



Developing Gastronomy Tourism in Ubud Bali

The collage consists of three photographs. The top photograph shows a plate of Indonesian food, likely nasi campur, served on a banana leaf. It includes a mound of white rice, various vegetables, and pieces of meat. The bottom-left photograph shows a dining table set with a bottle of Pink Blossom wine, glasses, and plates of food. The bottom-right photograph is a close-up of a hand holding a banana leaf, with the word 'BELITUNG' visible on the leaf.



BOARD OF EXPERTS

KEY OPINION LEADERS

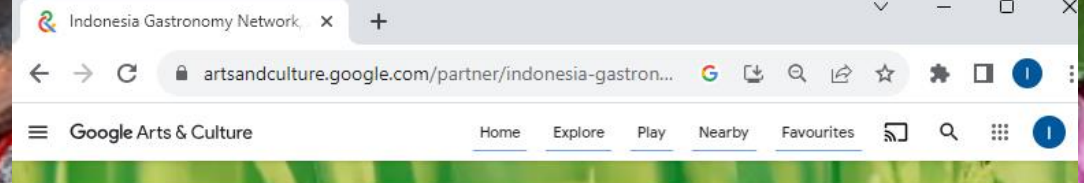
PROGRAM OFFICERS



Ismayanti Istanto

Head of Research & Education

INDONESIA SPICES UP THE WORLD



Indonesia Gastronomy Network

Jakarta , Indonesia



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A national gastronomy platform that connects all Indonesian gastronomy experts, activists, and actors with international reputation; to synergy, preserve, progress and promote gastronomy in order to contribute to national economy as well as to position Indonesian gastronomy on the world gastronomy map.

38 stories

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ONLINE EXHIBIT

Indonesia's
Extraordinary...

Indonesia Gastronomy Network



ONLINE EXHIBIT

Indonesia Food 101

Indonesia Gastronomy Network



ONLINE EXHIBIT

Nutmeg: The Taste of
Moluccas

Indonesia Gastronomy Network



ONLINE EXHIBIT

400 Years of Tempeh

Indonesia Gastronomy Network



ONLINE EXHIBIT

What is Rendang?

