

Culinary is The Main Attraction for Religious Tourism Visitors in The Cirebon District

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ABSTRACT

Purpose — Cirebon Regency has been designated as a pilgrimage and cultural heritage tourism destination by the joint agreement between the governor and the regent/mayor number 912/05/Bapp regarding economic development priorities in the development planning coordination area in West Java. This research aims to identify the factors and appropriate information regarding the desires of tourists visiting Cirebon Regency.

Method — This research used a mixed method approach, with 200 tourist respondents and 12 respondents for Process Hierarchy Analysis (AHP) consisting of tourists, business actors, and the government related to tourism management.

Result — The results of this research show that culinary is a sub-sector of the creative economy, which is the main attraction for tourists visiting religious tourism in Cirebon Regency. Meanwhile, the AHP results at the first level show that tourism human resources are the main priority in developing halal tourism in Cirebon Regency, with a value of 23.94%. At the second level, it was found that the creativity of tourism business actors was the priority, with a value of 9.77%.

Keywords: Religious Tourism; Culinary; Attractiveness

INTRODUCTION

Good development is planned to meet more than just essential development needs oriented towards providing physical facilities and infrastructure (Prasta, 2021) because development planning should start by identifying the potential in the area (Septiawati et al., 2021). So, how does the existing potential become an attraction for investment, which leads to improving the welfare of the people in the region (Rahayu et al., 2022).

Human resource potential is the main factor in regional development (Kulla et al., 2018; Mersita et al., 2019). The potential of human resources must, of course, be supported by a policy of providing the broadest possible employment opportunities by prioritizing skills and experience (Wijayanti, 2020). One of the things that can be developed by looking at the potential of Cirebon Regency is the tourism sector, especially halal tourism. One area in West Java famous for its religious (halal) tourism is Cirebon (Ropiah, 2018). This is supported by accessibility, strategic position, and the spiritual tourism factor that the Sunan Gunung Djati tomb is a unique tourist attraction.

Cirebon Regency, with 40 (forty) sub-districts with a distinctive culture, language, traditional food, traditional arts, and typical Cirebon batik with its mega mendung motif, certainly has great opportunities and potential and is a unique attraction for religious tourists. The availability of national-scale infrastructure based on connectivity or accessibility to the entry and exit points (gates) for goods and people, such as arterial roads, freeways, airports, and ports, places the Cirebon Regency area in the most strategic position compared to other sites directly bordering it such as the City Cirebon, Majalengka Regency, Indramayu Regency, and Kuningan Regency. The accessibility factor is the primary key for tourists to visit an area (Yana, 2019).

Tourist visits are crucial to local revenue and add enormous value for developing other sectors. The number of religious tourist visits in Cirebon Regency from 2018 - 2022 reached 4,579,177 people; this figure has gradually improved since the decline in tourist visitors due to the pandemic (Islahuddin, 2023). From an economic perspective, tourism is a sector that brings income to the region, has the potential to expand the

market for residents' products and services, expands employment opportunities, is a source of Regional Original Income (PAD), and stimulates community creativity (Jaelani, 2016).

The tourism sector in Cirebon Regency still requires serious attention from the government if the placement of cultural heritage, such as religious tourism, is still a source of income for local communities. One factor that needs to be considered is the issue of sharia tourism, especially the provision of facilities (Jaelani, 2016). However, other supporting factors, including culinary, attract religious tourists to visit Cirebon Regency. This research tries to analyze the factors that attract religious tourists to visit. This research also examines policy priorities, which become alternative solutions for tourism development in Cirebon Regency.

METHOD

This research uses a qualitative approach; according to Sugiyono (2018), qualitative research is a research method that combines or combines quantitative methods and qualitative methods to be used together in a research activity so that data is obtained that is more comprehensive, valid, reliable, and objective.

The use of quantitative methods in this study aims to obtain an overview of policy priorities that must be immediately addressed and become priorities in policy. Quantitative methods seek to determine the preferences of tourists visiting Cirebon Regency, which will be displayed in tabulated form.

The data analysis technique used is Process Hierarchy Analysis (AHP); this method is functionally hierarchical to solve complex, unstructured problems. These problems are then organized, and groups are formed so that it becomes a hierarchical model, and the primary input of this method is human perception (Turban et al., 1998).

