

TOURISTS' ROLE IN ACHIEVING SUSTAINABLE GASTRONOMY

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Abstract:

Background: Not all tourists are aware of and able to support sustainable gastronomy; one factor influencing it is the age of tourists.

Purpose: This research aims to determine the priority level of tourists' abilities based on age in supporting sustainable gastronomy.

Design/methodology/approach: This study uses the Analytical Hierarchy Process (AHP) method to produce alternative priorities and criteria weights in determining the contribution of tourists in creating sustainable gastronomy.

Findings/Result: The results showed that tourists' awareness and ability to support sustainable gastronomy differed from the age of tourists. Baby boomers can support sustainable gastronomy through the viability of local food products; Generation X can support sustainable gastronomy through the survival of local food production and business; Generation Y has the highest ability to support the diversity of local food products, while Generation Z has the highest awareness is in The transmission of culinary knowledge.

Conclusion: The authenticity of gastronomic products and the welfare of the gastronomic business community will indirectly increase with the high awareness of tourists in their participation in creating sustainable gastronomy.

Originality/value (State of the art): These potentials and opportunities show that each generation desires to participate in creating sustainable gastronomy following their respective roles.

Keywords: Analytical Hierarchy Process (AHP), gastronomy awareness, gastronomy, tourist generation, sustainable tourist

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INTRODUCTION

Gastronomic tourism is a form of tourism that focuses on culinary experiences as one of the main attractions for tourists. In gastronomic tourism, travel and tourist destinations focus on exploring a region or country's diverse flavors and local cuisines (Berbel-Pineda et al. 2019). Tourists can also learn about the history and process of making food, meet local chefs, and gain insight into traditional food ingredients used in local dishes. In addition, gastronomic tourism can also involve learning about food traditions and etiquette and how food is an integral part of a place's culture (Bukharov and Berezka, 2018).

The city of Bandung has interesting gastronomic potential and is an attraction for tourism. The city is known for its natural and cultural beauty and culinary and shopping tours (Pramezwary et al. 2022). Many tourists visit Bandung to taste its typical food (Isa et al. 2018). Bandung City has a variety of culinary with undoubted taste quality (Isa et al. 2018). However, the gastronomic potential of Bandung City also has challenges, one of which is the issue of sustainability (Muliawaty and Ilhami, 2022).

In a globalized world, food and beverages are headed for a lifestyle defined according to global trends. Artificially unhealthy fast food products presented by famous brands are trending globally and spreading rapidly worldwide. At present, gastronomy, as an outlet for trends, is one of the means to express authentic local culture or sustainable heritage (Mohanty, Rout, and Sadual, 2020). Sustainable gastronomy is an approach in the culinary world that focuses on awareness and responsibility for food production, distribution, and consumption's social, environmental, and economic impacts. The aim is to ensure sustainability and a balance between meeting human needs for food while considering environmental sustainability, social welfare, and economic well-being for all parties involved in the food chain (Vulić, 2021). Kumar (2019) reviewed the management of sustainable gastronomic tourism through the Costa Vescovado and Lavagna case study, which supports that sustainable gastronomic tourism organizations are expected to implement a long-term sustainability management system covering aspects of environmental, social, cultural, and economic protection, and guarantee quality, health, and safety. Tiffany S. (Melissa A. Baker, Tiffany S. Legendre, 2021) also emphasize that promoting local food can

add value to local communities through sustainable forms of gastronomic tourism, supporting a case from the city of Houston, TX, U.S.A.

Supporting sustainable gastronomy is part of a shared responsibility to preserve the earth for future generations. By adopting this approach, we can strike a balance between meeting current food needs and maintaining resource sustainability for the future (Eşitti and Buluk, 2018). Sensitivity to the sustainability of gastronomic product production and business, maintaining the feasibility of gastronomic products, maintaining the attractiveness and diversity of gastronomic products, preserving the authenticity of gastronomic products, and increasing knowledge about food and beverages as well as obtaining information about different cuisines, as well as being sensitive to public welfare are factors that influence tourist expectations and tourist behavior in supporting gastronomy Sustainable (Scarpato, 2003).

