

Food Tourism Development Model: Exploring Stakeholders' Perspective and Ethnic Food Influence on Tourists' Revisit Intention in Indonesia's Chinatown

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Abstract. This study examines the influence of stakeholders and ethnic Chinese food in providing a memorable experience and its impact on tourists' intention to return to Chinatown tourism objects. The sample used in this study was 267 people/tourists who had visited the Chinatown tourist destination, which is a tourist attraction located in Jakarta, Semarang, and Surabaya in the last two years. The data in this study has been obtained from filling out the questionnaire. The research data were then analyzed quantitatively using the Structural Equation Modeling (SEM) technique with the help of the LISREL program and system dynamics analysis to confirm SEM results. The analysis results in this study indicate that memorable tourism experiences can mediate the influence of stakeholders and ethnic Chinese food on tourists' return visits to Chinatown tourism objects. Therefore, the role of a very good stakeholder and ethnic Chinese food that provides a memorable experience to tourists will support the high interest of tourists to return to visit these attractions; memorable tourism experiences mediate the influence of stakeholders and ethnic Chinese food on tourists' full intention to return, which means that the role of stakeholders and ethnic Chinese food will be able to increase tourists' repeat visits to Chinatown attractions if the role of stakeholders and ethnic Chinese food served can give a good impression to tourists.

Keywords: stakeholders, ethnic Chinese food, tourist experience, intention to revisit, Chinatown

Introduction

Investment in culture is widely recognized as a key element in efforts and strategies for developing and constructing a city. The presence and performance of cultural activities are the main factors of attraction of a city and are closely related to tourism. The element of tourism in this case is that cultural-related programs have several essential functions. The three critical dimensions to be explored are culture and creative industries for local economic development, cultural heritage as a driver of economic growth, culture as a manifestation of social inclusion, social innovation and intercultural dialogue (Culture for Cities and Regions, 2015).

UNESCO Data that from 1987 to 2021 cultural heritage properties, both natural and cultural, tangible and intangible, up to several eight hundred ninety-seven of the total number. Stakeholders in Europe support the areas of cultural tourism with the greatest growth potential. Thanks to its cultural heritage, Europe is a major cultural tourist destination consisting of museums, theaters, archaeological sites, historic cities, industrial sites, music, and culinary. According to UNESCO (2021), it is estimated that cultural tourism accounts for 40% of the country's total tourism sector revenue. A study shows 4 out of 10 tourists choose a destination to travel on cultural sites and historical relics in the past. The EU promotes a balanced approach between the need for increased growth on the one hand, and the preservation of artifacts, historical sites and local traditions on the other.

The development of globalization in the world that occurs at this time is caused by the frequency of human movements that are increasing compared to before. Not only humans, but the spread of cultures of immigrant origin to destination communities has also occurred and continues to grow. Indonesia is famous for its ethnic diversity, there are at least 300 ethnic

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groups in Indonesia (Rahman, Tarnoso, Fitriah, & Mulyana, 2018). Peranakans are a group of local Chinese people whose origin is a mixture of Malaysian and Chinese cultures (Chang, 2015). According to Kuake (2017), ethnic Peranakans can also be called local ethnic Chinese born locally or descendants born through cross-mixing between local people and foreigners. The tropical regions of Southeast Asia are the most inhabited locations by Peranakan ethnic communities, especially Malacca, Penang, and Singapore (Ng Chien Ying, 2016).

In the era of the late 19th century, the term Peranakan was adopted by the Chinese community who settled in Southeast Asia to distinguish themselves from the newcomers known as singkeh (new guests), or totok (migrants) as well, for the term babas for male descendants and Nyonyas for female descendants. Traces of the spread of Peranakan food and culture in several countries such as Indonesia, Malaysia, and Singapore opened up new horizons of knowledge from a social, economic, and cultural point of view. Food is not just a cultural heritage. Religious rituals, traditional clothing, festivals, and heritage museums as tourist attractions spread Peranakans in various countries quite wide (Oh, Afiah, & Abdul, 2019).



Figure 1: Distribution of ethnic Chinese in Indonesia

Source: BPS (2021)

Many Chinese Peranakan communities who have also settled in Java have carried out daily activities to preserve the customs, culture, and food of Peranakan Chinese origin. This is triggered because of an impetus for the preservation and improvement of the surrounding economy in making the impetus to visit a tourism destination. Java island has a population density of up to 56.10% of the total population of Indonesia based on islands in Indonesia (BPS, 2021).

The majority of ethnic Chinese can be identified as 1.2% or 2.83 million inhabitants of the total population domiciled in Indonesia. The Chinese Peranakan community itself is known to have carried out the process of intermarriage with local natives where the Chinese Peranakans had come from generations before World War 2 which was centered on the island of Java and other islands (Suryadinata, 2005). According to BPS (2010), the island of Java itself, which consists of several provinces, has a total density of ethnic Chinese majority, which is as follows: Jakarta amounting to 632,273, West Java amounting to 254,920, Central Java amounting to 139,878, East Java amounting to 244,933, and Banten amounting to 183,689 (BPS, 2010). The spread of ethnic Chinese on the island of Java occurred in the era (1405-143) expedition general Cheng Hoo stepped on the first foot on the island of Java to open the Silk Road and ceramic route, as well as spread the teachings of Islam in Indonesia (Agoes, Hermanto, & Maureen, 2012). Furthermore, the construction of Chinatown was built in every city on the island of Java by the Chinese in the expedition of general Cheng Hoo which also showed a very large spread of ethnic Chinese in Java.

On the other hand, in addition to the island of Java, one of the destinations Chinatown in Indonesia, which has the nickname of the city of a thousand temples, namely Singkawang, West Kalimantan has a million diverse charms that local and foreign tourists already know. The Cap Go Meh Festival, which is held annually, attracts a significant number of tourists, which has an impact on the surrounding economy. Tourism sectors such as the hospitality sector, culinary sector, tour guide services, and souvenir shops certainly receive good benefits due to the holding of the Capgomeh cultural festival in Singkawang (Atmojo & Wijaya, 2019). Patriani and Burhan (2020), stated that the Cap Go Meh festival event should be the focus of good management of stakeholders so that it can bring in more tourists who can have an impact on increasing business opportunities, as well as additional and income for local residents who are part of the stakeholders in Singkawang city. Singkawang as a city that reflects the diversity and identity of ethnic Chinese in Indonesia, has a variety of food variants offered to tourists such as nasi lemak, choipan, bubur scissor, Mie tiaw, and rujak juhi (Patriani & Burhan, 2020).