Indonesia Gastronomy Network



Products & Experiences



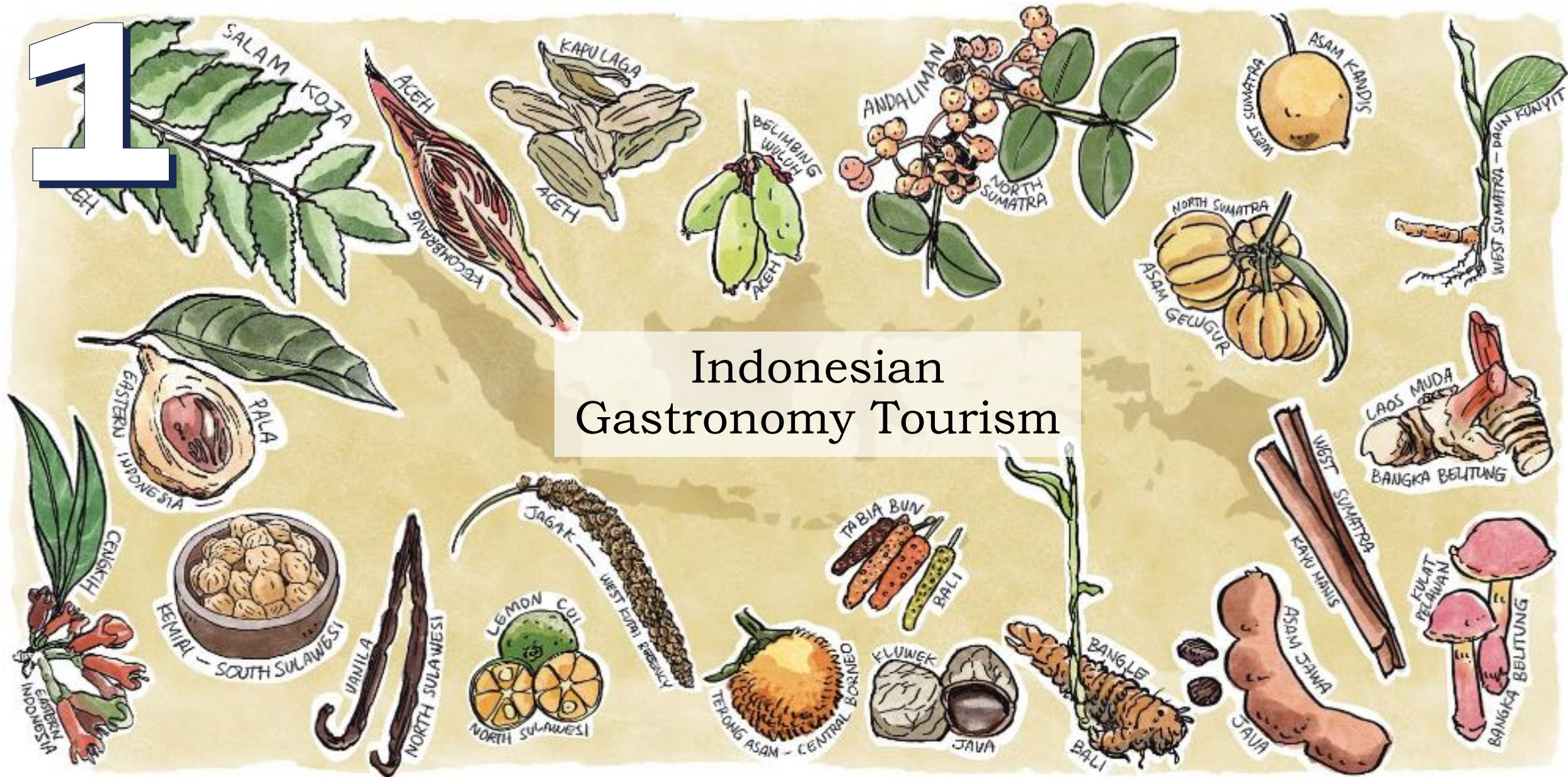
Destination image



Market & Benchmarks

Talking points

1



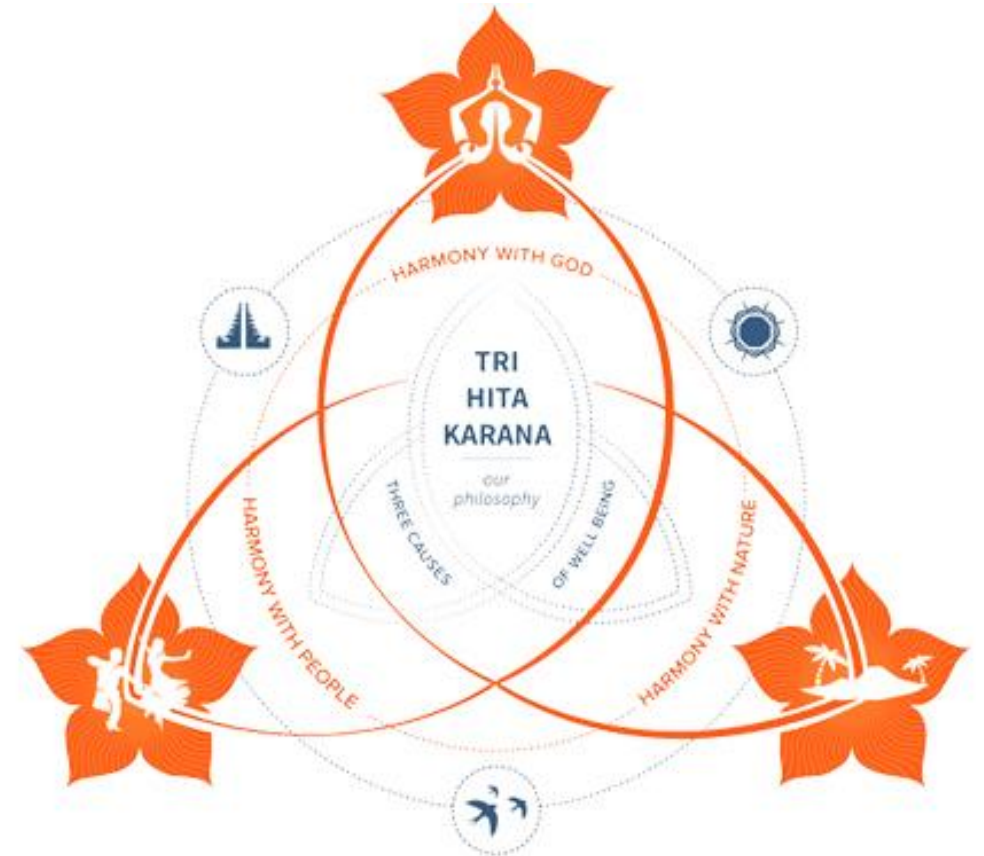
Indonesian Gastronomy Tourism

Indonesian & Bali Gastronomy

Indonesian Gastronomy Triangle Concept

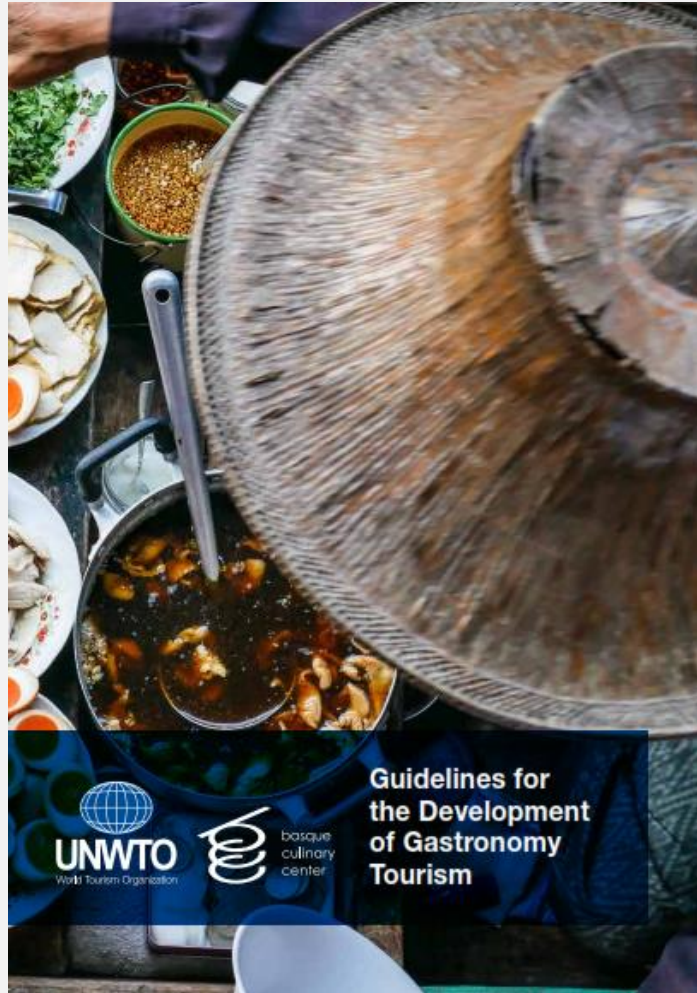


Tri Hita Karana



Source : Datau 2016; <https://bhayangkari.or.id/artikel/tri-hita-karana-balanced-life-hinduism/>