However, the social impact, milieu, and economy are not the focus of tourists' culinary activities during their travels. Travelers tend to focus on personal satisfaction without considering the long-term implications of their food consumption behavior. Such as the habit of tourists throwing away food or overdoing it in ordering food they cannot finish, contributing to food wastage (Jeswani, Figueroa-Torres and Azapagic, 2021). This can lead to food security problems and exacerbate the issue of food waste in destinations. In addition, tourists who buy overpackaged or based food from exploited species can increase the amount of plastic waste and damage the environment. Travelers who do not respect local culture and culinary traditions by asking for special modifications to dishes, wasting food, or behaving disrespectfully in restaurants and food markets are the behavior of tourists who lack the awareness to support sustainable gastronomy (Pérez Gálvez et al. 2017).

Not all tourists are aware of and able to support sustainable gastronomy; one factor influencing it is the age of tourists. Awareness and ability to support sustainable gastronomy from travellers can vary by age group ranging from Baby Boomers: Those born between 1946 and 1964, Generation X between 1965 and 1980, Generation Y between 1981 and 1995, and Generation Z between 1996 and 2012 (Fry, 2016). Each age group has different preferences and levels of awareness towards sustainability issues. Some age groups of tourists can support sustainable gastronomy in their own way, but others experience

limitations in awareness and ability to support sustainable gastronomy (ÇALIŞKAN, 2021). A study on sustainable gastronomy in Indonesia conducted by Suroto & Hermawati (2023) with research results showing that local culinary delights in Indonesia play a significant role in the development of sustainable gastronomy. Sustainability includes environmental, social, and economic aspects. The conclusion of this research is the need to acknowledge and appreciate the role of local culinary delights in Indonesia in improving sustainable gastronomy. Support from the government, community, and culinary industry players in Indonesia is very important to protect the sustainability of local culinary delights. However, this research did not examine in more depth the ability of tourists to support sustainable gastronomy in Indonesia. The development of sustainable gastronomy in the tourism sector is becoming more and more vital as face global sustainability challenges. Nonetheless, the dearth of comprehensive studies on the age-specific contributions made by tourists to Indonesian gastronomy sustainability may complicate efforts to create environmentally friendly dining establishments. Opportunities can be found to lessen environmental impact, boost social sustainability, and foster economic growth in the tourism and gastronomy industries by doing research on consumer preferences and behavior by age. So an analysis is needed that can classify the awareness and ability of tourists to support sustainable gastronomy based on the age of tourists. Therefore, this study aims to determine the priority level of tourists' abilities based on age in supporting sustainable gastronomy.

METHODS

The location of this research is the city of Bandung which is located in West Java Province, Indonesia. The city of Bandung is famous for its culinary diversity and gastronomic tourism. This city offers a variety of delicious and unique foods that reflect Indonesia's rich culture. Many tourists visit the city of Bandung in particular to enjoy the rich culinary and gastronomic tourism. The time of the research is that it will be carried out in 2023.

This research is qualitative research with data analysis Analytic Hierarchy Process (AHP), the AHP method is mainly applied in uncertain conditions, and there are decision-making problems with many evaluation

criteria. The scope of AHP is very diverse, especially in planning, prediction, assessment, resource allocation, and portfolio trials. AHP analyses and divides complex questions into hierarchies to form a hierarchical structure that influences each other. AHP outlines step by step from the high hierarchy to the low hierarchy. Through quantitative assessment, AHP simplifies and improves the prior decision-making procedures of decision-makers who rely on instinct to derive priority-weighted values from all schemes (Chen et al. 2021). The data source used in this research is primary data, namely by using a questionnaire. Meanwhile, secondary data uses scientific journals, namely previous research articles, books, and other scientific works that are relevant to this research.

The data collection technique in this research is to use a questionnaire which involves a series of questions designed to collect information from respondents. The questionnaire was designed to determine the priority level of tourists' abilities and awareness based on age in supporting sustainable gastronomy. The samples in the study were taken using purposive sampling on tourists who have done gastronomic tourism. Sample questionnaire Analytical Hierarchy Process (AHP) There will be seven tourists, each representing baby boomers, generation X, Y, and Z.