The total sample of tourists was 200 respondents who were successfully interviewed in several tourist destinations in Cirebon Regency. Meanwhile, there were 12 respondents relating to filling in Process Hierarchy Analysis (AHP) questions consisting of tourism business actors, local governments in charge of tourism, the tourism business community, and community elements.

RESULT AND DISCUSSION

Result

The number of tourist respondents obtained in this research was 200 respondents. Most visitors came from region 3 (three) Cirebon, 26% of the total respondents. Cirebon Regency's creative products that are most popular with tourists are culinary delights, with a percentage of 55%. When respondents were asked about exciting things to visit in Cirebon Regency, the first place was culinary, with a score of 36%, followed by religious tourism, with a score of 21%. This indicates that there is a connection between religious and culinary tourism. The most visited tourist spot is Batik Trusmi, a souvenir centre valued at 39%, then the Tomb of Sunan Gunung Djati, valued at 20%. For more details, see the table below.

Table 1. Respondent's Identity

Characteristic	Frequency	Presence
Gender		
Man	98	49%
Woman	102	51%
Education		
Junior High School	18	9%
Senior High School	75	37%
Bachelor Degree	83	41%
Master Degree	12	6%
Others	15	7%
Visitor Origin		
Majalengka	13	6%
Jabodetabek	62	31%
Indramayu	34	1%
Kota Cirebon	14	7%
Bandung	19	10%

Characteristic	Frequency	Presence
Kunungan	24	12%
Others	34	1%
Total Visits		
1-2 times	72	36%
3-5 times	36	18%
6-10 times	18	9%
>10 times	74	37%
Length of Visit		
< 5 hours	114	57%
Stay one day	35	17%
Stay 2-3 hari	28	14%
Stay > 3 hari	23	12%
The Most Interesting Creative Products		
Craft	18	9%
Culinary	111	55%
Fashion	55	27%
Performing Arts	15	8%
Others	1	1%
Interesting things to visit		
Craft Product	20	10%
Cultural/Historical Tourism	18	9%
Spiritual Tourism	42	21%
Natural tourism	40	20%
Culinary	73	36%
Others	4.0	4%
Tourist Destinations You Have Visited		
Batik Trusmi	78	39%
Tomb of Sunan Gunung Djati	40	20%
Empal Gentong H. Apud	21	10%
Multidimensional Shell House	8	4%
Tegal Gubug Market	17	9%
Others	36	18%
Reasons of Visit		
Working	49	24%
Culinary	30	15%
Travelling	66	33%
Stay in touch	36	18%
Others	19	10%
Consumers Who Get to Know Cirebon Regency Creative Products		
Yes	186	93%
No	14	7%
Ease of Information		
Very easy	66	33%
Easy enough	157	64%
Not easy	6	3%
Information Source		
Online Media	118	59%
Print Media	2	2%
Local Government Web	2	2%
Tourist Activity Events	12	6%
Others	61	31%
Availability Accessibility		
Very Available	47	23%

Characteristic	Frequency	Presence
Available Enough	137	68%
Quite Available	15	8%
Not Available	1	1%
Perception of Cleanliness		
Very Clean	10	5%
Clean Enough	156	78%
Quite Clean	33	16%
Not Clean	1	1%

Source: Primary data is processed, 2023

Process Hierarchy Analysis (AHP) uses two processes in data processing; at the first level, it is used to analyze the leading indicators, and then at the second level, it will be more detailed relating to the leading indicators. After processing the data using the AHP method on the leading indicators, the following are the results of the analysis at the first level.

Table 2. First Level Process Hierarchy Analysis

Firts Level	First weight
Tourism Institutions	12,16
Tourism Human Resource	23,94
Tourism Promotion	23,73
Variety of Tourism	17,81
Tourist Infrastructure	22,35
Total	100

Source: Primary data is processed, 2023

Based on the results of the Hierarchy Process (AHP) Analysis at the first level, it can be seen that the Tourism Human Resources (HR) factor is the priority in tourism development in Cirebon Regency with a percentage of 23.94%. Human resources are significant for the development of halal tourism because human resources are the main actors who have direct contact with tourists (Riadhussyah, 2020).

