

## Culinary Heritage as Tourist Attraction in Kota Tua, Padang- West Sumatera

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### KEYWORDS

development, culinary  
heritage, stakeholders

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### ABSTRACT

This research examines the culinary heritage in the Kota Tua area as one of the Integrated Tourism Areas in Padang City. This area is enriched with historical buildings and culinary influenced by various ethnicities that have been around for decades. However, culinary tourism development in this area is relatively slow because of a lack of active collaboration between stakeholders. This research aims to analyze the potential and obstacles to developing culinary heritage as a tourist attraction in the Kota Tua of Padang. This study used a descriptive qualitative method. The data collection technique used was in-depth interviews with stakeholders. The data taken was processed and analyzed using thematic analysis techniques. The results of this research show the importance of an effective development of culinary tourism as a tourist attraction in Kota Tua, Padang. In developing this area as a tourist attraction, it is formulated from thematic elements of stakeholder statements during interviews. These elements indicate development strategies in accordance with the potential and obstacles experienced during the process of developing culinary tourism as a tourist attraction. In an effort to overcome the issue of developing culinary tourism as a tourist attraction in Kota Tua, Padang requires the holistic involvement of relevant stakeholders in producing regional development through historical narratives regarding culinary products and storytelling as well as events such as the Culinary Tourism Festival.

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### Introduction

Since ancient times, food has been a significant part of Minangkabau society. History and culture are introduced by the *Minangkabau* people through various dishes throughout Indonesia and even the world through the *Marantau* tradition. *Minangkabau* people since centuries ago, as in the stories told through oral tradition performances

(kaba), have had the habit of migrating outside their hometowns (Ismar et al., 2019). The *Minangkabau* people who migrated brought with them the traditions and customs they held while in the overseas areas, including eating and culinary practices. *Minangkabau* culinary specialty which is now better known as Padang cuisine outside the West Sumatra region. It is famous as *masakan/nasi padang* due to the rebellion of the Revolutionary Government of the Republic of Indonesia (PRRI) in West Sumatra. The act of rebellion at that time made the Minangkabau people oppressed and humiliated. This has encouraged overseas Minangkabau people to try to change their identity in various ways, one of which is changing their ethnic name from Minang to Padang (Anugerah & Suryanawa, 2019).

Culinary is a leading attraction in Padang City. Culinary which is well-known and sought after by many people is the main attraction for tourists to visit Padang. Quoted from Padang City Tourism Data for 2022, it is not surprising that PAD (Regional Original Income) in Padang City is generated mostly from the tourism sector, especially restaurants, reaching up to IDR. 43,241,010,686 in 2021, far above the levies for tourist attractions, hotels and entertainment venues. This indicates that the main commodity favored by tourism in Padang City is its culinary delights. In Padang, the culinary products offered are very rich and unique because there is a lot of mixing with other cultures and ethnicities. This assimilation is not only reflected in socio-cultural life but also in culinary products that have been passed down from generation to generation and still exist today (Ansell & Gash, 2018).

Culinary tourism in the Kota Tua area has developed quite slowly since the issuance of government policies that regulate culinary tourism. It is characterized by a lack of structured arrangements from the government to attract tourists to visit. The lack of maintenance of rivers and shipwrecks in the Kota Tua area is one of the obstacles to developing this area as a tourism destination. Only in 2022 will the urgency to improve this area be revived (Amoako et al., 2022). The ethnic diversity that influences culinary dishes in this area makes this area unique in its own right and the diverse choices offered by culinary tourism in this area can become a one-stop destination that represents culinary diversity in the city of Padang. The presence of a culinary tourism area, especially in Padang City, will encourage government agencies and local communities to develop and introduce the taste and uniqueness of culinary tourism experiences in Padang City, especially the Kota Tua area (Kim, 2016).

Strategic Plan (Renstra) of the Padang City Tourism and Culture Office for 2019-2024 (Cooper, 1995). According to regulations, the Padang City government has planned a program, but there has been no research with good data or research to support the government's plans for developing culinary tourism, especially culinary tourism in Kota Tua (Slocum, 2021). Therefore, this research was conducted to serve as a basis for the government's considerations in developing Kota Tua as a culinary tourism area because research related to culinary tourism in this area is not yet available (Hermawan & Irawan, 2018). This research resulted in a detailed strategy according to the needs and facts occurring in the region through the views of six stakeholders in the tourism sector consisting of government, academics, business people, community, media, and visitors. So it is hoped that the culinary heritage development strategy in the Kota Tua area will be developed well (Ottenbacher & Harrington, 2013).

