



Developing Gastronomic Tourism in Ubud, Bali – Indonesia

8TH UNWTO WORLD FORUM ON GASTRONOMY TOURISM

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Ministry of Tourism and Creative Economy
Republic of Indonesia

Why Gastronomic Tourism in Ubud?



“Tri Hita Karana” Principles represents harmonious and balanced human relationships with the spiritual, social and natural environment.

Richness of the gastronomic offering from high level restaurants, farm to table, and heritage home cooking

(in 2018, 4 out of 25 best fine dining in Asia curated by Tripadvisor are in Ubud area)

High acknowledgement of environmental resources, such as **the rice field landscape**

All international tourist must have taken gastronomic experience during their visit in Ubud.

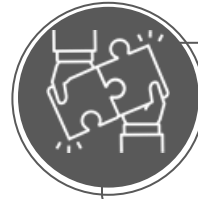
The Development Phases of Gastronomy Tourism in Ubud



Phase 1: Analysis and Diagnosis

- Destination Assessment
- Destination Image
- Market and Competitor Analysis

2019



Phase 2: Technical Design

- Strategic Framework
- Governance Model

2020



Phase 3: Development of the Business Plan

- Goals and KPIs
- Business Model
- Marketing and Communication Plan

2023



Key Elements/Resources of Ubud Gastronomy

1) Gastronomy heritage



Landscape

i.e. Subak system in Rice Field of Tegallalang Ubud



Cultural Heritage

ie. Relief of food history in Yeh Pulu temple

2) Gastronomy products and producers and food industries

Plantation,
ie. vineyards of Sababay



Traditional manufacture,
ie. Ubud Raw chocolate factory

3)
Specialist Trade



Traditional market
ie. Ubud Market



Crockery shops,
ie. Gaya ceramic



4)
**Centres for gastronomic
research and training**



Culinary academy
ie. R4D academy

**Museums and
galleries**
ie. Subak
Museum
Gianyar



5)
Hospitality sector
(catering and accommodation)



Homestay
ie. Home cooking



Resort hotels
i.e. dinner in Plataran Ubud



Street Food
ie. Pasar Senggol



Warung
ie. Murni's warung



Restaurant & coffee shop,
ie. Locavore, Seniman



6)
**Events and activities
to disseminate
gastronomic culture**



THE UNWTO PRODUCT DEVELOPMENT PROJECT ON GASTRONOMY TOURISM: PROJECT REACTIVATION

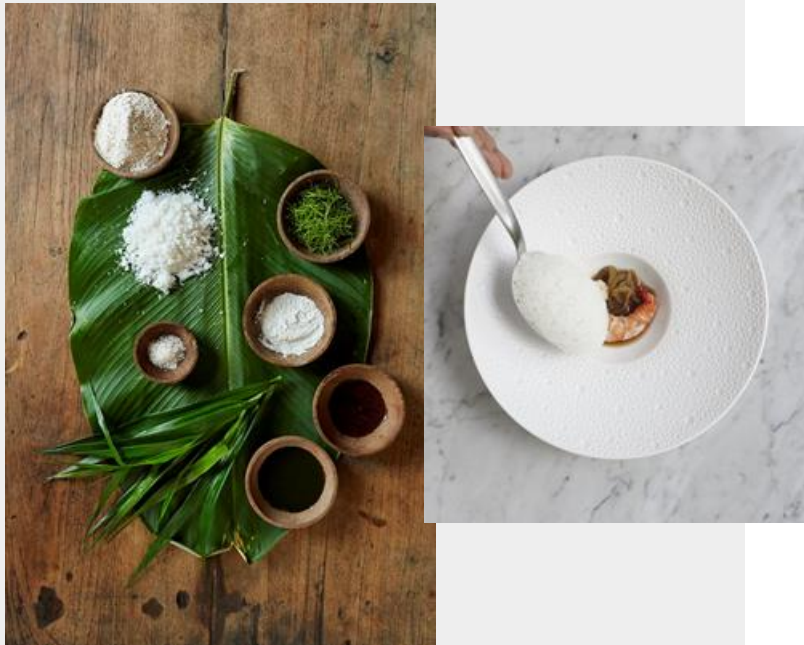


A brief of what have been done to **reactivate the project**

- Escalating the development as one of the **national priority program**, through:
 - Becoming part of Indonesia Spice Up the World
 - Inclusion of Executive Office of the President of the Republic of Indonesia
- Ensuring **local stakeholder commitment** through Cooperation Agreement between central and local government
- **Stakeholders meetings** with local players to re-synergize the program
- **Surveys** that support product development insight, especially after the pandemic



Key takeaways on Ubud's Development as Gastronomic Destination



1. Understanding the **overall gastronomic elements/resources** in region and new trends or changes taking place **after Covid-19** to strengthen gastronomy tourism in destination and to determine top of mind image.
2. Having **“local heroes”** or **“system leaders”** to establish **networking** and cross-sectoral linkages that coordinate and accommodate a wide variety of stakeholders from down to up stream.
3. Guidelines for the development of gastronomy tourism by UNWTO offers **robust framework** which can help transformation of any destination.

An aerial photograph of a lush tropical landscape in Ubud, Bali. The scene is dominated by vibrant green terraced rice fields, interspersed with numerous palm trees and other tropical vegetation. A narrow river or stream flows through the center of the image, bordered by more trees and fields. The overall atmosphere is serene and natural.

Matur Suksma

We invite you to visit Ubud, Bali