The AHP method is used to manage complex hierarchies and allows clear prioritization at each level of the hierarchy. Therefore, by using the AHP method, this research can produce more detailed and structured priorities, which can provide better guidance in the development of sustainable gastronomy that suits tourists' preferences based on age. This research involves many interrelated criteria, such as (1) the survival of local food production and business, (2) the viability of local food products, (3) the transmission of culinary knowledge, (4) the diversity of local food products, (5) the authenticity of local food products, and (6) community well-being. The following are the steps of the AHP method's working process: Weighting criteria with the AHP method, then entering data from questionnaires using the AHP method to find the weight of each criterion. Compile a pairwise comparison matrix, and check consistency until the desired weight is obtained. The weighting of criteria is processed using expert choice software. The following are steps of AHP analysis, which are as follows: (1) Preparation of the hierarchical structure of the problem at hand. (2) Prepare a pairwise comparison matrix for

each criterion. A pairwise comparison is carried out for the assessment of criteria and alternatives. A scale of 1 to 9 is best for expressing opinions on a problem. (3) Calculate hierarchical weighting factors for all criteria (4) Measurement of matrix consistency. (5) Calculate evaluation factors on each criterion (6) Ranking Calculation (Dos Santos et al. 2019; Widyastutik, Panjaitan and Malau, 2020).

Figure 1 shows the framework of this research. Sustainable gastronomy can be realized by several things, namely: (1) the survival of local food production and business, (2) the viability of local food products, (3) the transmission of culinary knowledge, (4) the diversity of local food products, (5) the authenticity of local food products, and (6) community well-being. Meanwhile, tourists have the awareness and ability to support sustainable gastronomy according to their age. Where the age of tourists can be grouped into several generations, namely: generation baby boomers, generation x, generation y, and generation z.

RESULTS

This research has several dimensions that can measure the priority level of tourists' ability to support sustainable gastronomy. So gastronomic tourism is not only understood as a purely consumptive activity but also as

a way to explore and support gastronomic sustainability in a broader context. This multidimensional research was conducted on tourists consisting of several generations, namely baby boomers, generation x, generation y, and generation z who have undertaken gastronomic tourism in Indonesia. Digitalization has had a significant impact on tourists' awareness of gastronomic sustainability and sustainability. With the existence of digital platforms such as travel applications and social media, tourists have faster and wider access to understand the culinary riches of a destination. Information about local food and the sustainability of food ingredients can be easily accessed, providing opportunities for tourists to make more sustainable culinary choices during their travels. Additionally, social media and online review platforms provide a platform to share memorable culinary experiences. Reviews and recommendations by fellow travelers can be an effective means of promoting sustainable practices in the culinary industry. Restaurants and food producers who adopt eco-friendly and sustainable practices will gain praise and support from the digital community, which in turn can drive the growth of sustainability in the gastronomic industry as a whole. With digitalization, tourist awareness of gastronomic sustainability is increasing, creating opportunities for tourist destinations and culinary industry players to engage in practices that support environmental and social sustainability (Eşitti and Buluk, 2018).