## Research methods

This research was conducted using a qualitative approach. This study aims to find and explore potencies, problems, and strategies for developing culinary tourism in Kota Tua, Padang. This research method can help researchers interpret, record, and interpret the phenomena and problems that arise. Thematic analysis is one of the research methods used in qualitative research. Thematic analysis is a technique for analyzing data with the aim of identifying patterns and themes through the data obtained (Heriyanto, 2018). This analysis technique functions to examine in detail the qualitative data that has been obtained so that it can find the relationship between certain patterns in a phenomenon. In simple terms, it can be concluded that the thematic analysis technique is used to identify themes from the phenomenon being studied.

## Results and Discussions

### Foodways Concept in Culinary Heritage, Kota Tua Padang

Culinary products adapted to the foodways context formulated by (Long, 2004), namely culture (culture), region (history and geography), time (era, celebrations, festivals, and rituals), religion & ethos (norms and lifestyle), and Socio-Economic Class (social and economic class). Each ethnic group preserves its culture but adapts it to an inclusive scope where various ethnic groups unite and continue to apply their respective cultures in everyday life. Living life side by side makes the foodway context influence their dishes and makes the culinary products served become the result of the acculturation process (Adila & Yulhendri, 2022). The foodway concept in the Kota Tua area itself will be explained in detail:

#### Culture

This concept and its application in culinary arts in the Kota Tua area includes the culture, ethnicity, and national identity of entrepreneurs in the culinary sector who have been established and survived for more than 20 years. This category is the clearest indication of this region's uniqueness of culinary products (Rizkiyah & Liyushiana, 2019). Food is basically a cultural product that was created historically and from generation to generation can take the form of cooking utensils, cooking techniques, herbs, and spices original to a particular culture. Due to population migration, they brought culture from their respective places of origin. In this area, there are four ethnicities that live side by side or known as *cikamayunis* which is an abbreviation of *Cina*, *Kaliang*, *Minang*, and *Nias* as stated by Eka Saputra as the founder of Pokdarwis (Widyatmaja & Ngrah, 2017).

*“Disiko is multi-ethnic, there are five ethnicities here consisting of Chinese, Minangkabau, Kaliang people, and there are also Nias people. which is referred to as cikamayunis”* (Interviewed, 3 March 2023)

Each ethnicity has quite a big influence on culinary development in this area. Especially Chinese or ethnic Chinese, most of whose people seek income from trading. Forms of culinary products influenced by Chinese ethnicity in this area include *kwetiau*, noodles, and fried dumplings which have been adapted to the consumer market, which is mostly Muslim by using halal ingredients (Wachyuni & Saputro, 2019). Next, there is black coffee which is brewed using the Nanyang technique which comes from the small town of Hainan but uses original coffee beans from West Sumatra. Other influences can

also be seen in a traditional snack that has been acculturated with Minangkabau culture, giving rise to flavors, types, and shapes that match well, such as *bakcang*, *pompia*, and *cakwe*. The form of acculturation in the culinary field brought by the Nias ethnic group is the creation of black coffee such as kopmil which is famous to this day as a typical Padang drink and also Shanghai noodles. One of the most famous forms of influence from the Kaling ethnic group (Muslim people of Indian descent) is *martabak Malabar*, goat curry, and roti canai (Ismar et al., 2019).

### **Regions**

Kota Tua used to be a trade center so many people from various regions stopped by. People who live around the pier try to fulfill food and drinks, which are the basic needs of travelers, which is why many traders in the culinary sector are still surviving. This area is a cultural landscape that is influenced by market demand, environmental outcomes, climate, and people's habits. This area is a coastal area and is downstream from the Batang Arau River where fishermen sell their fishing rods. Therefore, many people sell grilled seafood around the lower reaches of the river with the unique experience of seeing fishermen's negotiations directly with views of hills decorated with house lights, most of which are fishermen's houses. Cuisine around the coast also usually uses processed coconut products, from coconut milk to coconut water. This proves that geographical conditions greatly influence the results of existing culinary products and they are adapted to suit existing agricultural products. Another example is people's habit of consuming fresh and cold drinks due to the very hot climate, for example, iced lemonade and Coffee Beer which have been around for decades.

### **Time**

In the foodways concept, time refers to the exploration of food in culinary heritage which has developed over time. Not much different from the fashion world, the culinary world also keeps up with the times and has its own trends at certain times. And it does not rule out the possibility of a repeating trend. The phenomenon that is currently occurring in this area is that there is a return to exploring *Peranakan* food which has been established in the area for a long time. This is certainly beneficial for culinary practitioners, as stated by Dedet, the manager of one of the largest online media in West Sumatra, InfoSumbar.