The identity of a local culture can be represented by a local food where food has become a culture itself (Demgenski, 2020). Chinatown Jonker Walk located in Melaka (Khairatun, 2020). While in Singapore, the Chinatown destination that has been recognized by the Singapore Tourism Board (STB) since 2001 is a form of revitalization in providing a beneficial food tourism experience for local and international tourists (Dutta, 2021). Hawker food, known as street food typical of Singapore, has become a local icon place that can serve food as well as food in the country of Singapore.

This is also the case in Australia, a destination where local and international tourists have an intense to visit Chinatowns that look for food in the area, which can be seen in Figure 3. From the data and facts above, it can be said that food tourism in Chinatown destinations has the potential as an attraction that can be developed as a tourism activity in the future. Chinese culture in Chinatown can find biodiversity in Indonesia, while remaining equivalent to local culture as the value of cultural preservation.



Figure 2: Tourist Activity in Chinatown, Australia

Source: NSW (2021)

Based on these data, it is necessary for all stakeholders to make the process of revisit back to the tourism destination in order to maintain the sustainability of the existing zone (Wicks & Harrison, 2017). If you want to offer a memorable experience, then the arrangement and concept must be updated constantly. The question is how to prepare a memorable food tourism concept if it has not received serious attention from the stakeholders involved.

Consideration of researchers in choosing the location of research in this study there are 3, namely Jakarta, Semarang, and Surabaya. Historically, the Chinatown area of Jakarta, Semarang, and Surabaya is the oldest ethnic Chinese cultural area that has existed since the

colonial rule of the Dutch East Indies. Second, three in addition to introducing Chinese Cultural Tourism also has the potential to introduce food tourism activities that have been successful in the past. Third, all three have a high level of Chinese population on the island of Java, Indonesia. Fourth, both are characterized by a strong cultural philosophy of ethnic buildings, cultural celebration festivals, and the involvement of local communities who are still involved in the process of cultural preservation. These four reasons are the reasons for researchers to take research locations in these three destinations. This is the basis of thinking to propose a strategy and formulation of steps that researchers can develop in a model that can be applied to the concept of revisiting the tourism destination Chinatown in the future.

Based on the background and reasons for the selection of locations in Chinatown Jakarta, Semarang, and Surabaya, the researchers see that food tourism has great potential to be developed in the future. The development of Chinese cultural tourism in the Chinatown location needs to be a concern for all concerned stakeholders. Food tourism in Chinatown destinations is part of cultural tourism activities that can be developed, especially in raising the value of ancestral and historical values. However, based on temporary observations in this study, it was identified that there is a management aspect that is not optimal in Chinatown destinations in these three locations. In previous research, as expressed by Jenny and Rianto, (2021) stated that all tourist components have been met in the area of Chinatown Petak Sembilan Jakarta so as to attract tourists to visit, but the need for attention and consideration of the local government and surrounding organizations because the facilities provided are still inadequate such as parking on the streets that cause traffic jams.

According to Kuniarti (2020), Chinatown in Semarang, which has implemented community events, has become one of the popular food tourist destinations in Semarang, it's just that there is a need for more Facility support for users and visitors such as parking access, equipment such as table chairs for the needs of visitors at the restaurant, street lighting facilities, green areas, clean water (Kuniati, 2020). On the other hand, the area of Chinatown Kembang Jepun, Surabaya known as kya kya market as one of the Centers of food tourism area, is very legendary and successful in 2003 to 2008. According to Anggraini (2021), terms of management have not been optimal in Chinatown destinations in Surabaya, which can be seen from the decline in economic factors of the surrounding community, damage to surrounding buildings that are not habitable, and lack of security supervision so that there is an increase in crime.

In supporting and developing an adequate cultural tourism ecosystem, it is necessary to identify who the stakeholders are. Anna (2015), states the need for the involvement of all tourism stakeholders in maintaining and developing local cultural resources in a cultural destination. In general, successful tourism development requires good planning and must be managed responsibly. To manage successful tourism management requires the involvement of stakeholders from the tourism management level, which is based on collaboration between the central government, local governments, entrepreneurs, and the community has a significant impact on the development and impact on tourists into something of value for life (Pujiyono et al., 2019). Coordination between stakeholders is also needed in a structured and systematic manner so that the implementation process in improving a revisit in the future can run well (Wicks & Harrison, 2017).

Suppose countries such as Singapore, Australia, and Malaysia have proven that there is an intention to travel with food when reminded of Chinatown destinations. Then, of course, it can be applied in Chinatown destinations on the Java island. For example, kya-Kya market is located on Jalan Kembang Jepun, Surabaya, which was once one of the most visited Chinatown destinations from 2003 to 2008 due to food tourism that provides the largest Peranakan Chinese ethnic food in Indonesia (Futaki, 2021). (Anggraini, 2021). Suppose the destination of Chinatown Surabaya in the future is again activated. In that case, a destination requires a

decision of tourists to revisit that can be built from positive memories in the experience of cultural tourism, lifting the values and spirit in the preservation of ethnic Chinese culture by the younger generation (Anggraini, 2021).

On the other hand, external factors due to the Covid-19 pandemic make one of Semarang's Chinatown destinations, Pasar Semawis, which has become a culinary destination area in Semarang, must be temporarily eliminated. This has implications for the decline of the local economy Pasar Semawis. Therefore, all stakeholders' responsibility, coordination, and cooperation have become important in responding to the covid-19 pandemic crisis. This is necessary in maintaining and restoring conditions that occur due to a drastic decrease in the level of visits from local and foreign tourists (Purnomo, Fathani, & Fadhlurrohman, 2021). Deep attention by stakeholders to the Glodok area in Jakarta as the largest and oldest Chinatown area in Indonesia that has ever succeeded as a Culinary Center in Jakarta known to foreign countries (Fatimah, 2014). The need for continuous improvement in terms of facilities and accessibility so that an increase in tourists at the Glodok Chinatown destination can occur in the future (Jenny & Rianto, 2021).