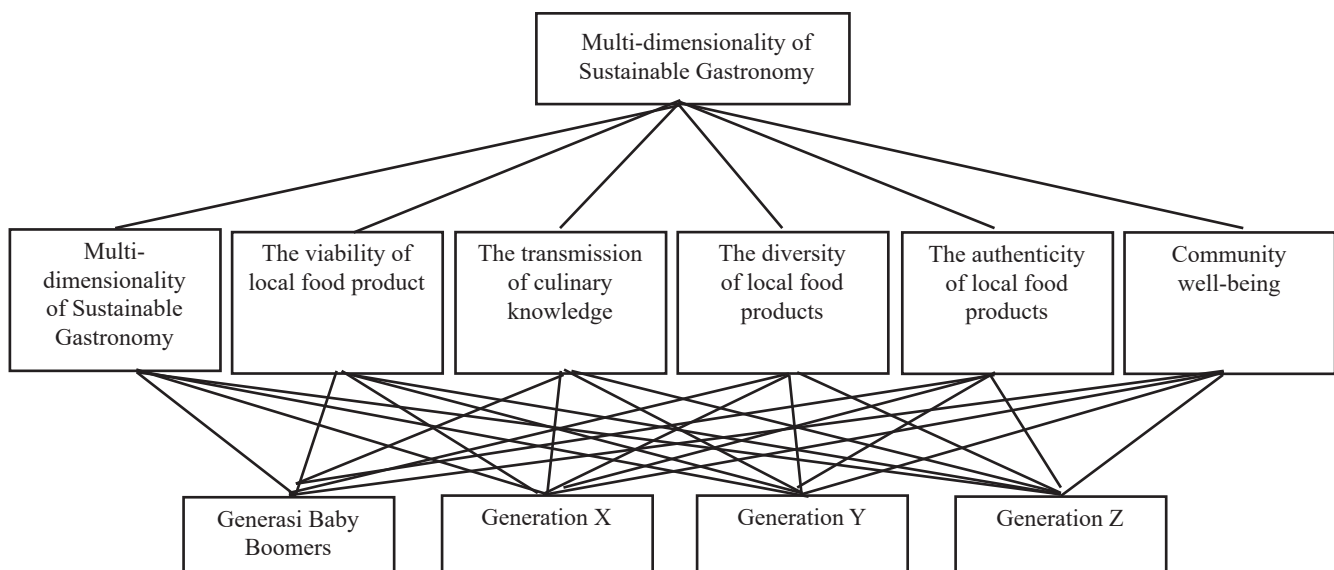


Figure 1. The framework

Baby Boomers

Table 1 shows that baby boomers' highest level of importance in supporting gastronomy is the viability of local food products, which is with a weight of 0.30 or 30% and the lowest is The Transmission of Culinary Knowledge, which is 0.04 or 4%. Table 1 shows that for baby boomers, the most important factor in supporting sustainable gastronomy is maintaining the viability of local food products. At the same time, the lowest factor is participating in maintaining knowledge of gastronomic products. Baby boomers grew up in an environment where traditional food was often an important part of everyday life (Leong et al. 2016). They often maintain and pass on family recipes and promote special foods over time. Baby boomers maintain their culinary heritage by keeping traditional recipes and cooking techniques from previous generations alive to maintain local food's viability (Vuksanović et al. 2017). One way baby boomers are supporting sustainable gastronomy is through their demand for healthier, more nutritious options. As they age, baby boomers become more aware of their health and seek foods to support their well-being. This has increased the demand for organic, natural, and functional foods. Baby boomers are willing to pay top dollar for products that are considered healthier and beneficial to their health (Etrata, 2021). In addition, baby boomers have also played a role in the rise of culinary tourism. This generation has higher incomes and more leisure time than previous generations, allowing them to travel and explore different cuisines and culinary experiences. (Rahulan, Troynikov, and Watson, 2015).

Today, much of gastronomic knowledge is disseminated through social media and online platforms. Baby boomers, however, are often not as familiar with or skilled at using modern technology, such as social media and digital platforms, limiting their ability to share knowledge about gastronomy widely (Etrata, 2021). Moreover, Wigfield (2014) Baby boomers also tend to prefer traditional ways of spreading knowledge about gastronomy; this generation prefers to acquire gastronomic knowledge through face-to-face interaction with others or traditional media such as books, magazines, or television shows. This can affect their level of participation in seeking and sharing information about newer food and culinary trends (Wigfield, 2014).

Sustainable gastronomy marks an important shift in the view of food, not only as a culinary delight but also as a pillar of sustainable health. In this context, attention to health aspects is crucial, especially for the baby boomer generation which is currently experiencing an important phase of aging. This concept emphasizes selecting high-quality food ingredients that support the body's well-being, by minimizing the use of additional ingredients that have the potential to be detrimental to health. For the baby boomer generation, nutritional aspects and the nutritional content of food are the main focus, because they can help maintain long-term health and prevent various age-related diseases. By combining sustainable gastronomy and special attention to health, not only creates a satisfying culinary experience but also encourages a lifestyle that supports the health of a generation that has made a major contribution to the development of society (Berbel-Pineda, J. M. et al. 2019).

Generation X

Generation X has significant potential to support sustainable gastronomy because of their unique characteristics, values, and outlook. Overall, the generation x's perceptions favoring sustainable gastronomy are influenced by attitudes, intentions, individual characteristics, social norms, and the availability of sustainable gastronomic products (Vuksanović et al. 2017). Understanding these factors can inform interventions and communication efforts to promote sustainable food consumption among Generation X and encourage them to support sustainable gastronomy actively (Boz, Korhonen and Sand, 2020).