*“The development is not significant, old culinary is still a favorite, many new culinary such as noodles have sprung up, but not too favorite”* (Interviewed, 2 June 2023)

According to the foodway concept formulated by (Long, 2004), time can also refer to the exploration of food in culinary tourism on special days such as celebrations, rituals, and festivals which are often associated with religion and culture that provide certain symbols. In this area, because there are many ethnic groups, there are many different festivals and celebrations, one example of which is the Serak Gulo festival and the Kamisan ritual carried out by the Kaling ethnic group. Usually, there are certain foods on this special day as in the interview with Ubay.

The tradition is to distribute 200 pieces of sugar wrapped in colorful rags and then thrown by 15 adult men. This is a sweet result reaped by Gujarat in spreading the teachings of Islam and a manifestation of gratitude for the good fortune obtained during this year. This tradition is carried out at the Mujahidin Mosque which was built in 1843 and has been carried out for hundreds of hundreds of years. This festival can be attended

by anyone. One of the agendas for this festival is cooking together. This food is served when praying together. They cook halal Indian food and drinks in quite large quantities. The food and drinks made are (1) tamarind water, namely a drink made from lime given a distinctive brown powder. (2) *ampiang* is made from sticky rice. Other festivals such as Cap Gomeh, which serve special food and are only available at this celebration, namely *nián gāo* or basket cake.

*“Many acculturations can be seen from the culinary such as lamang baluo and bakcang. Used as a festival and as a form of cultural acculturation here, it is good that when Chinese New Year there is a typical food but can be enjoyed by all religious circles. which has been adapted like a basket cake, my brother is also curious that he has never tried it. Actually, there are many exciting, this old city of Padang has many representatives”*  
(Interviewed, 7 March 2023)

As in the interview with Ubay above, the Bakcang and Lamang Baluo Festivals are a real form of culinary acculturation of the two ethnicities. *Bakcang* and *lamang baluo* are similar because they are both made from sticky rice. Bakcang has adapted to the Minang community. The contents of bakcang consist of chicken, beef, and vegetarian options. This festival is held during the Eid holiday, so it can also attract Minang migrants who return to their hometowns. Then there is also the Selaju Sampan Festival which is a nagari children's art which is a native children's game in this area and the Marandang Festival. Besides daily trading, culinary products that only appear specifically at celebrations and festivals are also a form of tolerance in this region. These festivals are a form of realizing social integration between ethnic groups in the Padang Old City area.

### **Religion & Ethos**

Religion and ethos both refer to a worldview and a system that regulates human behavior, such as implying rules for behavior based on spiritual interpretation. West Sumatra, which is dominated by a Muslim community, certainly has an influence on existing culinary products. Due to halal rules for adherents of this belief. In the context of culinary religion, it includes permitted or prohibited foods and food preparation methods that follow regulatory requirements. In this area, food influenced by various ethnicities is also adapted to meet the needs of the market, which is mostly Muslim. By using halal ingredients according to Islamic law. As for what is non-halal usually, the seller will remind you before selling it to potential buyers, as was the case with Ubay.

*“The most delicious cake that is indeed at certain moments he exists, for example in traditional cultural events there are on daily days there are and that is always here that is not yet, if in this area there are bakcang there are only those that are not halal, filled with pork. Just because in the field there are many filled with chickens, and also reminded that take the pigs”* (Interviewed, 7 March 2022)

One example of vegetarian option culinary products that exist around this area is close to the Vihara. Nowadays more people are starting to consider certain lifestyles with each individual's philosophy. Unfortunately, there are none in the city of Padang itself or in this area that provide vegan, dairy-free, or gluten-free options. Therefore, it is necessary

to pay attention to culinary tourism destinations that offer a comfortable culinary tourism experience with the principles adhered to.

### Socio-Economic Class

In the foodways concept, social and economic classes in culinary arts are divided based on social levels recognized by society. This is described in culinary experience categories such as luxury restaurants, bistros, cafeterias, coffee shops, and street food. In the Kota Tua Padang, the culinary choices are very diverse for various groups. According to several visitors interviewed, the price and quality of food in this area are quite good and competitive, supported by the statement of one of Fauzan's visitors.

*“The price is very affordable 20 or 25 and the portion is a lot of complication... Now that's all delicious and the price is also the same as the portion so it suits me”* (Interviewed, 21 May 2023)

The culinary experiences offered also vary from street vendors to restaurants. The uniqueness of the culinary experience in this area is also indicated by the kitchen which is usually located outside or can be seen directly by customers, this is a form of transparency, quality, and cleanliness that is always maintained.

