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.

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

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

(in 2018, 4 out of 25 best fine dining in Asia curated by Tripadvisor are in Ubud area)
The Development Phases of Gastronomy Tourism in Ubud

**Phase 1: Analysis and Diagnosis**
- Destination Assessment
- Destination Image
- Market and Competitor Analysis

**Phase 2: Technical Design**
- Strategic Framework
- Governance Model

**Phase 3: Development of the Business Plan**
- Goals and KPIs
- Business Model
- Marketing and Communication Plan
Key Elements/Resources of Ubud Gastronomy

1) Gastronomy heritage

- **Landscape**: i.e. Subak system in Rice Field of Tegalalang Ubud
- **Cultural Heritage**: i.e. Relief of food history in Yeh Pulu temple

2) Gastronomy products and producers and food industries

- **Plantation**, i.e. vineyards of Sababay
- **Traditional manufacture**, i.e. Ubud Raw chocolate factory

3) Specialist Trade

- **Traditional market**, ie. Ubud Market

4) Centres for gastronomic research and training

- **Crockey shops**, ie. Gaya ceramic
- **Culinary academy**, ie. R4D academy
- **Museums and galleries**, ie. Subak Museum Gianyar

Sources: https://www.room4dessert.com/r4d-academy/, https://www.gayaceramic.com/showroom-shop
5) **Hospitality sector** (catering and accommodation)

- **Homestay**
  ie. Home cooking

- **Warung**
  ie. Murni's warung

- **Resort hotels**
  ie. dinner in Plataran Ubud

- **Street Food**
  ie. Pasar Senggol

- **Restaurant & coffee shop,**
  ie. Locavore, Seniman

GASTRONOMY RESOURCES IN UBUD

6) Events and activities to disseminate gastronomic culture

Sources: https://www.youtube.com/@UbudFoodFestival, https://pemulanbali.com/
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.

Source: https://www.room4dessert.com/
Matur Suksma

We invite you to visit Ubud, Bali