Table 2 shows that the highest level of importance of Generation X criteria in supporting sustainable gastronomy is in the survival of local food production and business, with a weight of 0.33 or 33%. In comparison, the lowest criterion in supporting sustainable gastronomy is the viability of local food products with a weight of 0.04 or 4%. Generation x has a preference for local and sustainable food. Therefore, generation x supports restaurants that promote sustainable values by providing local food, reducing food wastage, and using environmentally friendly ingredients. Generation x has lived through significant changes in consumption patterns and environmental awareness. They have witnessed the growth of industrialization and intensive consumption

and its environmental impact. This can influence their views on the importance of sustainability and its impact on food and cuisine. Research conducted by Godrich et al. (2022) Highlights the role of Generation X in promoting local food businesses. The study emphasizes the importance of consumer demand and

willingness to pay premium prices for locally produced food. This shows that Generation X, as a consumer group, can contribute to the growth and sustainability of local food product businesses by actively supporting and advocating for them (Godrich et al. 2022).

Table 1. Evaluation factor matrix for normalized baby boomers criteria

	The survival of local food production and business	The viability of local food product	The transmission of culinary knowledge	The diversity of local food products	The authenticity of local food products	Community well-being	Sum	Eigen Vector
The survival of local food production and business	0.33	0.59	0.25	0.19	0.29	0.07	1.71	0.28
The viability of local food product	0.08	0.15	0.25	0.37	0.40	0.57	1.82	0.30
The transmission of culinary knowledge	0.04	0.04	0.04	0.02	0.03	0.07	0.23	0.04
The diversity of local food products	0.16	0.04	0.08	0.09	0.11	0.07	0.56	0.09
The authenticity of local food products	0.07	0.05	0.13	0.05	0.06	0.07	0.41	0.07
Community well-being	0.33	0.15	0.25	0.28	0.11	0.14	1.26	0.21

Table 2. Evaluation factor matrix for normalized generation x criteria

	The survival of local food production and business	The viability of local food product	The transmission of culinary knowledge	The diversity of local food products	The authenticity of local food products	Community well-being	Sum	Eigen Vector
The survival of local food production and business	0.34	0.29	0.50	0.24	0.26	0.35	1.98	0.33
The viability of local food product	0.04	0.04	0.08	0.03	0.02	0.04	0.26	0.04
The transmission of culinary knowledge	0.34	0.29	0.17	0.35	0.36	0.30	1.82	0.30
The diversity of local food products	0.09	0.05	0.03	0.06	0.10	0.09	0.42	0.07
The authenticity of local food products	0.07	0.04	0.04	0.03	0.05	0.13	0.36	0.06
Community well-being	0.11	0.29	0.17	0.29	0.21	0.09	1.16	0.19

However, the results of this study show that Generation X travelers are still few who can maintain the feasibility of gastronomic products. This is because Generation X is often considered a busy generation, with many responsibilities such as work, family, and other commitments. Time constraints can make them more likely to choose more practical options (Hasselbach and Roosen, 2015), Even if it means choosing non-local food products. In addition, Generation X also develops established food habits and preferences, which may not always align with local food products. This can make them less likely to try local food products or change their eating style (Daries et al. 2018).

Generation Y

Generation Y, also known as millennials, research consistently shows that Generation Y consumers are very concerned about the environment and are interested in supporting sustainable gastronomic practices (Boz, Korhonen and Sand, 2020). They place a high value on sustainable behavior and influence the decision to visit a destination. Dabija and Băbut (2019) In the food industry context, the generation y's perception of sustainable gastronomy is shaped by various factors, including their commitment to environmental and social responsibility, their focus on health awareness, and their appreciation of cultural authenticity. They are motivated by values and beliefs related to sustainability and actively seek out local and organic food products (Testa, 2019).

Table 3 shows that Generation Y's awareness of sustainable gastronomy is the highest level of importance in The Diversity of Local Food Products, with a weight of 0.37 or 37%. At the same time, the level of importance is low for the survival of local food production and business, which is 0.04 or 4%. Hill & Lee (2012) state that gastronomy plays a major role in how travelers experience a destination, including perceptions of sustainable gastronomic practices. This can include sourcing local and organic materials, reducing food waste, and implementing eco-friendly food preparation and service practices. Generation Y is often characterized by high curiosity, openness to new experiences, and interest in culture and diversity. This can affect how they approach diverse food and culinary choices (Żakowska-Biemans et al. 2019). Generation Y tends to seek new experiences and exploration. Unique yet unknown local food can give them a different and interesting experience. Trying out

the diverse local food can be a fun challenge for their taste buds and palate, and finding new thrills regarding food. Generation y grew up in an era of globalization and digital connections. They have greater exposure to culture and food worldwide through social media, television, and travel. This inspires their interest in trying foods from different cultures and maintaining culinary diversity (Szegedyné Fricz et al. 2020; Radzymińska, 2021; Kasidi and Adiwijaya, 2022).