### Potentials and Obstacles in Developing Culinary Heritage in Kota Tua Padang

#### Potentials

Several themes drawn from the results of in-depth interviews were used as indicators for assessing the potential for culinary tourism in Kota Tua, Padang. In more depth the themes of potential groups and the forms of support that have been implemented by stakeholders. The potential theme group consists of five main themes, namely (1) Diverse culinary heritage influenced by multiethnic acculturation (2) Atmosphere (3) Enthusiasm from an inclusive society (4) Strategic location, and (5) Strong folklore from generation to generation.

Code	Theme
Favoring Culinary Tourism	P.A Diverse culinary heritage influenced by multiethnic acculturation
The existence of culinary heritage	
culinary heritage product as tourist attraction	
Multiethnic culinary heritage	
Diversity and uniqueness of culinary products	
The uniqueness of cultural acculturation	
Culinary tourism is starting to develop in the area	
Trigger for the development of culinary tourism	
Culinary is the main purpose of visiting	
Hard-working culinary vendor	P.B Atmosphere
Uniqueness of the building and the landscape	
Unique historical value and buildings	
Unique history of the canal	
Gardens and views	P.C Enthusiasm for an inclusive society
Great atmosphere	
Mini project	
Good response from the community	

Visitors liven up the atmosphere	
Promotional help from young generation	
Enthusiastic people during the festival	
Establishing Padang Heritage Walk	
KWT location	P.D Strategic location
Reachable	
Facilities to the location are good	
Oral story	P.E Strong folklore from
Stories passed down from generation to generation	generation to generation
Recipe passed down from generation to generation	
A tradition that is still alive	
Traditions packaged in festivals	

### **Diverse culinary heritage influenced by multiethnic acculturation**

The culinary products available in Kota Tua Padang are very diverse. This diversity is created because the people around the area have lived side by side since the *diaspora* phenomenon and the migration of native *Minang* people to the coastal areas of Padang City. It doesn't stop at these two ethnic groups, evidence of the migration of Muslim Indians, who are usually known as *Urang Kaling* by the people of Padang City, also merge together in this area. This was followed by the migration of *Nias* ethnic groups to this area as well. The diversity of food offered in this area is one of the attractions for visitors to visit. Strengthened by the statements of Ayuna and Fauzan as visitors explaining their experiences in trying culinary heritage in the Kota Tua Padang.

*"...there are many mixtures of food from various ethnicities and I can also find out like there are some foods that are famous from Padang since a long time ago so that when I first came there or several times came with my family also it added insight and also added and got to know new flavors in me about the food2 served in the old town area of Padang" (Interviewed, 21 Mei 2023)*

*"In my opinion, Kota Tua has enormous potential, yes because they provide many choices of food that can represent the city of Padang" (Interviewed, 19 Mei 2023)*

Culinary has become a main tourist attraction in Padang City rather than its natural scenery. Visits are made with the motivation to try unique foods and new tastes. Apart from that, this area can present a large part of the process of culinary development in the city of Padang and the influence from outside and how the great sense of tolerance and harmony of co-existing life is reflected in the culinary products they offer. This has more or less influenced food which is not only a fulfillment of needs but also a cultural product.

### **Atmosphere**

The potential for culinary tourism in Kota Tua Padang is supported by historical buildings which add to the nostalgic atmosphere when enjoying the food or drinks served which are the advantages of this area. This building depicts the nuances of the past and is also a silent witness to Dutch colonialism. The old buildings in this area have recently undergone a painting and revitalization program so that they do not appear to be a "haunted" area. Opportunities for revitalization and conversion of buildings are also slowly opening up for investors to advance this area. The existence of this revitalization

policy provides an opportunity for this area to become livelier and develop well. This step is a good start for development but with clear regulations and provisions to maintain the authenticity of the building. The exterior ornaments of old buildings that seem shabby add a nostalgic atmosphere to the Dutch colonial era. This potential was emphasized by Dony Eros an academic who observed the condition of the Kota Tua Padang.

*“...yang pertama tentu kota tua namanya tu sejarah... karna itu banyak bangunan tua yang bersejarah, tentu bersejarah ya karna bangunan tua dan tempatnya juga disebelah kanal jadi ini mirip2 dengan kota tua yang ada di malaka. nah sebenarnya dia punya kanal yang lebih besar daripada malaka dari segi itu jadi potensinya lebih besar sebenarnya” (Interviewed, 28 Juli 2023)*

Apart from the buildings, the Batang Arau River along the area also adds to the unique scenery of this area. The river which is downstream and where fishermen anchor is unique because there are many boats docked along the pier. The atmosphere with beautiful views is enhanced by the sparkling lights from fishermen's houses located across the river lined in the hills.