The factor of revisiting Chinatown destinations on the island of Java is very important and requires the support of every stakeholder (Anna, 2015) as well as the presentation of food choices that are felt to have value in terms of presentation, cleanliness, and having a variety of halal food (Agoes, 2021). Tourists, as one of the important stakeholders in the development aspect, are expected to benefit from a memorable experience continuously when they visit Chinatown destinations located on the island of Java so that there can be an increase in revisit intentions in the future. Looking at the phenomenon in the background of this study, the researchers were interested in researching the influence of stakeholders and Chinese food in shaping the interest of tourists to return to visit Chinatown destinations through memorable tourist experiences.

Methodology

Population and Sample

The population in this study is 267 people/tourists who have visited Chinatown; the tourist destination is one of the attractions located in Jakarta, Semarang, and Surabaya within the last 2 years. The number of samples was determined by using the Raosoft application with a margin of error of 5% and a 90% confidence interval for an unknown population and a 50% response distribution obtained by a sample of 267 respondents.

Instrument Design

This study uses a quantitative approach with research instruments in the form of questionnaires. The questionnaire used is the result of the adoption of some previous research which is then adjusted to the conditions of the sample. All instruments use a Likert scale of 1-5, with gradations of 1 = strongly disagree, 2 = strongly agree, 3 = neutral, 4 = agree, and 5 = strongly agree. The variable instrument for the role of tourism stakeholders was adopted from Nguyen's research (2018) which consisted of 5 question items; the variable instrument for ethnic Chinese food was adopted from Ketaren research (2021) which contained 4 question items, then the variable instrument for tourist experience was measured with question items which were the results of adoption from research (Kim, Rivhie, & McCormick, 2012), (Coudounaris, 2017) (Bintarti & Kurniawan, 2017) which contains 4 question items. The research instrument has been tested to as many as 30 respondents and proved the validity of the item with a calculated R-value ranging from 0.578 to 0.711 and has been tested for reliability with a cronbach's alpha value of 0.788.

Data Analysis Techniques

The Data in this study were analyzed using Structural Equation Modeling (SEM) analysis techniques that were completed with the help of LISREL program. The reason for the use of SEM is that the research model to be estimated is quite complex because the model contains mediating and moderating variables. In addition, SEM also does not require a minimum and a maximum number of samples, so it would be very good if the sample obtained is small, although SEM also works very well on large samples (Hair, et al, 2000). In addition to these two reasons, the reason is that researchers want to avoid biased analysis results caused by data abnormalities. SEM with Smart is one of the robust analysis techniques on the issue of data abnormalities (Hair et al, 2000). The use of SEM as an analysis technique because SEM has the ability to estimate the relationship between variables that are multiple relationships. This relationship is formed in the structural model (the relationship between dependent and independent constructs), in addition, SEM also has the ability to describe the pattern of relationships between latent constructs and manifest variables or indicator variables

Results and Discussion

Demographics of Respondents

This study involved 267 respondents who were all people/tourists who had visited Chinatown tourist destinations, namely one of the tourist attractions located in Jakarta, Semarang, and Surabaya within the last 2 years. The results of the analysis in Table 1 show the demographics of respondents who provide an overview that in terms of gender, the number of female and male respondents are the same (50%), then in terms of age, age 21-30 years most dominate (42%), while in terms of Education Level, most respondents are undergraduate (44%) and judged from the type of work of respondents, most respondents are private employees (27.2%), entrepreneurs (22.4%) and students (19%). Based on the frequency of respondents' visits to Chinatown tourism objects, the analysis showed that most respondents had visited this tourist object as much as 1-2 times (38.6%), most respondents incurred travel costs of 200,000 – 500,000 rupiah during a trip to this tourist object because most visitors go to this tourist object with family (41.3%) and some with friends (25.5%).

Table 1: Demographics of Respondents

Characteristics	Category	Number (F)	Presentation
Gender	Men	134	50%
	Women	134	50%
Age	< 20 years	29	11%
	21-30 years old	112	42%
	31 - 40 years old	56	21%
	> 40 years	69	26%
Last Education	High school	67	25%
	Bachelor	117	44%
	Master	56	21%
	Other	27	10%
Jobs	Student	51	19%
	Entrepreneur	60	22.40%
	Private/government employees	73	27.20%
	Freelance	41	15.20%
	Other	43	16.20%
	Never	24	9%

A Visit To Chinatown	1 - 2 times	103	38.60%
	2 - 4 times	64	24.10%
	5 - 6 times	25	9.30%
	More than 6 times	51	19%
Withdrawal to Chinatown	< Rp. 200,000	53	20%
	Rp. 200,000 - Rp. 500,000	101	38%
	Rp. 500,000 - Rp. 1,000,000	53	20%
	Rp. 1,000,000 - Rp.1,500,000	32	12%
	> Rp 1,500,000	27	10%
Travel Companion	Own	23	8.60%
	With Family	115	43%
	With friends	68	25.50%
	Grub traveling	28	10.30%
	Other	33	12.30%

Structural Equation Modelling

Hair et al. (2000) mentioned that the stages in the analysis of SEM include the stage of measurement model testing (Confirmatory Factor Analysis) and structural model testing stage. In the measurement model testing phase, the validity and reliability of the construct being measured, while in the structural model testing, the effect between variables is tested, which is then used to test the research hypothesis.

Measurement model testing is used to test the validity and reliability of indicators in measuring their constructs. In this test, the indicator is declared valid if it has a loading factor value > 0.5 and the construct is declared reliable if the Ave construct > 0.5 and CR construct > 0.7 (Hair et al., 2000). The results of the analysis in Table 1 shows that all indicators in the SEM model is valid in measuring the construct and all constructs are reliable.

Table 2: Validity and Reliability Construct

Variable & Dimension	Indicator	Loading factor (λ)	Validity	AVE	CR	Reliability
Stakeholders	S1	0.670	Valid	0.443	0.977	reliable
	S2	0.680	Valid			
	S3	0.700	Valid			
	S4	0.760	Valid			
	S5	0.540	Valid			
Ethnic Chinese Food	E1	0.630	Valid	0.405	0.973	reliable
	E2	0.700	Valid			
	E3	0.570	Valid			
	E4	0.650	Valid			
Memorable Experience	P1	0.710	Valid	0.524	0.949	reliable
	P2	0.780	Valid			
	P3	0.700	Valid			
	P4	0.800	Valid			
	P5	0.730	Valid			
Interest to Revisit	K1	0.750	Valid	0.560	0.886	reliable
	K2	0.730	Valid			
	K3	0.800	Valid			
	K4	0.820	Valid			

<i>Result of LISREL 8.80; Cut Value AVE > 0.5; Cut Value CR > 0.7; Cut Value standardized loading factor 0.5</i>
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Construct Stakeholders

Stakeholder constructs measured by 5 indicators of measurement with standardized loading factor that has exceeded 0.5, namely tourists (0.67), government (0.68), local residents (0.70), entrepreneurs (0.78) and the media (0.54), showed a good contribution to the formation of ST. Entrepreneurs provide the largest contribution of 0.78 to the formation of stakeholder variables. This means that the presence of stakeholders in Chinatown destinations can be explained by the role of entrepreneurs by 78%. Of course in a Chinatown location, without the role of entrepreneurs who open various businesses, then a tourism location as good as any can not run and survive. Media is a sub-variable that has the least amount than other sub-variables. Overall, all the sub-variables used can indeed contribute to the formation of stakeholder variables.