The Development Phase of Ubud Gastronomy Tourism



1 Analysis and Diagnosis

- Destination Assessment
- Destination Image
- Market and Competitor Analysis

1



2 Technical Design

- Strategic Framework
- Governance Model

2



3 Development of the Business Plan

- Goals and KPIs
- Business Model
- Communication plan

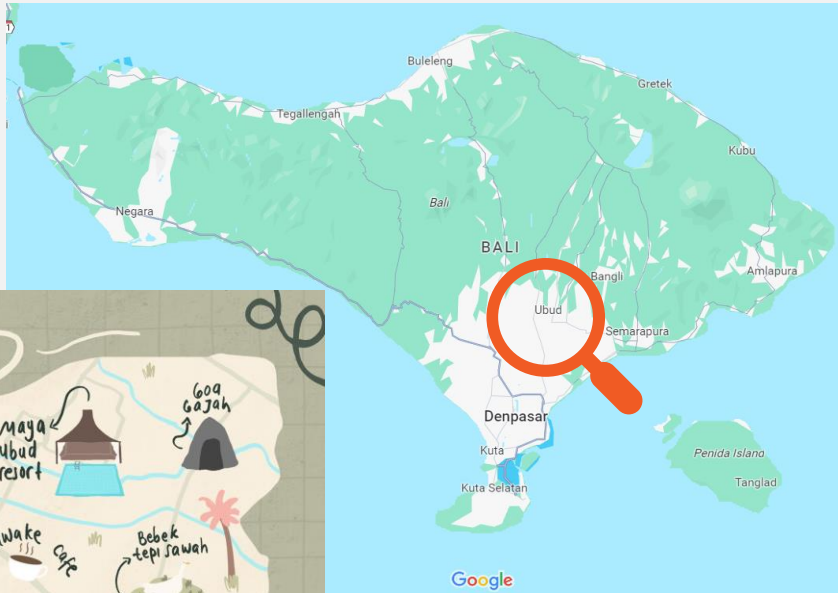
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2

Destination Assessment



Ubud Bali, Indonesia at Glance



In the 8th century a priest founded Gunung Lebah Temple, behind Campuhan Hill, that has a strategic contour area of rice fields and suitable for planting various medicinal plants or in Balinese called “Ubad”, but people from outside the island of Bali call it by the name of “Ubud”.



Ubud is a place where traditional Balinese culture imbues every waking moment, colorful offerings adorn the streets, and the hypnotic strains of gamelan are an ever-present soundtrack to everyday life.

lonely planet

Source: <https://www.lonelyplanet.com/indonesia/bali/ubud>, https://www.reddit.com/r/bali/comments/izipgn/map_illustration_of_ubud/?rdt=59400

Inventory of Gastronomy Resources of Ubud

Gastronomic Heritage



Landscape, ie. Subak system in Rice Field of Tegalalang Ubud



Cultural heritage, ie. Relief of food history in Yeh Pulu temple



Food-related activities, ie. traditional market tour

Sources: <https://www.indonesia.travel>, <https://www.ketutsbalicookingclass.com/>

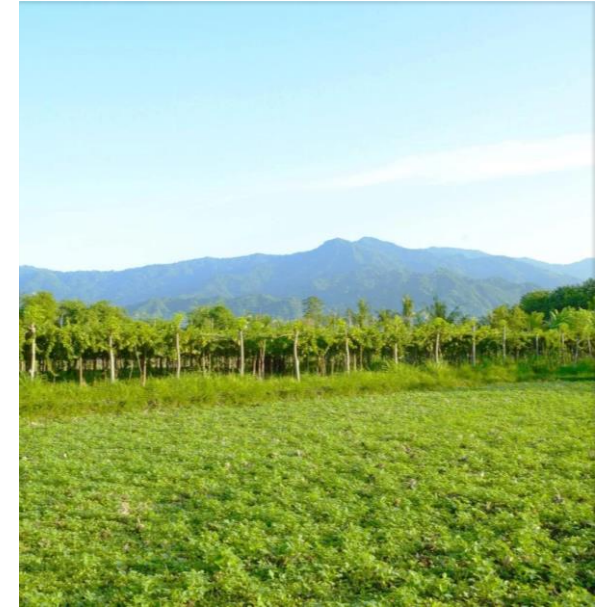
Local Products, Producer & Home Industry