### **Enthusiasm from an inclusive Society**

The people of Padang City consist of a majority of *Minangkabau* ethnicity. However, in the Kota Tua Padang there are many people from various ethnicities who live together in harmony. The life that has been arranged in this way makes people respect each other and support each other's livelihoods. This harmony is clearly reflected in the lively market atmosphere characterized by various ethnicities and cultural acculturation. It is not only limited to the people around the area, in line with the times and amidst the onslaught of modern restaurants and cafes around the area. What is unique today is that this does not dim the business that was started a long time ago, it actually stimulates the life of the area and makes the culinary delights in this area even more attractive to young people, as stated by Mr. Cun as one of the successors of culinary practitioners who have been around since 1972.

*“Now it's starting to be quiet too because it's starting to be quiet and it's not bad for students who help, young people” (Interviewed, 18 Maret 2023)*

Culinary traders in Kota Tua Padang are still unfamiliar with digital marketing methods. This difficulty is supported by the enthusiasm of young people who participate in promoting culinary tourism through social media platforms. This is also inseparable from the recent trend of searching for hidden gem culinary tourism destinations. This trend is changing consumer behavior in traveling and looking for culinary tourism destinations.

### **Strategic location**

Kota Tua Padang is located in West Padang and South Padang Districts. This area is on the coast area of Padang City. This area is in the middle of the city and is quite easy to get to. Road infrastructure and road access to the location are quite easy to visit. This area is also supported by other tourist areas in Padang City, such as Padang Beach, Air Manis Beach, and Mount Padang which are integrated tourist areas designated by the Padang City Government. This can certainly stimulate visits to this area because it is supported by tourist destinations around the area. However, the use of this location has not been supported by



adequate promotion and tourism activities or packages as in the results of an interview with Eka Saputra the founder of Pokdarwis stated that,

*“Even when traffic jams are a bit unsatisfied, if you haven't been to Air Manis Beach, one day after Eid up to 14,000 car visits. So we are from Iko Ibaratnyo Old Town then se urang ma ndak ado tasanguik cuttings alah nyo do” (Interviewed, 3 Maret 2023)*

This area is also close to the ship port to Mentawai which attracts quite a lot of foreign tourists. The location of Kota Tua Padang is actually very profitable and can be explored on foot to see the unique history, cultural acculturation, and the beginnings of civilization in Padang City. However, returning to the previous point, visitors who are actually already in the area, unfortunately, are not utilized because they know what can be sold and made into an attractive tourist destination.

### **Strong folklore from generation to generation.**

Culinary tourism is not far from the history and civilization processes that occurred in this area. For the people in this area, folklore is still preserved and alive among the people. Culture is passed down orally or through examples accompanied by gestures or reminders for every individual who migrates to this area to remember their origins. They still continue to carry out their culture, traditions, and cuisine through rituals, celebrations, and festivals to always remember the cultural roots of the ancestors from which they came. Most of the culinary tourism in this area is passed down from generation to generation with recipes and cooking methods that are still maintained from the past. However, evidence of written narratives has not yet been published, it is feared that this folklore could be eroded by time, as in the results of an interview with Mr. Cun, a culinary vendor who continues the business from the previous generation, telling about how selling drinks in ancient times began in 1920, where most of the customers were ship crew during the trading era at that time.

*“If it was actually from my grandfather who was in Pasa Gadang around 1920s, I got a story from my father”. (Interviewed, 28 Juli 2022)*

Bringing to life stories that are still popular in society will be greatly supported if they are written in an interesting narrative and packaged well. However, unfortunately this has not been done even though there are many opportunities that would be open if it were narrated in a script. The unique story behind the food served will become a unique selling point or something interesting to sell as a culinary brand. That way, visitors' appetite and curiosity will be built up before tasting the food that will be served.

### **Obstacles**

Several themes drawn from the results of in-depth interviews were used as indicators for assessing the obstacles to tourism development faced. General themes are grouped to answer the problem formulation and divided based on potential and obstacles. In this sub-chapter, we will discuss in more depth the themes of the obstacle groups and forms of solutions to the obstacles experienced. The potential theme group consists of five main themes, namely (1) Regulations that do not work properly, (2) Output from stakeholder collaboration has not achieved the goal, (3) Lack of knowledge of tourism (culinary actors) (4) There is no informative media regarding history for storytelling (5) Complexity in managing Pokdarwis.