Chinese Ethnic Food Constructs

In this study, ethnic Chinese food was measured by 4 measurement indicators, refer to the results of confirmatory factor analysis in Table 4, obtained standardized loading factor values >0.5 in each indicator, namely historical indicators (0.63), cultural (0.70), geographical location (0.57), and cooking methods (0.65), overall all indicators show a good contribution to the formation of ET, but the geographical location indicator is a sub-variable that has the most minimal magnitude than other sub-variables. This means that the geographical location is the weakest gauge of the construction of ethnic Chinese food, meaning that the far proximity of the location of the object does not always indicate that tourists rate Chinese food well, the indicator that contributes the most is precisely the cultural indicator which means that the cultural value that exists in the place where ethnic Chinese, while the geographical location is not the first consideration of tourists to visit and enjoy Chinese food in the destination.

Construct the Experience of Tourists

Tourist experience was measured by 5 measurement indicators, namely hedonism (0.71), tourist engagement (0.78), novelty of experience (0.70), local culture (0.80), and knowledge of tourists (0.73), indicating a good contribution to the formation of memorable tourist experience variables. Novelty of experience is a sub-variable that has the least amount than other sub-variables. Overall, all the sub-variables used can indeed contribute to the formation of memorable tourist experience variables. The local culture in Chinatown contributed the most, namely 0.80 to the construction of a variable memorable tourist experience. This implies that the presence of PE can be explained from the local culture by 80%. In connection with this study, the memorable tourism experience (MTE), or PE, while in Chinatown can not be realized without the local culture. Or it can be said from the reverse side is that the local culture in Chinatown can push the higher its MTE level.

Construct Revisit

In this study, the revisit construct was measured with 4 measurement indicators, namely motivation (0.75), past experience (0.73), perceived constraints (0.80), and the intention to revisit (0.82), showing a good contribution to the formation of KU. Sub-variables used in this study have a similar magnitude at the level of 73% -75% and 80% -82%. Overall, all the sub-variables used can indeed contribute to the formation of KU variables.

Table 3: Goodness of fit model test

Parameter	Result and Recommendation		
	Result	Recommendation	Conclusion
Root Mean Square Error of Approximation (RMSEA)	0.087	$RMSEA \leq 0.08$	Good Fit
Normed Fit Index (NFI)	0.96	$NFI \leq 0.09$	Good Fit
Comparative Fit Index (CFI)	0.97	$CFI \leq 0.09$	Good Fit
Normed Fit Index (NFI)	0.96	$NFI \leq 0.09$	Good Fit
Non-Normed Fit Index (NNFI)	0.97	$NNFI \leq 0.09$	Good Fit
Standardized Root Mean Square Residual (Std. RMR)	0.051	$Std. RMR \leq 0.05$	Good Fit
Incremental Fit Index (IFI)	0.97	$IFI \leq 0.09$	Good Fit
Relative Fit Index (RFI)	0.95	$RFI \leq 0.09$	Good Fit

The stages of structural model testing begin with the SEM assumption test phase, where the data quality ranges from sample adequacy, outlier test, data normality, and the absence of multicollinearity. Anta exogenous variables tested. If the test results show that the data meet the assumption of normality, do not contain outliers, and between exogenous are not strongly correlated, then the SEM analysis can be done, and the test is carried out at the next stage, namely the goodness of fit SEM model test. This test aims to assess the feasibility of the model in testing the research hypothesis. If the model has met the required goodness of fit model criteria, the SEM model is suitable for use as a research hypothesis testing tool, while if the model does not meet the fit criteria, modification of the model is needed until a fit model is obtained with the analyzed data.

The minimum sample size for SEM analysis with the Maximum Likelihood estimation method is 100-200 respondents (Ghozali, 2011: 64). The number of samples in this study is as many as 267 respondents because the number of samples has exceeded the minimum limit of SEM samples, the number of respondents used in this study is declared sufficient and feasible to be analyzed using SEM analysis. Normality test results showed that the value of CR skewness and cr kurtosis are in the normal distribution range of $-2.58 < z < 2.58$ so it was concluded that the assumption of SEM is fulfilled. Furthermore, the assumption that there is no multicollinearity and singularity is also evident from the correlation value between stakeholder variables, ethnic Chinese food and travel experiences that are far away at 0.9 and the value of the covariance matrix determinant that is far above 0.000. Based on this description, all SEM assumptions have been fulfilled in this study so that the test is continued in the goodness of fit model.

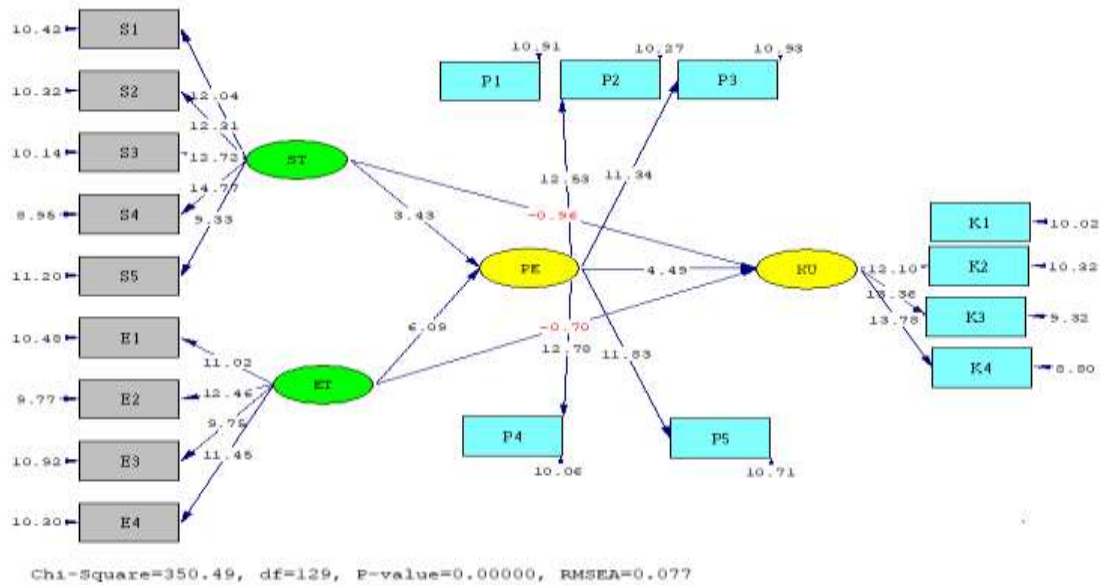


Figure 3: Result of Estimates Model SEM (Lisrel)