Traditional manufacture, ie.
Ubud Raw chocolate factory



Home industry, ie. mosaic plates



Plantation, ie. vineyards of
Sababay

Inventory of Gastronomy Resources of Ubud Hospitality Sector



Homestay, ie. Home cooking



Restaurant & coffee shop,
ie. Locavore, Seniman



Warung, ie. Murni's warung



Resort hotels, ie. Picnic
B'fast in Plataran Ubud

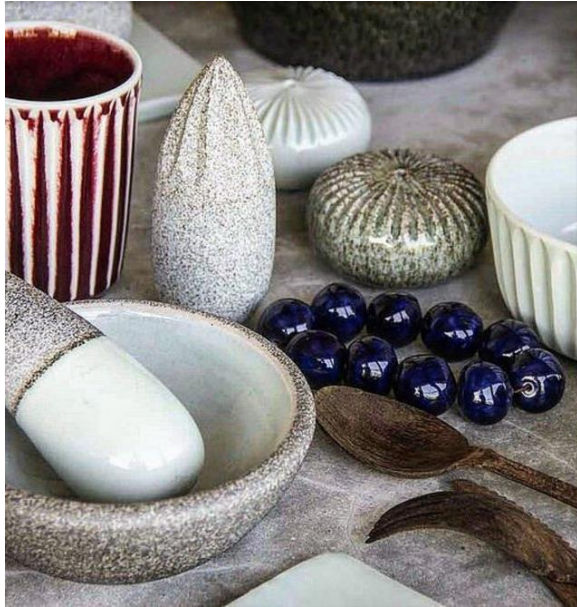


Street food, ie. Ubud night market

Sources: <https://casalunabali.com/casa-luna-cooking-school/>, <https://www.murnis.com/murnis-warung/level-4/>, <https://www.paon-bali.com/>, <https://www.plataran.com/plataran-ubud/encounters/picnic-breakfast/>, <https://www.senimancoffee.com/>

Inventory of Gastronomy Resources of Ubud

Specialist Trade



Crockery shops, ie. Gaya ceramic



Bakery, cake shop, ice parlor, ie.
Acai Bowl Ubud



Traditional market ie. Ubud
Market

Sources: <https://www.gayaceramic.com/showroom-shop>

Research and educational institution



Museums and galleries, ie.
Subak Museum Gianyar



Culinary academy, ie.
R4D academy



Cooking school, ie. Permulan
Bali Farm Cooking School



Vocational institution, ie.
Poltekpar Bali



Training centre, e.g. BLK
Agrobusiness & Industry (AI)

Inventory of Gastronomy Resources of Ubud Events & Festival



Festival, ie. Ubud food festival,
Bali vegan festival



Balinese celebration, ie.
Galungan & Kuningan



Cooking class, ie. Paon
Bali Cooking class



Cooking competition,
latte art competition.

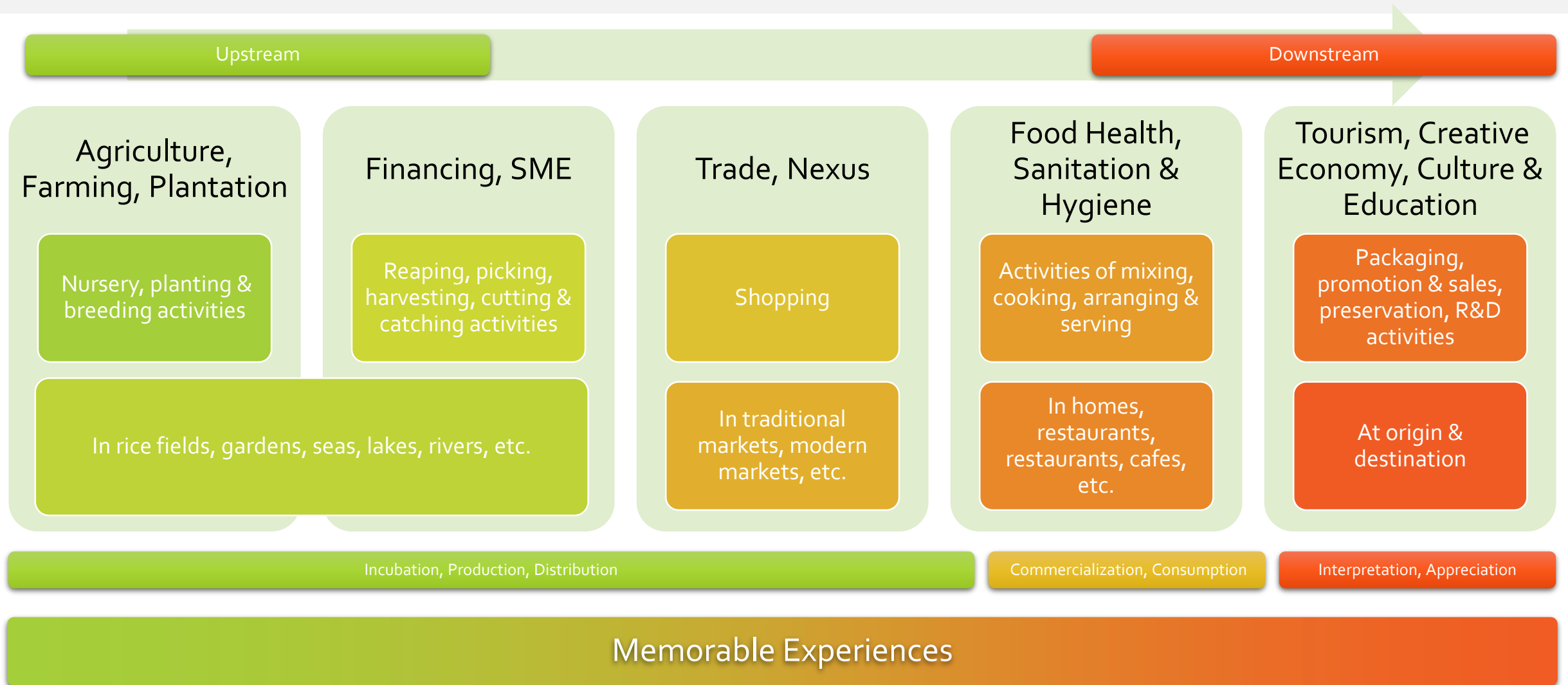
Sources: <https://www.ubudfoodfestival.com/category/news/>, <https://beta.cookly.me/>, <https://www.balispirit.com/community/ceremony-public/galungan-and-kuningan>,
<https://bali.idntimes.com/science/discovery/ari-budiadnyana/potret-tumpek-kandang-2023-di-bali-c1c2>