The food industry is competitive. Some sustainable local food businesses face challenges competing with other cheaper or more popular food products in the market, thus influencing the generation y's interest in choosing local food products (Borrello et al. 2017). In addition, the internet, social media, and various food-related apps have exposed Generation Y to various international cuisines and food trends. This exposure has led to an increased preference for exotic foods of foreign origin over local options (Dedeoğlu et al. 2022). E-commerce platforms And food delivery services have made it easier for Generation Y to access imported food products. They can now order food from different parts of the world without leaving home, reducing their interest in locally produced food, thus lowering support for the production and business of gastronomic products (Hasselbach and Roosen, 2015), This affects the low desire to maintain the sustainability of production and business of gastronomic products.

Generation Z

Generation Z is an early introduction to healthy lifestyle choices; research by Su et al. (2019) shows that Gen Z is far more knowledgeable about sustainable living than previous generations. Those in group Z tend to be more environmentally friendly (i.e., care for the environment), prioritize health when making food choices, and desire a higher quality of life than other generation groups.

Table 4 shows that the highest level of importance of Generation Z criteria in supporting sustainable gastronomic awareness is in The transmission of culinary knowledge, with a weight of 0.40 or 40%. In comparison, the lowest criterion in supporting sustainable gastronomy is The authenticity of local food products, with a weight of 0.03 or 3%. In line with the study's results, De Jong et al. (2018) state that Generation Z can spread knowledge about gastronomic products. They grew up in an era of more advanced

technology and ever-evolving globalization, which affected their outlook on food and the environment. Generation z has wide access to technology and information through the Internet. They can use social media platforms and online resources to learn more about sustainable food and share this knowledge

with their friends. So that Generation Z can become agents of change by educating their friends about the importance of sustainable local food and its impact on the environment (Rahulan, Troynikov, and Watson, 2015).

Table 3. Evaluation factor matrix for normalized generation y criteria

	The survival of local food production and business	The viability of local food product	The transmission of culinary knowledge	The diversity of local food products	The authenticity of local food products	Community well-being	Sum	Eigen Vector
The survival of local food production and business	0.05	0.05	0.02	0.03	0.01	0.04	0.22	0.04
The viability of local food product	0.21	0.22	0.17	0.34	0.46	0.15	1.56	0.26
The transmission of culinary knowledge	0.14	0.22	0.17	0.21	0.12	0.27	1.12	0.19
The diversity of local food products	0.42	0.44	0.50	0.28	0.29	0.31	2.23	0.37
The authenticity of local food products	0.10	0.04	0.06	0.07	0.06	0.08	0.41	0.07
Community well-being	0.08	0.03	0.08	0.07	0.06	0.15	0.47	0.08

Table 4. Evaluation factor matrix for normalized generation z criteria

	The survival of local food production and business	The viability of local food product	The transmission of culinary knowledge	The diversity of local food products	The authenticity of local food products	Community well-being	Sum	Eigen Vector
The survival of local food production and business	0.21	0.11	0.17	0.40	0.14	0.17	1.20	0.20
The viability of local food product	0.21	0.22	0.34	0.10	0.14	0.28	1.28	0.21
The transmission of culinary knowledge	0.42	0.43	0.34	0.40	0.56	0.28	2.43	0.40
The diversity of local food products	0.05	0.11	0.02	0.05	0.07	0.14	0.44	0.07
The authenticity of local food products	0.05	0.03	0.03	0.01	0.02	0.03	0.18	0.03
Community well-being	0.05	0.11	0.09	0.05	0.07	0.10	0.47	0.08

However, there are still few Generation Z tourists who can maintain the authenticity of gastronomic products. Generation Z is affected by advertisements for unhealthy instant food products that are often plastered on social media and other digital platforms. Generation z, active on social media, is vulnerable to being affected by these advertisements, so it is not uncommon for Generation Z to be unable to maintain the authenticity of gastronomic products. Research by Maskar et al. (2022) found that Gen Z individuals perceive local gastronomic products differently in the digital age. They are more likely to value aesthetics and trends than aspects of traditional and authentic products. Yang et al. (2018) emphasize the importance of preserving and promoting cultural and artistic traditions, including traditional crafts and gastronomy, as they reflect the culture and traditions of a particular region. However, the influence of globalization, exposure to international cuisine, and the impact of digital media on the perception of authenticity of Generation Z may pose challenges in maintaining the authenticity of gastronomic products.