Tourism promotion ranks 2nd (second) with a value of 23.73%. These two factors are the main elements for tourism development in Cirebon Regency. Knowledge in this modern economy plays the most crucial role. A society (HR) that is developing, advanced in civilization, and has good welfare is a society with an excellent economic knowledge base (Sari, 2013).

The tourism infrastructure is in third place with a value of 22.35%, followed by tourism diversity and institutions. As the core of business actors, tourism business actors must run their businesses creatively; producers and suppliers receive support through regulations, infrastructure, promotional support, and capital (Daulay, 2018). In terms of infrastructure, the Cirebon Regency government's role is crucial, both in making regulations/policies and financially in the regional revenue and expenditure budget (APBD) (Bakhri, 2017).

Table 2. Second Level Process Hierarchy Analysis

First Level	First Level Priority	Second Level	Weight	Second Level Priority
Institution	12,16	Apparatus & Services	2,32	P19
		Laws & Policies	4,59	P12
		Business Actors Association	2,63	P17
		Banking Support	2,63	P18
Tourist Human Resource	23,94	Creativity of business actors of tourism	9,77	P1

First Level	First Level Priority	Second Level	Weight	Second Level Priority
		Providing training	tourism 5,30	P8
		Business Regeneration	5,97	P7
		Strengthening Creative Image	2,91	P16
Tourist Promotion	23,73	Creative Home	4,77	P10
		Availability of tourist websites	2,05	P20
		Digital Marketing	4,35	P13
		Networking	4,93	P9
		IPR	3,03	P15
		Expo	4,60	P11
Variety of Tourism	17,81	Culinary	6,36	P6
		Fashion (batik)	8,08	P3
		Craft	3,37	P14
Tourism Infrastructure	22,35	Infrastructure to tourist locations	9,42	P2
		Use of Technology	6,48	P4
		Facilities at tourist attractions	6,45	P5
Total	100		100	

Source: Primary data is processed, 2023

Institutions

At the second level, institutional factors consist of four variables, namely: 1) Apparatus and Services, 2) Regional Regulations and Policies, 3) Associations of Business Actors, and 4) Banking Support. Based on the results of the analysis, it is known that respondents rated tourism-related policies as the most important in the progress of tourism in Cirebon Regency, with a score of 4.59. No less critical also concerns the support of banking institutions and the importance of associations that support institutional progress as a function of coordination and development—tourist community.

Tourist Resources

Analysis at the second level, tourism human resource (HR) factors consist of four indicators, namely: 1) Creativity of business actors, 2) Provision of training, 3) Business regeneration, and 4) Strengthening creative image. Based on the results of the analysis, it is known that respondents think that Cirebon Regency needs to focus on strengthening the creativity of tourism business actors. This is reflected in the percentage weight of 9.77. The next main focus is business regeneration, weighing 5.97, followed by providing tourism business training with a percentage of 5.30 and strengthening creative image with 2.91.

Tourism Promotion

Analysis at the second level, promotion related to aspects of promotional activities and market activities that support Cirebon Regency tourism, consists of six indicators, namely: 1) Creative houses, 2) Digital Marketing, 3) Availability of tourism potential websites, 4) Networking, 5) IPR, and 6) Expo. Based on the analysis findings related to market and marketing factors, it is known that respondents think that Cirebon Regency needs to focus on strengthening networking. This is reflected in the percentage weight of 4.93. The next focus that can be prioritized is creative houses and expos, with consequences of 4.77 and 4.60, respectively.

Variety of Tourism

Analysis at the second level, creative raw material factors consist of three variables: 1) Availability of raw materials, 2) Stability of raw material prices, and 3) Environmentally friendly raw materials. Based on the results of the analysis findings related to creative economy raw material factors, it is known that respondents believe that Cirebon Regency needs to focus on maintaining the stability of prices for creative economy raw materials. This is reflected based on a percentage weight of 45%. The next priority is that Cirebon Regency needs to maintain the availability of raw materials for the creative economy, with a percentage weight of 36%. As for the variable providing environmentally friendly raw materials, respondents placed it as the variable with the lowest percentage weight, namely 19%.