The results of the goodness of fit model test show that the model has a good goodness of fit model as evidenced by the goodness of fit model parameter values that meet the required criteria. Because the goodness of fit model is good, the SEM model is feasible to use to test the effect between variables which is nothing but to test the hypotheses in this study.

Table 4: Direct Effect Test

Path	Path Coefficient	T-value	Conclusion
ST --> PE	0.34	3.43	positive significant effect
ET --> PE	0.26	6.09	positive significant effect
PE --> KU	0.64	4.49	positive significant effect
ST --> KU	-0.11	-0.96	no significant effect
ET --> KU	-0.14	-0.7	no significant effect

The results of the analysis in Table 5 shows the value of t-value influence of stakeholders on the tourist experience of 3.43 with a positive path coefficient of 0.34. By the t-value value obtained > 1.96 and the regression coefficient marked positive, it is concluded that stakeholders have a positive and significant effect on the tourist experience experienced by tourists. The better the role of stakeholders in the development of objects and services to tourists, the better the impression obtained by tourists after visiting Chinatown, conversely, less potential stakeholder support can reduce the impression obtained by tourists after visiting the tourist attraction.

The results of further analysis in Table 5 show the T-value of the influence of ethnic Chinese food on the tourist experience of 6.09 with a positive path coefficient of 0.26. By karenan t-value obtained > 1.96 , and the regression coefficient marked positive, it was concluded that ethnic Chinese food has a positive and significant effect on the tourist experience experienced by tourists the better the dish of ethnic Chinese food the better the impression obtained by tourists after visiting Chinatown, on the contrary, the dish of ethnic Chinese food is less good potentially can reduce the impression obtained by tourists after visiting the tourist attraction.

The results of the analysis of the effect of tourist experience on tourist revisit show that the tourist experience also determines the interest of tourists to return to Chinatown attractions; it is shown by the t-value of 4.49 and the positive path coefficient of 0.64, which means that

the tourist experience has a significant impact and positively directed to the interest of tourists to return to Chinatown in the future.

The results of the test of the direct influence of stakeholders and ethnic Chinese food showed insignificant results, indicated by a t-value of -0.096 on the path of stakeholder influence on tourist revisits and a t-value of -0.70 on the path of influence of ethnic Chinese food on tourist revisits, this means that directly, stakeholders and ethnic Chinese food, the role of good financial stakeholders and impressive ethnic Chinese food offerings are not necessarily able to form the interest of tourists will visit back to this tourist attraction, the role of stakeholders and ethnic Chinese food offerings must be able to form an impressive tourist experience for tourists in order to form the interest of tourists to return to visit in the future.

System Dynamics Analysis of Chinatown Tourist Destination Revisit Model

In this study, the results of this SEM analysis were confirmed and further developed using Dynamic Systems Analysis. The dynamic system Model formed for the development of Chinatown destinations in Figure 2 shows the strategic concept of Chinatown destinations in the future.

Stakeholders and ethnic Chinese food in this study cannot directly affect the intention of revisiting tourism in Chinatown. Thus, stakeholders and ethnic Chinese food need a memorable tourist experience as mediation to the intention of revisiting tourism. Referring to the rationale that revisits tourism can be increased if the tourist experience felt by tourists can be memorable with the support of all stakeholders by implementing an engagement strategy accompanied by the presentation of ethnic Chinese food with an emphasis on commercial euphoria and oriental euphoria.

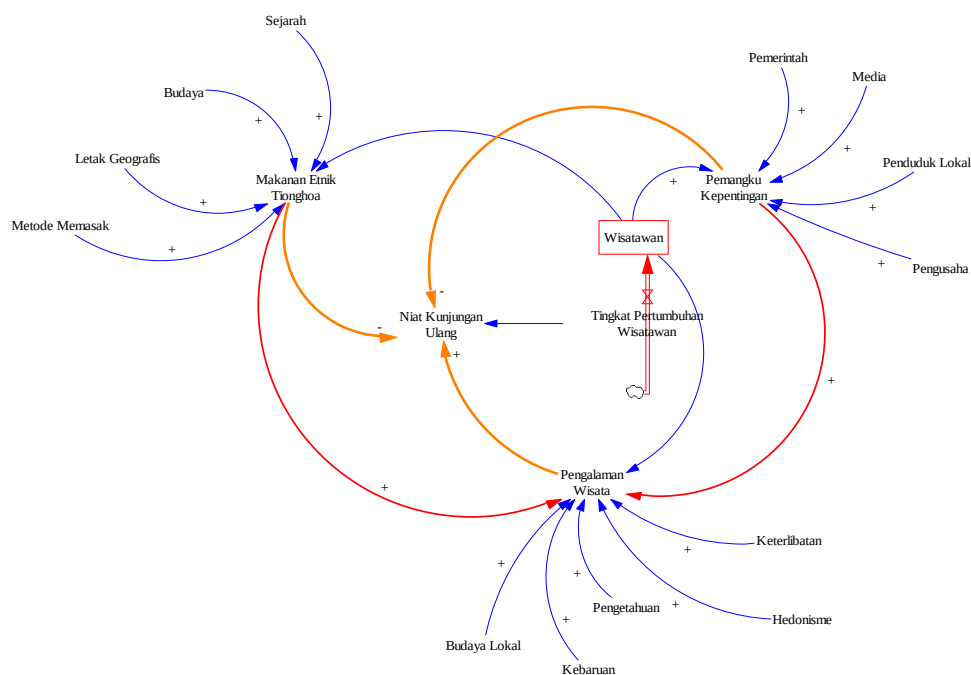


Figure 4: Results of System Dynamics Analysis of Chinatown in Java Island

Based on the results of system dynamic analysis, obtained scenarios that can be used to increase the return of tourists in the future. The preparation of system dynamics modeling scenario is done with Vensim PIE x32 software aims to select alternative policy plans that allow to be taken in solving problems that could potentially occur in the future based on the current conditions in the period of this study. In accordance with the purpose of the study, which is to build and formulate a food tourism development model in Chinatown destinations, after the

simulation in 2022, the revisit process at the three Chinatown locations can achieve a significant increase in revisits up to 28 million visitors within the next 10 years. So that if the simulation model revisits get intervention through policies implemented in the future, the increase and decrease in tourist visits will change. This scenario is in line with the discovery of structural equation modeling (SEM) by simulating lisrel 8.8 where if a memorable tourist experience can be created, repeat visits will increase significantly.