Calculation of Total Global Ranking/ Priority

The next step is to find the total ranking for each alternative by multiplying the evaluation factor of each alternative by the weight factor. Table 5 shows that the baby boomer generation of tourists, overall, have the awareness and ability to support and maintain sustainable gastronomic sustainability with a weight of 0.23 or 23%. This shows that the baby boomer generation has played a significant role in supporting sustainable gastronomy through their life experiences, financial resources, free time, and role as role models for the younger generation. With their contributions, they help ensure that sustainable values and practices in the

world of food can continue to develop and be passed on to future generations. Baby boomers are a generation that has experienced many social, economic, and environmental changes during their lives, and many of them have developed an awareness of the importance of taking care of the earth (Wigfield, 2014).

Table 6 shows that Generation X tourists have an important role in creating and maintaining sustainable gastronomy with a weight of 0.19 or 19%. This shows that Generation Generation X is the driving force behind positive change in the way sustainable food is viewed and practiced. Many members of Generation X are parents who are responsible for teaching their children about the importance of sustainable food. They create the next generation's awareness about food origins, cooking together as a family, and choosing food products that are good for the environment. In doing so, they help create a sustainable food culture for the future (Dedeoğlu et al. 2022).

Table 7 shows that overall Generation Y has the awareness and ability to support sustainable gastronomy with a weight of 0.9 or 9%. This shows that Generation Y has the awareness and ability to support sustainable gastronomy. Their health-oriented tendencies, wide access to technology, and consumer criticality play a role in promoting and practicing sustainable food. This generation y has access to technology and social media. They can easily get information about sustainable food, follow eco-friendly culinary trends, and share their knowledge with their friends and followers. This allows them to be agents of change in inspiring others to move to a more sustainable eating lifestyle (Hill & Lee, 2016).

Table 5. Baby boomers evaluation weight calculation

Baby Boomers	Evaluation Factors	Weight Factor	Evaluation Weights
The survival of local food production and business	0.28	0.33	0.092
The viability of local food product	0.30	0.30	0.090
The transmission of culinary knowledge	0.04	0.15	0.006
The diversity of local food products	0.09	0.08	0.007
The authenticity of local food products	0.07	0.06	0.004
Community well-being	0.21	0.08	0.02
Sum			0.23 = 23%

Table 6. Generation X evaluation weight calculation

Generation X	Evaluation Factors	Weight Factor	Evaluation Weights
The survival of local food production and business	0.33	0.33	0.109
The viability of local food product	0.04	0.30	0.012
The transmission of culinary knowledge	0.30	0.15	0.045
The diversity of local food products	0.07	0.08	0.006
The authenticity of local food products	0.06	0.06	0.004
Community well-being	0.19	0.08	0.015
Sum			0.19 = 19%

Table 7. Generation Y evaluation weight calculation

Generation Y	Evaluation Factors	Weight Factor	Evaluation Weights
The survival of local food production and business	0.04	0.33	0.013
The viability of local food product	0.026	0.30	0.008
The transmission of culinary knowledge	0.19	0.15	0.029
The diversity of local food products	0.37	0.08	0.030
The authenticity of local food products	0.07	0.06	0.004
Community well-being	0.08	0.08	0.006
Sum			0.9 = 9%

Table 8 is an overall assessment for Generation Z who has the awareness and ability to support sustainable gastronomy with a weight of 0.20 or 20%. Generation z has the awareness and ability to support sustainable gastronomy. With wide access to information, openness to sustainable food alternatives, participation in environmental activism, and a culture of sharing on social media, they play an important role in supporting sustainable gastronomy. Generation z happily shares their food consumption experiences, sharing cooking recipes for gastronomic products with their friends and followers on social media, influencing others to also adopt a more sustainable eating lifestyle (Su et al. 2019).