Tourism Infrastructure

Analysis at the second level, tourism infrastructure factors consist of three variables, including 1) Infrastructure to tourist locations, 2) Use of technology, and 3) Facilities at tourist attractions. Based on the findings of the analysis of tourism infrastructure factors, Cirebon Regency needs to focus on improving the infrastructure for tourist locations. This is reflected in this variable's percentage weight, which is the second priority at the second level of AHP, with a value of 9.42%. The technology use variable is in fourth place with a weighted value of 6.48%, and the variable for facilities at tourist attractions is in fifth place with a weighted value of 6.45%.

Discussion

Cirebon Regency is synonymous with cultural and religious tourism, such as palaces and pilgrimage tourism. By the joint agreement between the governor and the regent/mayor number 912/05/Bapp regarding priorities for economic development in the development planning coordination area in West Java, Cirebon Regency was designated as a pilgrimage and cultural heritage tourism destination (Bappelitbangda, 2014). This creates the potential for economic growth for the surrounding community and brings in other economic potential. The creative industries in Cirebon Regency, such as culinary and pottery, are a unique attraction for tourists visiting religious tourism in Cirebon Regency.

The perceptions of tourist visitors are critical as information for strengthening policies in the tourism sector. This condition was responded to quickly by the regional government through the Cirebon Regency Bappelitbangda through the 2021 Creative Economy Development Masterplan, culinary being the strongest sub-sector among 17 other creative economy sub-sectors. Culinary is also a leading sector in Cirebon Regency, followed by fashion, crafts and performing arts (Bakhri, 2022).

Figure 1. Analysis of Creative Economy Potential in Cirebon Regency



Source: Bappelitbangda, Processed, 2023

Culinary is the first leading sub-sector in Cirebon Regency, which attracts tourists, including tourists visiting religious tourism. This is based on several factors, such as the large number of creative business actors in the culinary sector, the number of creative products that are characteristic of Cirebon Regency, which are diverse and well-known, are also the driving factors for the culinary sub-sector to become superior and attractive for tourists, especially on religious tourism. Culinary tourism that is in demand does not require

luxury. However, delicious taste, distinctive names and unique presentation will be more popular (Nurwitasari, A., & Ayuningsih, S. F., 2016).

The results of the Process Hierarchy Analysis at the first level show that Tourism Human Resources. With its rich culture and religious tourism, Cirebon Regency will only be valid if its human resources are equipped with sufficient skills to manage existing religious tourism and cultural heritage. The role of human resources in tourism management is very central and influences whether tourism management is good or not. Tourism development should be followed by strengthening the quality of service, especially in the human resource aspect (Raharjana, 2020). Strengthening and improving the quality and competency of human resources must be the main focus apart from physical tourism facilities and facilities (Idrus, 2018). In line with the statement above, tourism human resources must first be improved to develop the potential for religious tourism in Cirebon Regency.

At the second level, the Process Hierarchy Analysis shows that tourism business actors' first priority is the creativity indicator. Creativity is essential in developing halal tourism; even creative industries such as culinary are a supporting factor (Hariani et al., 2020). Creativity is also needed in tourism promotion activities so effective and targeted promotions can be carried out. This creativity needs to be trained and developed, both by tourism managers and business actors, so that it can increase the attractiveness of halal tourism in Cirebon Regency.

CONCLUSION

Based on a survey of religious tourism visitors in Cirebon Regency, it was stated that the most popular creative products were culinary, with a percentage of 50%. The most exciting thing to visit was culinary delights, with a score of 36%, followed by religious tourism, with a score of 21%. The first most visited tourist spot is Batik Trusmi, a souvenir center with a value of 39%, then the Tomb of Sunan Gunung Djati, with a value of 20%. This indicates that there is a connection between religious and culinary tourism.

Based on the results of the Hierarchy Process (AHP) Analysis at the first level, it can be seen that the Tourism Human Resources (HR) factor is the priority in tourism development in Cirebon Regency with a percentage of 23.94%. Meanwhile, at the second level, the priority is the creativity of tourism business actors, with a value of 9.77%. This means that the priority for tourism development is developing human resources while building the creativity of tourism business actors.

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