Figure 5: Simulation Model with Intention to Revisit Rate Scenario

Discussion

The Influence of Experience on the Revisit of Tourists

The results of the analysis of the effect of tourist experience on tourist revisit shows that the tourist experience also determines the interest of tourists to return to Chinatown attractions, it is shown by the t-value of 4.49 and the positive path coefficient of 0.64 which means that the tourist experience has a significant impact and positively directed to the interest of tourists to return to Chinatown in the future.

According to the results from Lisrel, the relationship between tourism experience and tourism revisit showed a value of 1.07. This value means that for every 1% tourism experience, the tourism revisit will experience a change of 107%. In other words, if the tourist experience dissatisfaction, then revisiting direct tourism will decrease. Conversely, if the experience of tourism experiences satisfaction, then revisiting direct tourism will experience an increase. If viewed in more detail in Figure 4, then all the sub-variables used to measure repeat visits have a high ability to be able to explain the formation of a repeat visit of tourists.

Tourist motivation (KU1) can be explained by 0.75 to the formation of a revisit (KU). This is in line with previous research where the image of a tourist location becomes an attraction (Zhang, Wu, & Buhalis, 2017; Bintarti & Kurniawan, 2017), including the level of satisfaction and previous experience (Bintarti & Kurniawan, 2017). Even the intention to visit tourist sites is largely determined by the theme (Utomo, 2022), so that it can realize the dreams of tourists in terms of recreation, rest/relaxation, personal values (such as the influence of family and friends, status or prestige), social experience (such as meeting other people who have similar interests, or spending time with family and friends), and learning experience, such as visiting cultural places or learning other new sites (van Vuuren & Slabbert, 2011), and finally can have an impact on increasing tourist motivation.

Variable revisit tourism can be explained by previous experience (KU2) of 0.73. In line with the explanation earlier, past experiences would be beneficial to encourage revisits, as some researchers have previously stated. In South Africa, the experience of visiting culture amounted to 0.593, and other new places amounted to 0.757 (van Vuuren & Slabbert, 2011). In the city of Surabaya, the current generation of tourists often prioritize themes in the formation of their past experiences so that repeat visits will always occur (Utomo, 2022). Also supported by

research on the image of tourist sites (Zhang, Wu, & Buhalis, 2017; Bintarti & Kurniawan, 2017), which forms the previous level of satisfaction (Bintarti & Kurniawan, 2017).

Constraints experienced (KU3) can explain the amount of 0.80 to the establishment of variable revisit tourism. In line with the findings of previous studies, some of the constraints that occur in tourist sites include; overtourism (Kuklina et al., 2021), unforeseen expenses, hygiene conditions (Kuklina et al., 2021), infrastructure (Tarlow, 2016), arrangements, transport, accommodation, beggars, corrupt practices, pollution (Chockalingam & Ganesh, 2010; Kuklina et al., 2021; Tarlow, 2016), taxes (Tarlow, 2016), regulations (Tarlow, 2016), clinic availability (Kuklina et al., 2021), language of instruction (Tarlow, 2016), safety and security (Chockalingam & Ganesh, 2010). These various obstacles were also revealed in interviews with representatives of stakeholders, such as; parking access, seating, rest areas, clean public toilets, oriental euphoria, commercial euphoria, and criminal acts (Halim, 2022; Hendra, 2022; Utomo, 2022; Anindita, 2022).

The attitude of the tourists (KU4) can be explained by 0.82 to the establishment of variable revisit tourism. For tourists, the attitude can be seen from 3 stages, namely; pre visit, during visit and post visit (Chen & Funk, 2010). There is a consistent similarity between several researchers where various factors do need to be prepared and considered in tourist sites to achieve this level of sustainability, such as; accommodation, cleanliness (Elfrida et al., 2020; Immanuel et al., 2013), infrastructure, security, quality, hospitality, tourism center, green concept, atmosphere, characteristics, and regularly scheduled activities (Aberer et al., 2005; Chen & Funk, 2010; Irfan et al., 2017; Kuklina et al., 2021; Rößl et al., 2007). The same thing was also stated in interviews to stakeholders (Halim, 2022; Hendra, 2022; Utomo, 2022; Anindita, 2022). From the results of this study, then a tourist site needs to ensure all series of Visit process. This series will improve the attitude of tourists to revisit based on their level of satisfaction during the visit (Bintarti & Kurniawan, 2017).

Stakeholder Influence on the Tourist Experience

The results of the analysis in this study indicate that stakeholders have a positive and significant effect on the tourist experience experienced by tourists, the better the role of stakeholders in the development of objects and services to tourists, the better the impression obtained by tourists after visiting Chinatown, conversely, less potential stakeholder support can reduce the image obtained by tourists after visiting the tourist attraction.

The results of the analysis in this study indicate the relationship of stakeholders and tourism experience shows a value of 0.34. This value means that the improvement and development of the role of stakeholders by 1%, overall, then the tourism experience, or MTE, will also increase by 34%. As previously explained, the existence of stakeholders can be explained by tourists at 67%, the government at 68%, local residents 70%, entrepreneurs 78%, and the media 54%.