Code	Theme
Government commitment Unclear building revitalization regulations Regulations that are not properly socialized	Regulations do not function properly
Government commitment to maximum human resource training Incomprehensive collaboration Training has not been optimal and on target	The output from stakeholder collaboration has not achieved the goal
Culinary practitioner have not received maximum training Lack of implementation and education There is no counselling from the government Training is not optimal Lack of socialization	Lack of knowledge of tourism (culinary actors)
No collective information provided Lack of culinary heritage narrative Need a platform to present information	There is no informative media regarding history for storytelling
Just stood up Technical guidance assistance Many similar Pokdarwis were involved	Complexity in managing Pokdarwis

### 1. Regulations that do not work properly

- a. Decree of the Governor of West Sumatra Number: 556-575-2021 of 2021 which determines 19 tourist destinations as superior programs, one of which is the City of Padang, the Integrated Tourism Area (KWT) consisting of Padang Beach, Air Manis Beach, Siti Nurbaya Bridge, Mount Padang, and Kota Tua.
- b. Padang City regional government regulation Number 4 of 2012 concerning Padang City regional spatial planning plans for 2010-2030. This regional regulation focuses on developing culinary tourism in Kota Tua Padang which includes the City Center area, but its implementation has not been carried out optimally. Because in its implementation there are several problems, including the pandemic, the implementation of disseminating spatial planning information to the community has not been carried out evenly as the results of the interview with Mr. Eros as an academic stated that,

*“It takes commitment from the city government itself. This is what has not been seen until now. Do you want to develop tourism, how much is the budget to tourism, if the tourism budget is small, how do we make the project. then how to execute it how.”* (Interviewed, 28 July 2023)

Consistency in reorganizing the development of the informal sector has not been worked out optimally, especially in the Kota Tua area. This happens because of the government's lack of approach to the community and culinary business actors, especially culinary businesses in this area. Apart from that, unclear budget

allocations are also an obstacle to the implementation of the regulations that have been designed.

- c. The main program for realizing the spatial pattern of the city area in the Strategic Plan (Renstra) of the Padang City Tourism and Culture Office for 2019-2024. A strategic plan has been formulated by the government to develop snack and food centers typical of Padang and West Sumatra, but the implementation of this plan has not been carried out optimally as depicted in the results of the interview with Ubay.

*“Actually, the first commitment is from the government. Because if the design already exists but it doesn't work. Even though it has entered the KWT integrated area of the two regulations, there is nothing binding related to this”* (Wawancara, 7 Maret 2022)

In the Kota Tua area itself, several points have been implemented, such as controlling informal traders to create a more orderly area, but there is no solution for this control, so traders are returning to selling on the road. The arrangement and development of snack and food centers typical of Padang and West Sumatra have also been implemented through the Permindo Night Market program but were stopped due to the pandemic and the government's inconsistency in not continuing this project even though it attracts quite a lot of visitors because it is a centralized culinary tourism area.

## **2. Output from stakeholder collaboration has not achieved the goal**

Based on the results of the interview, there are several collaborations that have occurred but the output is unclear, including:

- a. Government-Academician

Padang City Government has collaborated with academics several times to develop the Kota Tua area along with 11 other tourist destinations in Padang City through exploratory studies assisted by each team from the faculty at Andalas University. The government carried out this project to identify the potential and appropriate forms of tourism development to be developed in each destination, supported by the statement of Dony Eros as an academic involved in this program.

*“Last time there was a government program, so there were 11 tourist sites requested by the Mayor in collaboration with Unand FIB to the part of Mount Pangilun. I was able to help the MIPA because I was helping the study exchange in Nobita Hill, so I directed the science tourism education there. But the 11 programs are also unclear, never announced, the results were never announced nor was the government ever announced, there may have been news of the meeting, but the results were not in UP. It is less clear what the output of the cooperation is. The authorities never comprehensively discuss”* (Interviewed, 28 July 2023)

However, the results of this collaboration between the government and academics have not been carried out optimally because they seem to have stopped halfway. Because the results of this study were never communicated and implemented, the output of this project did not significantly influence the development of the planned tourist destination.

- b. Government-Community-Business

Pokdarwis Community is an extension of the government in developing tourism to help empower business people, especially culinary practitioners. This empowerment can take the form of socializing regulations, counseling, and educating tourism actors. Counseling has been carried out several times by the government and has been made into an annual agenda as mentioned by Mrs. Siti Gloria as a representative from the Padang City Tourism Office and Hongky as chairman of the Kota Tua Pokdarwis.

*"The training is new for those who are "ready" and already aware but for those who have not been able to become able not to mention. but not optimal" (Interviewed, 3 March 2023)*

*"Every year, yes, we have also formed Pokdarwis, so I think each of their 2 representatives can just go directly and just cooperate who wants to participate in the training" (Interviewed, 6 March 2023)*

However, the target of empowering tourism actors is still not evenly distributed, for now, the target of outreach is still focused on Pokdarwis because this community has just been formed and requires a lot of outreach which will then become an extension of the government to help develop tourism. From the results of interviews with culinary traders in this area, it appears that they have not received any counseling from the government.