Video 1. Ubud Food Festival 2023 Trailer

Source: https://www.youtube.com/watch?v=mgboJ_tu_zU

Value Chain of Gastronomy Tourism in Ubud



Source: Istanto & Djamhur (2020)

The Ubud Actor

Supply & distribution of raw materials



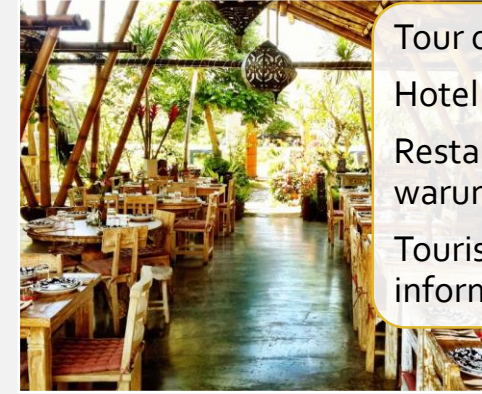
Producer:
farmers, ranchers
Guardian of
cultural attraction
Sellers in
traditional
markets;

The process of authentic culinary cooking



Hotel & homestay
Restaurants &
warung
Cook & chef

Providing information, services & tour packages



Tour operators
Hotel & homestay
Restaurants &
warung
Tourist
information center

Organizing events & tourism activities



Cooking class
organizer
Event organizer
Tour guide
Tourist attraction
manager

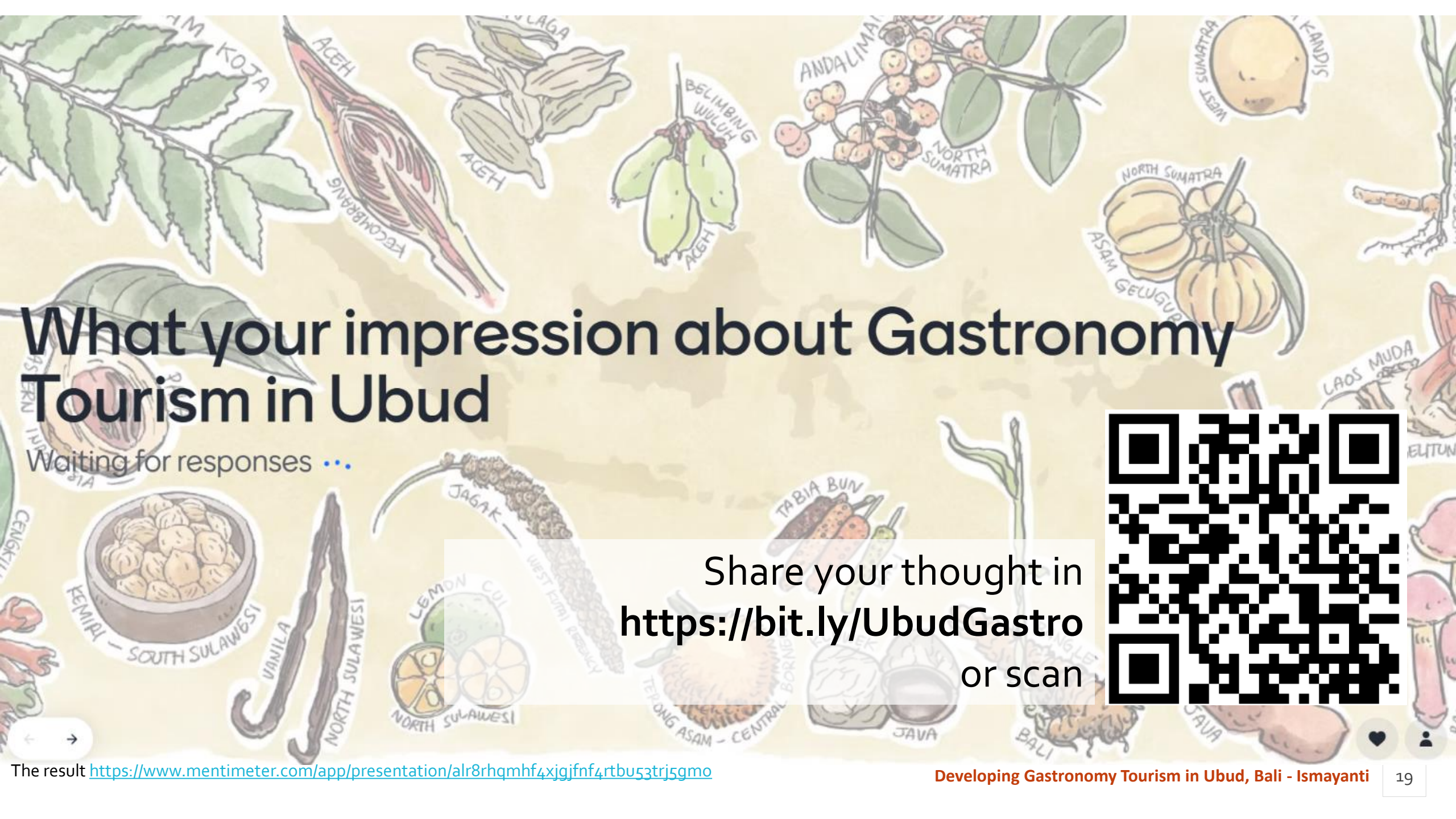
Managing the destinations



National level
Provincial level
Regency level
Community &
private

Destination Positioning





What your impression about Gastronomy Tourism in Ubud

Waiting for responses ...