With a contribution of 0.67, tourists have a relatively important role in the formation of stakeholder variables. This is in line with previous research where about 40% of tourists are looking for cultural and historical sites (European Commission, n.d.). The experience felt by the tourists will form an understanding of the visit (Sugathan & Ranjan, 2019) so that the role of these tourists becomes important in a tourism destination or any tourism campaign. The immigration policy by the Indonesian government that provides visa convenience for Chinese tourists (Rosyidi, 2018) is also in line with the vital role of tourism stakeholders in this study. With the ease of visas provided by the Indonesian government, tourists will increase. On the other hand, the role of tourists in the formation of these stakeholder variables has also been studied in terms of religious rituals, customs, museums and local wisdom which prove to be an attraction for tourists and support the spread of peranakan culture (Oh, Afiah, & Abdul, 2019). In line with these results, Nguyen (2018) also found that tourists occupy the 4th largest role in

the tourism industry. The results of interviews with members of the Peranakan Association in Singapore (Hendra, 2022) also show the important role of tourists, especially in terms of cultural, philosophical and herbal attractions of Peranakans in various locations.

With a contribution of 0.68, the government has an important role in the formation of stakeholder variables. Through regulations, legislation, and licensing, the government can certainly use its authority in an effort to encourage stronger variables of stakeholder existence. According to Nguyen (2018), the role of the government in the development and preservation of tourism cannot be ruled out as it reaches 35%. For example, a policy from the Indonesian government regarding visa facilitation for Chinese tourists (Rosyidi, 2018) continues to boost Chinese tourist visits to Indonesia as well. This is stated in the Presidential Regulation of the Republic of Indonesia number 69 of 2015. The visa facilitation is followed by cooperation and linkages with the private sector and the community in an effort to maintain the role of stakeholders in tourism destinations (Pujiyono et al., 2019), including in city branding or Chinatown efforts (Agoes, Hermanto, & Maureen, 2012).

The local population contributed 0.70% to the establishment of stakeholder variables. This implies that the existence of stakeholders in Chinatown can be explained by the role of the local population of 70%. Without the participation of local residents, the tourism location cannot run well. In this regard, the atmosphere and festivity in Chinatown cannot be realized without local residents who have an ethnic Chinese background. With reference to the previous table in Chapter 2 on stakeholders in tourism, the local population plays a role of 36% (Nguyen, 2018).

Referring to the results obtained from respondents, employers provide a contribution of 0.78 to the formation of stakeholder variables. This role places entrepreneurs as a determining factor in tourism because without the presence of entrepreneurs, activities in the Chinatown area will decrease by 78%. This is in line with previous research, where entrepreneurs occupy the top 5 stakeholder roles in the tourism industry (Nguyen, 2018). The role of entrepreneurs as the Big 5 stakeholders is also supported by the findings from Pujiyono, et al (2019) where tourism management should work based on collaboration with the government, the community, tourists, and entrepreneurs. In fact, according to Goeldner & Richie (2005), entrepreneurs are ranked four as stakeholders in the tourism industry, so collaboration between them really needs to be fostered and forged in order to encourage tourism preservation and development (Amoako, Darko, & Marfo, 2020).

With a contribution of 0.54, the media has an important role in the formation of stakeholder variables. In line with the Indonesian government's goal to increase tourism by providing visa facilitation for China and 29 other countries, and through the Xinwen Metro program which is part of MetroTV and uses Mandarin, the dissemination of information about Indonesia has become wider to prospective Chinese tourists. Of course, it is hoped that with the special broadcast in Chinese, the dissemination of information about Indonesia from various sectors can be quickly received and have an impact on their further decisions regarding planned visits to Indonesia. As stated in Mayor Regulation No. 2 of 2012, tourism promotion activities must involve the media, such as print, visual and audio-visual media as a strategy to increase tourists (Setya, 2017).

As explained earlier, tourism management requires collaboration between various parties. The linkage of this collaboration and cooperation relationship that will encourage the success of Tourism Development (Pujiyono et al., 2019).

On the other hand, memorable tourism experience, the existence of PE or MTE can be explained by hedonism by 71%, involvement by 78%, novelty by 70%, local culture by 80%, and knowledge by 73%.

With a contribution of 0.71, hedonism has a relatively important role in the formation of a memorable tourist experience. This finding is in line with research from Kim, Rivhie &

McCormick (2012) where hedonism is one part of the measurement tool in assessing an unforgettable tourist experience. With the addition of an event agenda in Chinatown, or various Chinese culture introduction events outside the Chinatown area, it will certainly encourage tourism & hedonism potential from tourists, as stated in an interview with senior members of the Peranakan Association (Hendra, 2022).

With a contribution of 0.78, involvement has a relatively important role in the formation of memorable tourist experience variables. Similar to hedonism, this engagement factor is in line with previous research from Kim, Rivhie & McCormick (2012) that stakeholder engagement will further enhance memorable tourism experiences. This is also in line with previous research in Tanjung Lesung, Pandeglang by Pujiyono, Yuwono & Dwimawanti (2019), or about Port resilience by Dooms (2019), or about local community involvement in Bali by Ratnaningsih (2014).

With a contribution of 0.70, the novelty has a relatively important role in the formation of a memorable tourist experience. In a study conducted by Kim, Rivhie & McCormick (2012), the novelty factor of a tourist spot, in this case Chinatown, is an important thing. The results of an interview with an entrepreneur who works a lot in the food industry with a variety of products as a complement to Chinatown tourist sites (Halim, 2022) also support this result, that novelty is important for a tourist site, especially Chinatown.

With a contribution of 0.80, local culture has an important role in the formation of a variable memorable tourist experience. In his research, Gumulya (2017) supports the role of local culture because there is indeed a mixing of culture with local culture. Kim, Rivhie & McCormick (2012) also said that the local cultural factor is an important contribution in the formation of MTE, especially in Chinatown tourist sites. In all interviews conducted with tourists, locals, and the government, local culture is also always stated as an important factor in the establishment and preservation of Chinatown (Hendra, 2022; Utomo, 2022; Yuniarti, 2022).

With a contribution of 0.73, knowledge has an important role in the formation of memorable tourist experience variables. With the spread of Chinese culture that has occurred, the knowledge factor becomes important, as expressed by Oh, Afiah & Abdul (2019) in his research on Nyonya Cuisine. The results of interviews with the government also refer to the importance of the knowledge factor for the achievement of MTE (Yuniarti, 2022). Research from Kim, Rivhie & McCormick (2012) also states similar findings where the knowledge factor is an essential contribution in the formation and preservation of MTE in the future.