The targets for outreach must be further sharpened so that the outreach provided can be maximized and implemented directly by culinary practitioners so that the impact can be felt immediately and can develop optimally. Not only is the government consistent in implementing outreach, but the acceptance and desire to develop from business people in the culinary sector are also important aspects in the successful implementation of this outreach program. Currently, the targets and responses of this program are still not optimal so the targets of this counseling have not been achieved.

### **3. Lack of knowledge of tourism (culinary actors)**

Most culinary business people still run their business solely as a trading activity. Culinary actors' awareness of tourism activities that will attract visitors is still not fully understood. Culinary tourism aspects such as culinary experiences that tell the story behind the dish served, the importance of food presentation and packaging for visitors, promotions, and good hospitality are factors that support the development of culinary tourism in this region. Counseling and socialization play an important role in developing the mindset and involvement of culinary actors in developing tourism as in the results of an interview with Ubay the founder of the @Padangheritage community.

*"But that's the problem, yes, my brother said that the government's commitment, regulations, human resources, yes, the human resources will be fostered later in the development that manages it, yes, the office just doesn't exist and don't know what to do the training, right, because it's new2 so it's new to pokdarwis to the culinary tourism actors" (Interviewed, 7 March 2022)*

The development of human resources has not yet been maximized to sell their culinary products as tourist products packaged with rich historical values in each dish. This is the main obstacle because culinary practitioners are still not aware of the values that actually sell and attract visitors.

#### **4. There is no informative media regarding history for storytelling**

Kota Tua, which is a historical tourist area, certainly requires a historical narrative behind the relics in this area. Informative media containing history and folklore is very important in developing culinary delights in the Kota Tua, Padang. One media that is quite active in displaying information about buildings and history in the old city is the Instagram account @PadangHeritage. This account is community-based and offers mini-walking tours to introduce the history of buildings in Kota Tua. However, information about several culinary delights in this area is still scattered randomly in various media, there is no unifying media in this case that can make it easier for visitors to obtain information about the history and stories behind the culinary delights they enjoy. This argument is strengthened by the results of an interview with Mr. Eros as an academic.

*“The weakness is that people or visitors don't know what is behind this culinary or building.... But sometimes the information is scattered, yes, there is no information provided by the government itself never because there is no request to academics for big projects ran to build the narrative of the old city does not exist” (Wawancara, 28 Juli 2023)*

Unfortunately, important factors in this development are not yet available centrally, especially regarding culinary matters. Access to information and folklore narratives which are only spread orally and passed down from generation to generation will be an important historical asset for the development of this historic area. Therefore, centralized informative media is needed to understand the common thread of culinary development in this region.

#### **5. Complexity in managing Pokdarwis**

The establishment of Pokdarwis (Tourism Awareness Group), which is still in its infancy, has given rise to two things. First, having management of the Kota Tua tourist destination will make the development of this destination more progressive. The presence of the Kota Tua pokdarwis community can also be an extension of the government to improve this area. Second, the contribution given is still not optimal and is still at the planning stage as stated by Mr. Eka Saputra as the founder of Pokdarwis Kota Tua.

*“By seeing these opportunities, Tu Ambo wants to establish Pokdarwis as a pioneer, the driving force in the future can be tourism with the standard of Sapta Pesona” (Interviewed, 3 March 2023)*

In joint interviews conducted with the chairman and founder of the Pokdarwis, several complexities in establishing this community emerged repeatedly. It is believed that this management will have a positive impact on the development of Kota Tua as a tourist destination, but it cannot be avoided that there

will be several problems that will hamper the development plans that will be carried out, as emerged several times in interviews with Mr. Honky Victor and Eka Saputra.

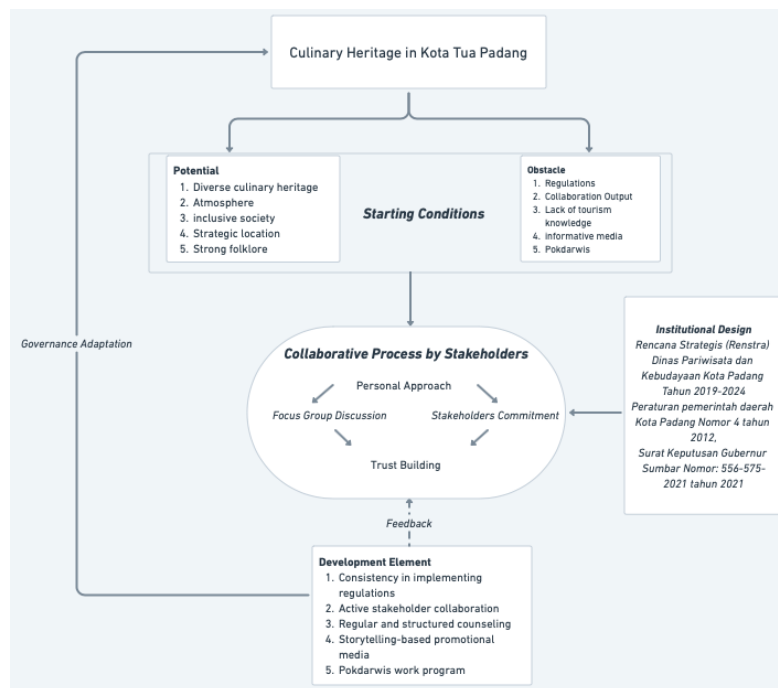
*"Pokdarwis Kota Tua has only been established for one year, only this February the decree came out, so there hasn't been too much work"* (Interviewed, 3 March 2023)