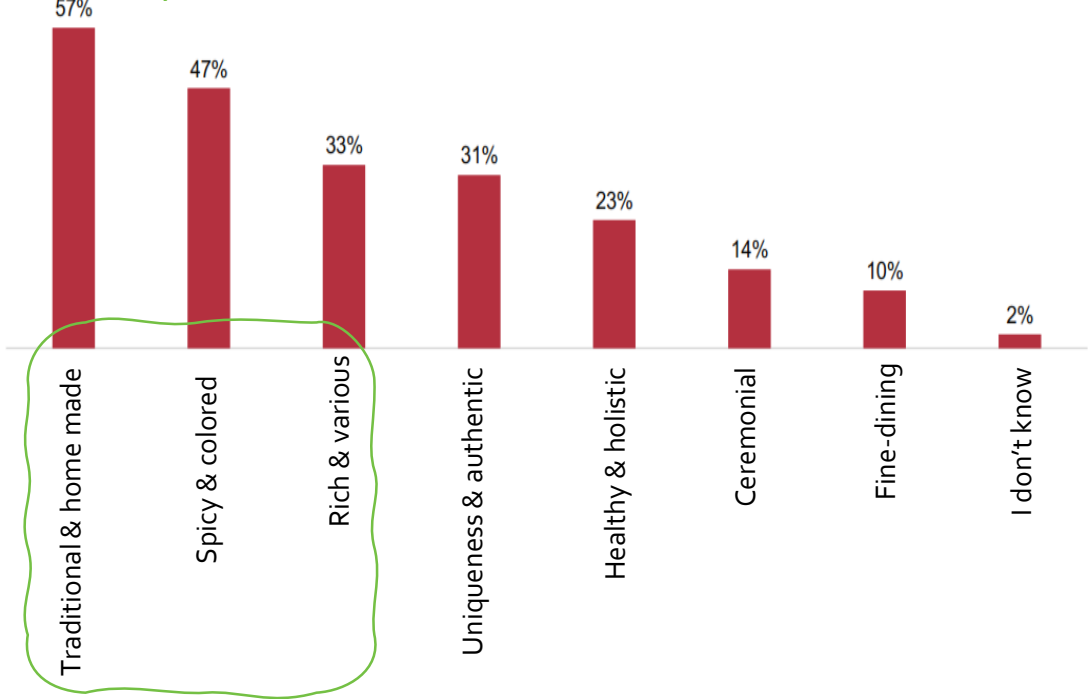
Share your thought in
<https://bit.ly/UbudGastro>
or scan



Image of Ubud Gastronomy Tourism

Based on survey on July-August 2019, 610 responses, aged 18 year above.

Top of Mind about Gastronomic Destination of Ubud



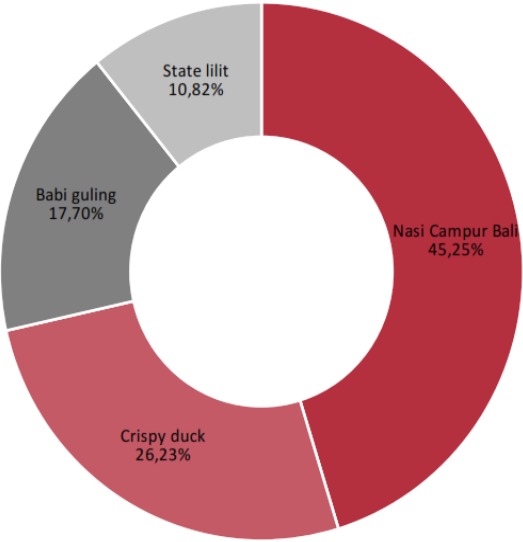
Note: Respondents were asked to choose more than one option.

Top of Mind about Food in Ubud

	% of respondents
Nasi campur	7,3%
Babi guling	6,6%
Satay	5,9%
Nasi goreng	4,7%
Crispy duck	4,6%
Rice	3,9%
Gado-gado	2,2%
Mie goreng	1,7%
Sate lilit	1,7%
Chicken	1,6%
Other	24%
No answer	36%

Note: Respondents were asked to list three options.

Typical signature food visitor like the most



Nasi campur Babi Guling Satay Nasi Goreng Crispy duck Sate Lilit Gado-gado Mie Goreng