The Influence of Ethnic Chinese Food on the Tourist Experience

The results of the analysis in this study indicate that ethnic Chinese food has a positive and significant effect on the tourist experience experienced by tourists. The better the dish of ethnic Chinese food the better the impression obtained by tourists after a visit to Chinatown. On the contrary, the dish of ethnic Chinese food is less good, potentially can reduce the impression received by tourists after visiting the tourist attraction.

The results of the analysis in this study showed that the relationship between ethnic Peranakan Chinese food with tourism revisit showed a value of -0.14. This value means that for every improvement and development of the Peranakan Chinese ethnic food by 1%, revisit tourism will decrease by 14%. It also means that the measuring instrument used in this study for the variable ethnic Chinese food, historical factors, culture, geographical location, and cooking methods are not aligned with the current increase in tourist revisits. However, indirectly, ethnic Chinese food will be very good when mediated through the variables of memorable tourist experiences. These results suggest that this may not have a direct impact on the increase in revisits by tourists. However, the role of stakeholders in the tourism industry is very impactful when the memorable tourism experience of tourists is formed.

These findings indicate that the formation or existence of ethnic Chinese food through historical factors, culture, geographical location, and cooking methods are relatively true influences on the tourist experience in the first time, but these factors do not give meaning to the increase in revisits of tourists. Food served in Chinatown destinations cannot be the main factor in improving the process of tourist revisits, because tourists have other goals in visiting Chinatown such as: visiting temples, buying Chinese knickknacks, and performing Customs and religious rituals. When visiting Chinatown destinations, aspects of religious rituals, customs, museums, and proven local wisdom have become their own attraction for tourists visiting with a sense of oriental euphoria (Oh, Afifah, & Abdul, 2019). So that Chinatown destinations on the island of Java can always be an option when tourists want to travel, then the existing oriental euphoria can be equipped with commercial euphoria so that it can become an added value that can be felt by tourists when visiting Chinatown destinations. The commercial aspect of euphoria can attract tourists to spend both the variety of food offered and the souvenirs sold in Chinatown destinations. Additional events in Chinatown, or various Chinese culture introduction events in the Chinatown area, will certainly encourage tourism potential and return visit intentions from tourists, as stated in an interview with senior members of the Peranakan Association (Hendra, 2022).

In attracting tourists to visit the destination in the future, it is necessary to pay attention to some values such as; personal values (such as the influence of family and friends, status or prestige), social experience (such as meeting other people who have similar interests, or spending time with family and friends), and learning experience, such as visiting cultural places or learning other new places (van Vuuren & Slabbert, 2011), where the experience gained can be disseminated and become a trigger motivation to always revisit in the future.

The Influence of Stakeholders and Ethnic Chinese Food on Revisit

The results of the test of the direct influence of stakeholders and ethnic Chinese food showed insignificant results, indicated by a t-value of -0.096 on the path of stakeholder influence on tourist revisits and a t-value of -0.70 on the path of influence of ethnic Chinese food on tourist revisits, this means that directly, stakeholders and ethnic Chinese food, the role of good financial stakeholders and impressive ethnic Chinese food offerings are not necessarily able to form the interest of tourists will visit back to this tourist attraction, the role of stakeholders and ethnic Chinese food offerings must be able to form an impressive tourist experience for tourists in order to form the interest of tourists to return to visit in.

Conclusion

The conclusion obtained from the results of this study is that the experience of tourists can mediate the influence of stakeholders and ethnic Chinese food on tourist revisit in Chinatown attractions. An excellent stakeholder role and ethnic Chinese food that provides memorable experiences to tourists will support the high interest of tourists to return to visit the attraction, a memorable travel experience mediates the influence of stakeholders and ethnic Chinese food on tourists ' full revisit interest which means that the role of stakeholders and ethnic Chinese food will be able to increase tourist revisits to Chinatown attractions if the role of stakeholders and ethnic Chinese food presented can make a good impression on tourists..

Statement

The design of field studies by creative actors, tourism stakeholders, and local & foreign investors to be able to sharpen the quality of Destination Management design Chinatown as a concept of food tourism in the future by paying attention to aspects of image and image branding food tourism that prioritizes commercial euphoria with ethnic Chinese nuances that

can still provide an element of cultural events that can be held consistently and routinely. It is applied to be able to create the concept of a memorable tourism experience.

The new concept offered by destination Chinatown in PIK & Kelapa Gading is an example of a concept that can be developed artificially / handmade in Chinatown throughout Indonesia by creating a new atmosphere for stakeholders. This policy is expected to have a strategic plan that can make tourist attractions have a development value in the current era.

Implementing an engagement strategy for tourism stakeholders in order to identify a concept of harmonious participation among stakeholders in the field of tourism in developing Chinatown destinations in the future. Entrepreneurs and local residents are part of the Key Players who must be able to make a major contribution to the establishment of a good food tourism concept.

The development of the concept of food served for culinary entrepreneurs in Chinatown destinations by bringing the concept of choice that has diversity for local and foreign tourists. Hygiene, cleanliness, and sanitation priorities must be prioritized for entrepreneurs so that the image formed can be better created in the eyes of tourists. Variations of food served from having typical authentic street food, healthy food, halal & non-halal by creating a good standardization.

Cultural celebrations in Chinatown destinations such as presenting cultural music offerings such as: Gambang Kromo, wayang poteh, cooking classes for Peranakan Chinese ethnic foods such as bacang / Choi Pan, seminars that present cultural observers speakers / chefs / content creators who can give an idea that ethnic Chinese in Indonesia are part of an ethnic diversity that is owned in Indonesia.

Preparing a draft of work activities that can be prepared by the Tourism Board in Indonesia to be able to create an interesting campaign to invite Generation Z & Millennials to be able to promote and disseminate information about ethnic Chinese culture on social media in Chinatown destinations. In addition to the infrastructure, parking access, and provision of dining tables, security arrangements must be able to be synergy in the formation of a work activity plan in the development of Chinatown destinations in Indonesia.

The development of digitization infrastructure for tourists, such as the provision of free wifi facilities in public and creating of virtual tours in the media to be able to describe the journey in Chinatown destinations in Indonesia. It is necessary to be able to draw interest before the tourists visit directly.

Another suggestion for subsequent researchers is that a more varied sample for the data could include not only local travelers but could also include international travelers, discussing aspects of the theory of sustainability, revitalization which can include a unity of sustainability for cultural destinations in Chinatown and evaluation of new market segments and market habits in more depth that must be applied to understand the potential of food tourism in Indonesia so that resources can be managed efficiently because this research was taken during the ongoing pandemic.

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