*"Government support is still limited to bimtek, but through this bimtek began to move tourism awareness groups"* (Interviewed, 3 March 2023)

*"So the problem is in the organization: there are many pokdarwis for the old city area such as Pokdarwis Bernip, Pokdarwis Cultural Heritage. Geographically, the division of the Old City area because it is spread raises many parties who want to be involved because of the Pokir Fund"* (Interviewed, 3 March 2023)

According to Mr. Hongky Victor as Chairman of Pokdarwis, the obstacles faced start from newly formed communities, support from the government, and regional regulations. The management of the newly formed Kota Tua Pokdarwis community is considered to be one of the obstacles because this community still needs to learn a lot in developing Kota Tua as a tourist destination. This is acknowledged by the chairman of the Pokdarwis that the Pokdarwis community has not contributed much in helping the development of this area. Referring to the concept of developing culinary tourism.

### **Collaborative Governance in Developing Culinary heritage as Tourist Attraction in Kota Tua Padang**



**Figure 1 Collaborative Governance Adaptation in Culinary Heritage as Tourist Attraction in Kota Tua Padang**

In order to develop Kota Tua as a tourist attraction, the first step is to examine the (1) *start condition* (obstacles and potential). The culinary products in the Kota Tua Padang have the potential for various variations. The culinary products in the area not only offer food but also drinks that have been around for decades as elaborated above. (2) Institutional design refers to how the Collaborative Governance forum was designed, for participation, the forum was also attended by all stakeholders involved in the development of the Kota Tua area. A clear reference to this development process refers to the strategic plan and regional regulation which has been regulated by the government. (3) Collaborative Process. This process describes a stage in which all stakeholders involved will collaborate to achieve one goal to develop this area. These strategy elements will be the output of this research which is applied to collaborative governance theory. The results of the collaboration process are realized in the form of tangible output or outcomes in the form of strategy elements. Apart from that, the collaborative governance stage also shows that the implementation of collaboration does not necessarily only focus on stakeholder involvement but is also supported by the existence of important components which include initial conditions, institutional design, and collaboration processes, as well as temporary results from collaboration that can be used as a reference. and feedback for future collaboration organizers. (4) The development elements synthesized by researchers will be used as feedback and thrown into the forum so that their relevance can be considered. Those elements were formulated through in-depth interviews with stakeholders who are directly involved in the process of developing Culinary Heritage as a tourist attraction in Kota Tua Padang. The elements consist of Consistency in implementing regulations, Active stakeholder collaboration, Regular and structured counseling, Storytelling-based promotional media, and the Pokdarwis work program

## **Conclusion**

Culinary heritage in the Kota Tua area is quite extensive and has a unique selling point as an attraction for tourists to visit. Unity in diversity makes this area a place for cultural mingling of various ethnicities who live in harmony in this area. This is reflected in the results of culinary products that are acculturated to suit people's tastes, culture, and beliefs without abandoning their identity. This is supported by the atmosphere and atmosphere. The obstacle that must be overcome in this research is active collaboration from all stakeholders involved. Without active collaboration, the implementation of collaborative governance will not be achieved in the culinary tourism development strategy in the Kota Tua area, Padang. The development elements drawn in the results of the thematic analysis are adjusted to provide the solution to develop this area.

This research shows that collaborative governance is needed as a strategy for developing culinary tourism in the Kota Tua area, Padang. The greatest potential in developing this area as a tourist attraction is the culinary diversity supported by the historical heritage that already exists in Kota Tua, Padang. Multiethnic diversity becomes a melting pot for cultural acculturation and is supported by its strategic location. The rich historical heritage is also a supporting aspect because this area was a trade center in ancient times. By exposing the potential, obstacles and elements that occur in developing culinary tourism in this area resulting from thematic analysis are applied in this theory to create an integrated development model for achieving the objectives of the research.

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