a single view of locality in defining local food with dynamic food inventions. Its limitation was in determining which types of foods were surveyed. The process of developing foods socialized as local foods cannot be elaborated by this method. The process was essential to understand how a novel type of food became an

intangible cultural form. This limitation was because the study was focused on the tourist's consumption. The other limitation was that the study used a single case. Further research in a city with a similar character in ASEAN is recommended. This will enable us to develop a generalizable understanding of the role of socialized foods in ASEAN's urban food tourism.

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About The Authors

Agustina Multi Purnomo is an active lecturer in the Department of Communication Science at Universitas Djuanda, Bogor. She has graduated from a Ph.D program in Sociology at University of Indonesia and serves as a reviewer on several international journals indexed by Scopus as well. She has published several articles in the fields of sociology of tourism and urban studies, indicating that she is interested in these fields. Recent publications are Urbanization and Tourism Development in Bogor City (2021), Attraction of Culinary Tourism Destinations to Promote Sustainability Development During the Pandemic (2022), Sociology of Food Tourism Research Opportunities: A Bibliometric Analysis (2022), Social Factors and Social Media Usage Activities on Customer Path 5A Continuity Due to E-Marketing Communication (2023).

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