Sources: <https://food.detik.com/>

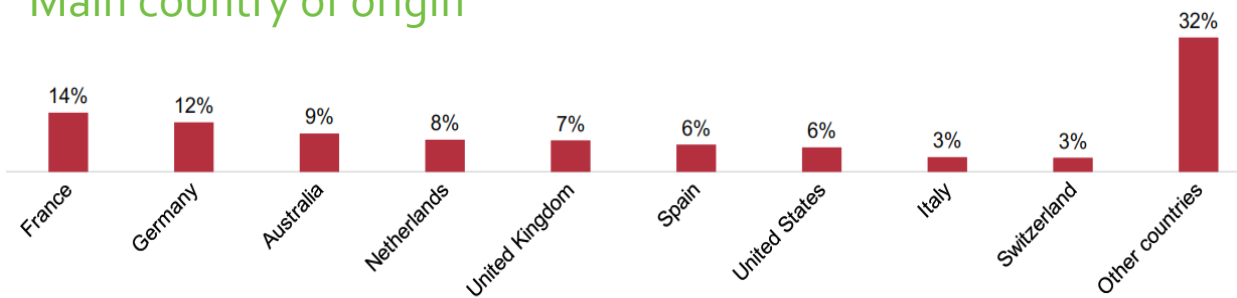
4

Tourists and Benchmarks of Ubud

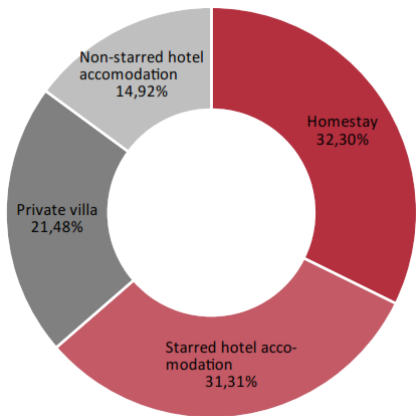


Tourist Behaviour in Relation with Gastronomy of Ubud

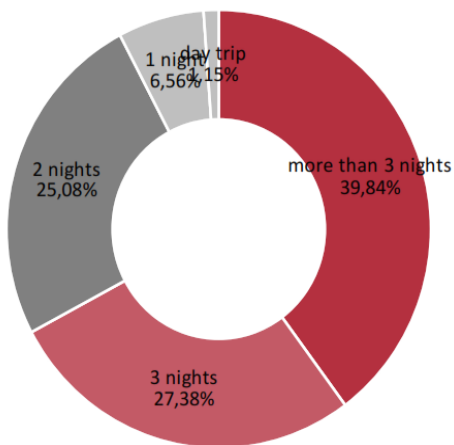
Main country of origin



Accommodation

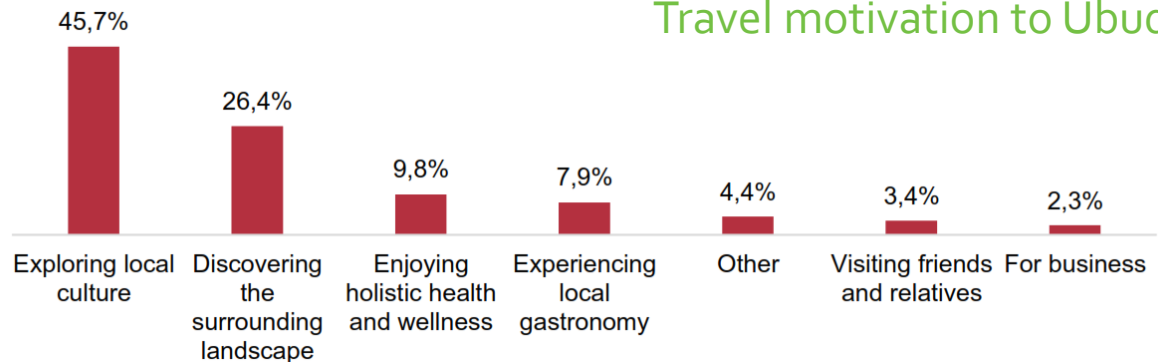


Length of Stay



Based on survey on July-August 2019, 610 responses, aged 18 year above.

Travel motivation to Ubud



F&B activities when visiting Ubud

	% of respondents
Discovering trendy places to eat and drink (bars, restaurants, etc.)	60%
Eating street food	39%
Discovering a local restaurant showcasing local products	28%
Discovering surrounding rice field	22%
Home cooking	14%
Attending a food festival	13%
Exploring a public farmer's market	12%
Enjoying a meal prepared by a famous well-known chef or restaurant	11%
Visiting a farm	9%
Following a guided food trail	7%
Taking part in a cooking class or culinary workshop	5%
Wine tasting/pairing	4%
Other	3%

Note: Respondents were asked to choose more than one option.

Tourist Behaviour in Relation with Gastronomy of Ubud – cont.

Source of information about Ubud

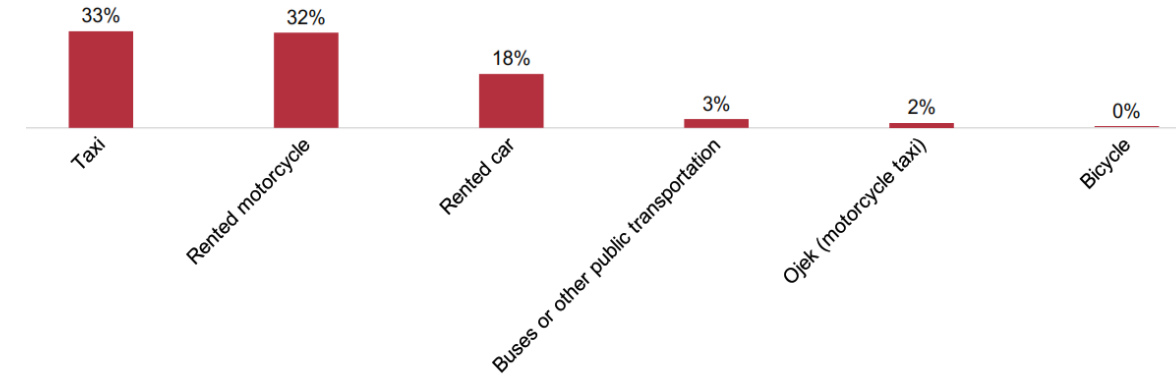
	% of respondents
Online review sites (such as: Tripadvisor)	54%
My friends or family	53%
Postings about food and drink from friends and relatives on social media (including photos & videos)	21%
Online videos (such as: YouTube)	21%
Postings about food and drink from other people I follow on social media (such as Instagram)	14%
Articles in newspapers or magazines	14%
Television programs or channels dedicated specifically to food or beverages	6%
None of these have motivated me to visit a destination or attraction	5%

Booked holiday in Ubud

	% of respondents
Online travel agencies (e.g. Booking.com) for transportation and accommodation	69%
Direct contact for transportation and accommodation	20%
Online travel agencies (e.g. Viator) for food and beverage experiences	10%
Direct contact for food and beverage experiences	10%
Travel intermediaries	7%

Note: Respondents were asked to choose more than one option.

