



Investigating the habits and satisfaction of tourists towards culinary facilities at Manggar Sari Beach, East Kalimantan

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Abstract

Purpose - The purpose of this study is to analyze tourist behavior and satisfaction towards culinary facilities, specifically at Manggar Beach in Balikpapan City.

Methodology/Design/Approach - This research used a descriptive survey method to determine the expectations of tourists visiting Manggar Beach. Data was collected from April to June 2023 using an online questionnaire (Google Form), which was distributed to 117 respondents. The collected data was analyzed descriptively using SPSS 21.0 (including frequency, arithmetic mean, and standard deviation). The study also measured the scale of validity and reliability.

Finding - The findings indicate that the gastronomy offered by the culinary centers at Manggar Beach is limited in variety. Most visitors (76.9%) reported bringing raw food ingredients to cook independently, 15.4% brought food and beverages from home, and only 7.7% purchased food at the culinary centers. In terms of satisfaction, the majority of visitors rated their satisfaction with the facilities unfavorably. The lowest average satisfaction score was Y2 ($x = 1.82$, $SD = 0.38$), while the highest was Y8 ($x = 2.50$, $SD = 0.76$).

Originality/Value - This study contributes valuable insights into tourist behavior and satisfaction regarding culinary facilities. It highlights the lack of variety in the food offerings at Manggar Beach and suggests a need for improvement in culinary services to meet the expectations of visitors, offering practical recommendations for culinary facility operators to enhance their services.

Keywords tourist habits, tourist satisfaction, culinary facilities, tourism destination, Manggar sari beach.

Introduction

Recently, food tourism (including food tourism, culinary tourism, and gastro tourism) has seen positive growth in many areas of Indonesia. However, this growth often faces significant challenges that threaten its sustainability. This situation highlights the need for innovation in food literacy, culinary arts, cultural identity, local entrepreneurship, and sustainable development in tourist destinations (Ranteallo & Andilolo, 2017). Therefore, managers in the culinary tourism industry must adapt to these changes by aligning their offerings with tourist preferences (Türker & Süzer, 2022) and creating memorable or unique experiences (Ali et al., 2016). Culinary tourism emphasizes not just the taste and texture of food but also its cultural and historical aspects, local culinary traditions, and the overall experience of authentic food and beverages (The World Food Travel Association, 2019).

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Despite this, many culinary centers at tourist destinations, such as those at Manggar Beach in Balikpapan City, East Kalimantan, often fail to attract visitors and can become neglected by the market. Despite the fact that tourism provides this beach atmosphere every weekend, the number of visitors averages 3000-5000, with a notable spike to 47.900 over the Eid holiday. This tourism generates 562.850.000 in local revenue in 2022 (Putri, 2022).

A thorough development plan hasn't, however, adequately backed this potential. This is evident from the development plans and policy products created by the local government, which are restricted to managing the Manggar beach region and do not yet contain detailed regulations governing the growth of culinary tourist attractions inside the Manggar beach area. On the other hand, the food industry that is linked with tourism spots needs certain arts and expert actors in its management. Ellis et al. (2018) state that in order to achieve the best possible tourism experience, the development of food-centric destinations depends on the collaboration of several parties and government support (Wi-jayanti & Damanik, 2019).

Previous study (i.e Carpio et al., 2021; Pamukçu et al., 2021; Blomstervik et al., 2021; Kim et al., 2021; Pérez Galvez et al., 2017; Tsai & Wang, 2017) have already addressed this kind of tourism. Still, very few studies provide a comprehensive tourist viewpoint on gastronomy tourism planning. As a result, the planning of the development of gourmet tourism integrated with coastal tourist attractions based on visitor perceptions is the main topic of this study. Planning the growth of culinary tourism requires an understanding of visitor preferences, which is what this study helps to establish. Owing to the growth of food-related travel in recent years, shifting traveler expectations for authentic, locally-sourced cuisine, and emerging culinary trends (Ellis et al.,

In order to help the government and tourism experts promote this kind of travel, this article examines the planning of culinary tourist attractions in the Balikpapan region. Given that Balikpapan City has the potential to grow and be presented as a culinary tourist destination in the future, both in terms of cuisine and culture. Additionally, Balikpapan is working to position itself to serve as a buffer city for the new Indonesian capital's government center (Purwanto, 2022). In order to help local governments and tourism professionals plan and develop gastronomic tourism in Balikpapan City, East Kalimantan, in accordance with visitor preferences, this study will add to the pertinent literature about identifying and understanding tourist preferences for culinary tourism development planning.