It can be noted that the highest level of awareness of tourists toward sustainable gastronomy is in the following order:

1. Baby Boomers = 23%
2. Generation Z = 20%
3. Generation X = 19%
4. Generation Y = 9%

The results of the calculation above show that tourists' awareness and ability to support sustainable

gastronomy varies according to their age generation consisting of baby boomers, Generation X, Generation Y, and Generation Z. Baby boomers own the highest awareness and ability of tourists towards sustainable gastronomy, followed by generation z, the third rank is generation x, and the last rank is generation y. Based on research conducted by Cavagnaro, Staffieri, and Postma (2018), Generation Z is recognized as a group that can change tourism consumption behavior and encourage tourist destinations to adopt sustainable practices. Through social media, online campaigns, and participation in environmentally-related volunteer activities, Generation Z has great potential to become agents of change in realizing eco-friendly and socially positive tourism. This is contrary to the results of this study, which shows that baby boomers have a high ability to make it happen in supporting sustainable gastronomy. The economic capacity and environmental awareness possessed by baby boomers have played an important role in driving the growth of sustainable tourism and educating the younger generation and other tourists about the importance of protecting the environment and culture while enjoying tourism activities.

Table 8. Generation Z evaluation weight calculation

Generation Z	Evaluation Factors	Weight Factor	Evaluation Weights
The survival of local food production and business	0.20	0.33	0.066
The viability of local food product	0.21	0.30	0.063
The transmission of culinary knowledge	0.40	0.15	0.060
The diversity of local food products	0.07	0.08	0.006
The authenticity of local food products	0.03	0.06	0.002
Community well-being	0.08	0.08	0.006
Sum			0.20 = 20%

Managerial Implication

The results of this research have implications for the management of gastronomic product companies, namely: The results of this research can be used to determine the level of awareness and preferences for sustainable food from various generations of tourists so that they can help food companies and restaurants understand potential customers better. This allows companies to develop more effective marketing strategies and align their products and services with the preferences of different generations. Additionally, food companies and restaurants can use the research results to develop more sustainable and environmentally friendly menus. This could include increasing the use of local, organic, or environmentally friendly ingredients, as well as creating food options that suit the tastes of different generations. Food companies and restaurants can also measure their sustainable impact and share information about sustainable achievements with consumers. This can help build a better image and motivate more people to participate in sustainable gastronomy.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results showed that tourists' awareness and ability to support sustainable gastronomy differed from the age of tourists. Baby boomers can support sustainable gastronomy through the viability of local food products. Baby boomers are interested in ensuring gastronomic products can survive in a global era where local food businesses continue to grow. Concern for the sustainability of local food products is attitudes and actions that show support, attention, and appreciation for the production, distribution, and consumption of food products produced in a local environment or a

particular area. Generation X can support sustainable gastronomy through the survival of local food production and business, and They realize the value and benefits of buying local food. Generation x will be more inclined to endorse and buy products because of their heightened awareness. Education about product diversity, cultural values, taste excellence, and positive impact on the community can help build consumer loyalty.

In comparison, Generation Y has the highest ability in the diversity of local food products. Ensuring the diversity of local food products is important in supporting the sustainability of ecosystems, biodiversity, culture, and food. Generation Z has the highest awareness of The transmission of culinary knowledge. They desire to gain information about food ingredients, cooking techniques, food traditions, and cultural values related to food. The authenticity of gastronomic products and the welfare of the gastronomic business community will indirectly increase with the high awareness of tourists in their participation in creating sustainable gastronomy. These potentials and opportunities show that each generation desires to participate in creating sustainable gastronomy following their respective roles.

Recommendations

Creating sustainable tourism requires inter-generational collaboration. Each generation can learn from each other and share experiences and insights that can help design and implement environmentally responsible tourism practices and local communities. Baby Boomers can provide insight into how tourism developments can affect the environment, as well as help in teaching the values of respect for the destinations they visit. Generation X has the potential to combine traditional understanding and technology, and this generation can be an influential voice in encouraging

environmentally friendly tourism practices. Generation Y can drive demand for destinations that offer cultural and natural experiences that align with sustainable values. Generation Z can provide fresh insights into how tourism can positively impact local communities and the environment. Generation Z can also support innovations in sustainable technologies that can reduce the negative impact of tourism.

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