Modes of transportation during in Ubud



Expenditure per day per person

	Average daily per capita expenditure
Accommodation (Hotel, Airbnb, B&B, resort, home rental, homestay etc.) per day	\$ 104,0
Food and beverage per day	\$ 48,9
Entertainment/cultural activities/recreation per day	\$ 36,8
Shopping per day	\$ 47,7
Transportation while at the destination (parking, car rental, subway/underground/metro, taxi, etc.) per day	\$ 21,6
Other spending per day	\$ 38,0

Benchmarking - Chiang Mai (Thailand) & Da Nang (Vietnam)

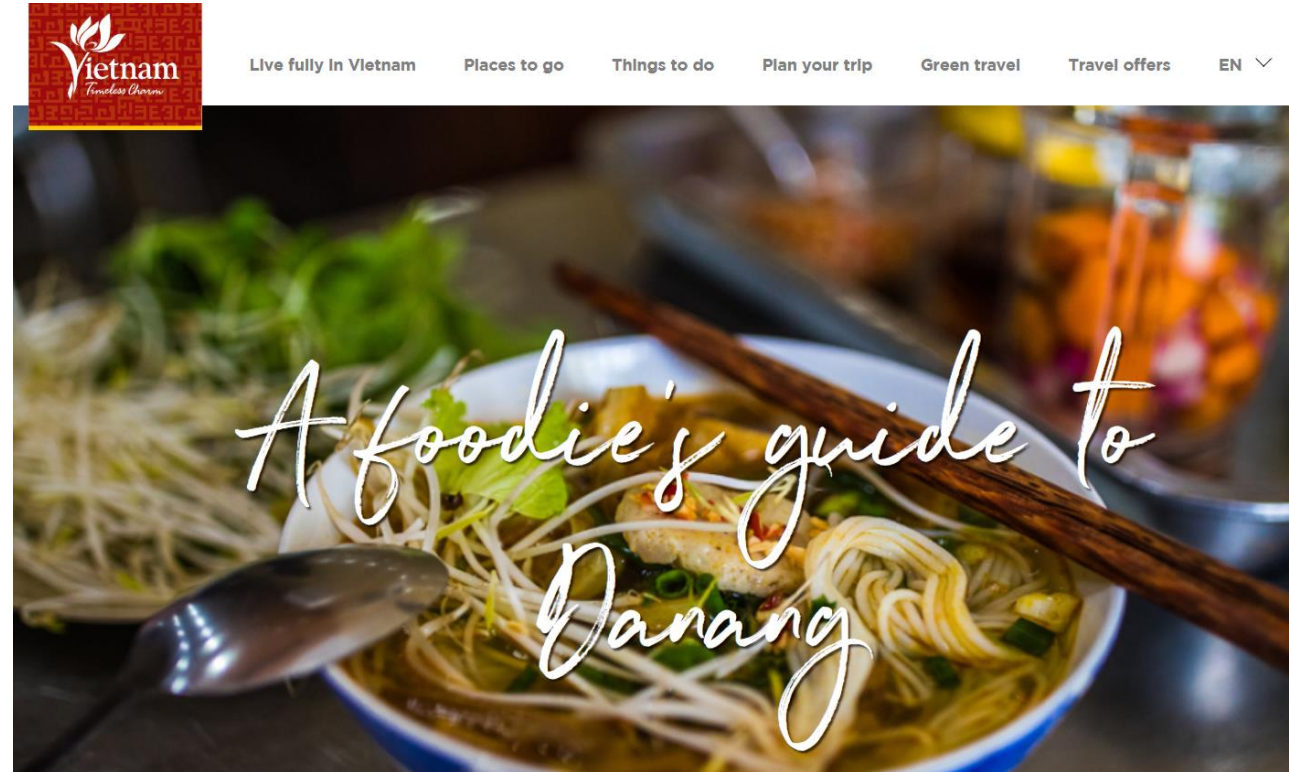
Hashtag analysis (date of recording July 2019)

Hashtag	Total posts	How many using now	Average number of likes for top posts
Ubud	4.1M	259.9K	2.3K
Chiangmai	5.3M	141.2K	1.2K
Danang	2.1M	100.3K	0.9K

Source: hashtagsforlikes.com



Chiang Mai is famous Northern province of Thailand with hill landscape. It has a charmed of Lanna culture with famous main dishes such as: curry noddle (*khao soi*), chilli dip (*nam phrik*) eaten with sticky rice (*khao nueng*) and vegetables



Đà Nẵng spread between green foot hills, rivers and coast of Central Vietnam. It offers combination of seafoods and mountain produce, served in old and new cafes as well as street food.

Take Aways from Gastronomy Tourism in Ubud

1. Inventory of gastronomy resources in region is **important to strengthen** gastronomy tourism in destination
2. All stakeholder from **down-stream to up-stream** should be **synergized** to create **experience** in value chain of gastronomy tourism.



3. Every destination should create **top of mind image**.

Ubud Gastronomy is known for its **traditionality, spicyness and richness of food culture that embedded in society.**

4. Gastronomy tourists have **food-related motive** while exploring **local culture**.
5. Challenges in developing a destination can be cater with **innovation, community empowerment and sustainable actions.**



Thank you
We invite you to visit Ubud Bali



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