Method

A descriptive survey approach was used to carry out this investigation. It is specifically concerned with organizing the growth of culinary tourism at Balikpapan City's Manggar Beach. The purpose of this study is to evaluate visitors' perceptions. In addition to observation, interviews, and recording, data was gathered by a questionnaire given to 117 respondents (Sugiyono, 2017). Using an incidental study sample of local residents, a non-probability sampling technique, the respondents were identified. A descriptive survey approach was used to carry out this investigation. It is specifically concerned with organizing the growth of culinary tourism at Balikpapan City's Manggar Beach. The purpose of this study is to evaluate visitors' perceptions. In addition to observation, interviews, and recording, data was gathered by a questionnaire given to 117 respondents (Sugiyono, 2017). A non-probability sampling method, specifically the incidental research sample of locals, was used to identify the respondents.

Findings and discussion

Study Area

Manggar Beach is situated in the Balikpapan City area of East Kalimantan, Indonesia, specifically within the Manggar and Teritip Villages in the East Balikpapan District. This scenic beach is connected to the Makassar Strait route, as depicted in Figure 1. The beach offers a picturesque coastal experience with its inviting sands and clear waters, making it a popular destination for both

locals and tourists. Its strategic location along the Makassar Strait also makes it a key point for maritime activities and local trade. Additionally, the surrounding area features a blend of natural beauty and cultural significance, contributing to Manggar Beach’s appeal as a prominent spot for leisure and exploration.



Figure 1. Location of Manggar Beach
(Source: Google maps, 2022)

This beach tourism object has an area of 13,000 m² and the presence of pine trees which are its trademark. This tourist destination is managed directly by the UPT Pantai Manggar Segara Sari which is an arm of the Balikpapan City government. Most of the tourists who visit Manggar Beach come from various cities around Balikpapan City such as Penajam Paser Utara, Bontang, Tenggarong, and Samarinda. This tourist destination not only provides rides for sea water games, but also provides various supporting facilities, one of which is a culinary center that offers local cuisine as shown in Figure 2. Visitors can use the area to enjoy food and beverages ordered and purchased at the culinary center. Manggar beach is a favorite tourist destination for tourists to spend free time with family while enjoying the beach atmosphere. Tourists who visit generally have a habit of bringing food and beverages or food ingredients (such as chicken, beef, and seafood) which are ready to be processed using the equipment they carry independently. The food ingredients are processed directly with the barbecue technique and carried out on the beach.



Figure 2. a Manggar beach culinary center, **b** Sit cross area of the Manggar beach culinary center, **c** Portrait of Manggar beach tourists, **d** The habits of Manggar beach tourists (Source: Field survey 2023; Alfonso, 2017)

Instrument test

Instrument testing was conducted on 25 respondents which included validity and reliability tests. The validity test was carried out by comparing the total item correlations that were correlated with the r-table value, which was obtained by 25 respondents, namely 0.396 as shown in Table 1.

Table 1. Instrument test

No	Questioners	r-Stat	Questioners	No	r-Stat
1	X1	0.447	9	Y6	0.790
2	X2	0.418	10	Y7	0.677
3	X3	0.447	11	Y8	0.434
4	Y1	0.629	12	Y9	0.732
5	Y2	0.875	13	Y10	0.544
6	Y3	0.441	14	Y11	0.626
7	Y4	0.574	15	Y12	0.407
8	Y5	0.595			

Table 2. Cronbach's alpha values (α).

Variable	α	Critical value
X	0.872	0.6
Y	0.816	0.6

From Table 1, we can see that the statement items in the questionnaire are valid because the r-statistical value is greater than the r-table value (ie 0.396). The reliability test was conducted to determine the consistency of the questionnaire in measuring the same symptoms (Umar, 2003) The test is carried out by comparing the Cronbach Alpha value with a critical value of 0.6. The results of the reliability test. From Table 2 it can be seen that the value of Cronbach's alpha is greater than the critical value of 0.6 so that all variables in the instrument are reliable (Umar, 2003).

Characteristics of respondents

The survey results showed that male and female visitors were evenly distributed at 51.3% and 48.7%, respectively. Manggar beach visitors are dominated by the age of 35 years (71.8%), the rest (28%) are 36-40 years old. The level of education of visitors is evenly distributed: diploma (39.3%), and undergraduate (29.1%) and postgraduate (20.5%). Most of the visitors (71.8%) came from Balikpapan City, (25.6%) from outside Balikpapan City, although they still live on the island of East Kalimantan. Most visitors (34.2%) have visited more than twice.

Local food at the Culinary Center of Manggar Beach

The survey results show that there are at least nine outlets operating at the Manggar Beach culinary center. Most of the food products offered are local foods. Table 5 shows that most of the food and beverage products offered are uniform, and seem to be less varied in type. Even one outlet with another outlet tends to offer the same type of menu.

Table 3. Characteristic respondent

No	Description	F	%	No	Description	F	%
1	Gender			4	Marital status		
	Male	57	48.7		Married	46	39.3
	female	60	51.5		Unmarried	71	60.7
2	age			5	Origin		
	15-25	41	35		Balikpapan	84	71.8
	26-35	43	36.8		Beyond Balikpapan	30	25.6
	36-62	33	28.2		Beyond East Borneo	3	2.6
3	Education			6	Frequency of visits		
	Senior High School	13	11.1		1 time	35	29.9
	Diploma	46	39.3		2-3 times	40	34.2
	Bachelor	34	29.1		4-5 times	17	14.5
	Post Graduate	24	20.5		>5	25	21.4

Table 5. Local food on Manggar Sari Beach Culinary Center

No	Outlet	Menu Items	No	Outlet	Menu Items
1	Mr. Doddi's restaurant	Fruit salad Clear Vegetables Grilled chicken Iced tea Orange juice	6	Mr. Mur's Meatballs	Chicken noodle Meatball Iced tea Orange juice
2	Nabila's shop	Mixed vegetables with the peanut sauce Chicken Soto Fried chicken Milo Pop ice Iced tea	7	Manggar Juice King	Sweet and sour salad Assorted fruit juices
3	Citra shop	Mixed vegetables with the peanut sauce Rawon Fried chicken Coconut ice	8	Sate Madura Mr. Indra	Chicken satay and rice cake Iced tea Orange juice
4	Warung Segara Sari	Rujak/Gado-gado Meatball Grilled fish Fried fish Coconut ice Iced tea	9	Lesehan shop	Mixed rice Assorted fried snacks Ice tea Orange juice
5	Disporpar Canteen	Chicken noodle Pop Mie Sweet and Sour Shrimp Assorted fried snacks Coffee Assorted fruit juices			

Visitor Habits

The survey results show that the habits of tourists who visit Manggar Beach are mostly 76.9% bringing raw materials and cooking directly (X2), 15.2% bringing ready-to-eat food (X1) and 7.7% buying food offered at the Manggar Beach culinary center (X3) such as which is shown in Table 6.

Table 6. Tourist Habits (X)

Questionnaire items	F	%
X1	18	15.4
X2	90	76.9
X3	9	7.7

Visitor Satisfaction

The survey results show that the level of visitor satisfaction with culinary centers located in the Manggar beach area is mostly still far from expectations as shown in Table 7.

Table 7. Visitor Satisfaction (Y)

Questionnaire items	N	x	SD	Questionnaire items	N	x	SD
Y1	117	2.29	.52	Y7	117	2.38	.53
Y2	117	1.98	.37	Y8	117	2.50	.76
Y3	117	2.11	.36	Y9	117	2.34	.47
Y4	117	1.82	.38	Y10	117	2.17	.38
Y5	117	2.11	.37	Y11	117	2.07	.45
Y6	117	2.20	.40	Y12	117	2.35	.47

On average, visitors gave an unfavorable rating on the arrangement or design of the culinary center (Y1), the quality of food and beverages (Y2), the cleanliness of the culinary center area (Y3), the variety and innovation of the menu offered (Y4), excellent service with human resources skilled (Y5), comfort of the surrounding environment (Y6), visual presentation of food and beverages (Y7), availability of adequate chairs and tables (Y8), availability of sanitation and clean water (Y9), price offered (Y10), availability of trash bins adequate (Y11), and cleanliness of food and serving utensils (Y12).

Conclusion

The advancement of gastronomic tourism necessitates thorough planning, effective management, and the support of multiple stakeholders, particularly the government. This paper presents research findings on Manggar Beach in Balikpapan City, highlighting that the culinary offerings at the beach's culinary center are limited and lack diversity, with each outlet providing similar menu options. The study reveals that 76.9% of visitors bring their own food ingredients and cook on-site, as the existing facilities fail to meet their expectations. Visitors rated aspects such as menu variety and innovation poorly, with an average score of Y4 ($x = 1.82$, $SD = 0.38$). To address these issues, the management of Manggar Beach must incorporate these research findings into future planning for the culinary center. Enhancing visitor experience through improved food options and facilities is crucial, as visitors enjoy cooking independently in the beach setting with their families. To revitalize the culinary center, strategic measures are required: 1) prioritizing the development of culinary tourism as a key component of regional tourism enhancement, 2) formulating comprehensive regional food and beverage policies, and 3) strengthening human resources with specialized skills in gastronomy and hospitality. Ultimately, achieving these goals will depend on

collaborative, coordinated efforts among all stakeholders to ensure a holistic and sustainable approach to development.

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Declaration

Ethics approval and consent to participate

Not applicable.

Consent for publication

Not applicable.

Availability of data and materials

All data and materials has presented in manuscript.

Competing interests

The authors declare that they have no competing interests.

Author contributions

HP designed the study, drafted the manuscript, and wrote the final version.

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