Tourist Preferences in Culinary during Covid-19 Pandemic in Bandung

Preferensi Kuliner Wisatawan pada Masa Pandemi Covid-19 di Bandung

Edwin Baharta[1]

[1]Hospitality, Telkom Applied Science School, Bandung;

Suryana Heryawan Achmad[2]

[2]Hospitality, Telkom Applied Science School, Bandung;

Astri Wulandari[*3]

[3]Digital Marketing, Telkom Applied Science School, Bandung;

Dandy Marcelino[4]

[4]Master of Management, Telkom Economy and Business School, Bandung

*Corresponding author: astriwulandari@telkomuniversity.ac.id

ABSTRACT Tourism is one of the areas that is badly affected by the Covid-19 pandemic and this includes culinary tourism. However, shifts in culinary preference during the pandemic also give a new life in culinary tourism. Bandung, one of Indonesia's major tourist destination, shows a potential to develop further in its culinary tourism during the pandemic. This however requires a proper strategy through identifying the preferences of tourists in choosing culinary tourism during the pandemic. This research provides a knowledge base for culinary tourism business people regarding tourist preferences in a pandemic situation like today. Data about the preferences of tourists can help culinary tourism business people to develop the right strategy to serve tourists in future and can design the right policies and strategies to respond the expectations and desires of tourists, especially culinary tourism in Bandung. With a sample size of 400 respondents, this study is a descriptive quantitative study employing the conjoint analysis approach, which is the most popular methodology to analyzing tourist preferences. This research found that the possibilities of travelers preferences when travelling Bandung as culinary vacation spot in pandemic are as follows. The aspect of selecting culinary products based on tourist facilities is the preference of tourists in COVID-19 pandemic. Meanwhile, the location of culinary with consideration of easy access or reach becomes choice of tourists in pandemic, in addition to the important of health protocols the cleanliness of locations. Finally, the priority score analysis found that the culinary product selection element

ABSTRAK Pariwisata menjadi sektor yang terdampak parah akibat pandemi Covid-19, termasuk wisata kuliner. Namun, pergeseran masa pandemi juga memberi kehidupan baru dalam wisata kuliner. Sebagai salah satu tujuan wisata utama Indonesia, Bandung menunjukkan potensi wisata kuliner yang bisa untuk dikembangkan selama pandemi. Namun, diperlukan strategi yang semestinya melalui identifikasi preferensi para wisatawan dalam memilih wisata kuliner pada masa pandemi. Penelitian ini memberikan landasan pengetahuan bagi para pelaku bisnis wisata kuliner terkait preferensi wisatawan di situasi pandemi. Data ini dapat membantu para pelaku bisnis wisata kuliner dalam menyusun strategi yang tepat untuk melayani para wisatawan di masa yang akan datang. Bagi pemangku kebijakan, data ini membantu dalam merumuskan kebijakan yang dapat merespon ekspektasi dan keinginan wisatawan dalam pengembangan pariwisata Kota Bandung khususnya wisata kuliner yang berdampak pada tingkat perekonomian masyarakat di daerah tersebut. Penelitian kuantitatif deskriptif ini menggunakan metode *conjoint analysis*, yang merupakan pendekatan paling populer untuk mengukur preferensi wisatawan, dengan total sampel sebanyak 400 responden. Hasil penelitian menunjukkan bahwa aspek pemilihan produk kuliner berdasarkan fasilitas wisata merupakan preferensi wisatawan di masa pandemi COVID-19. Sementara itu, lokasi kuliner dengan pertimbangan akses atau jangkauan yang mudah menjadi pilihan wisatawan di masa pandemi. Hal yang terpenting lagi, protokol kesehatan dan kebersihan tempat juga

has the greatest importance level among the other features.

menjadi preferensi wisatawan. Berdasarkan analisis skor prioritas, unsur pemilihan produk kuliner memiliki tingkat kepentingan paling besar di antara fitur yang diinginkan pengunjung

INTRODUCTION

Tourism is one of the most rapidly increasing industry sectors. According to (CNN Indonesia, 2018), Indonesian tourism sector is extremely promising and is the country's main source of revenue. In 2019, the tourism ministry believes that in the next five years, the tourism industry will become one of the largest foreign exchange earners and beat other sectors with a projected value of US$20 billion (Rosana & Cahyana, 2019). However, since January 2020 the world has been shocked by the spread of COVID-19 to various countries, including Indonesia. The ease with which the virus spreads has resulted in the paralysis of community activities, including the tourism sector (Rassanjani et al., 2021). The tourism sector is one of the sectors hardest hit by the COVID-19 pandemic (Murniati et al.,

2021). The lack of tourists has resulted in the closure of tourism aspects in several regions in Indonesia and also the local revenue from tourism declined drastically. Then the advice to stay at home makes the tourism industry increasingly lose its way. The COVID-19 pandemic has crippled the Indonesian tourism sector, as seen by the sharp drop in visitor arrivals from January until March 2020 on below graph.

The data on tourist visits in Indonesia is actived and published periodically by (CEIC, 2020) and updated monthly for a total of 497 observations. In May 2020, there were 163,646 Indonesian tourist visits. This milestone climbed from the previous month, that was 158,718 persons in April 2020, which was the worst ever. In August 2019, these statistics hit a peak of 1,557,712 persons.
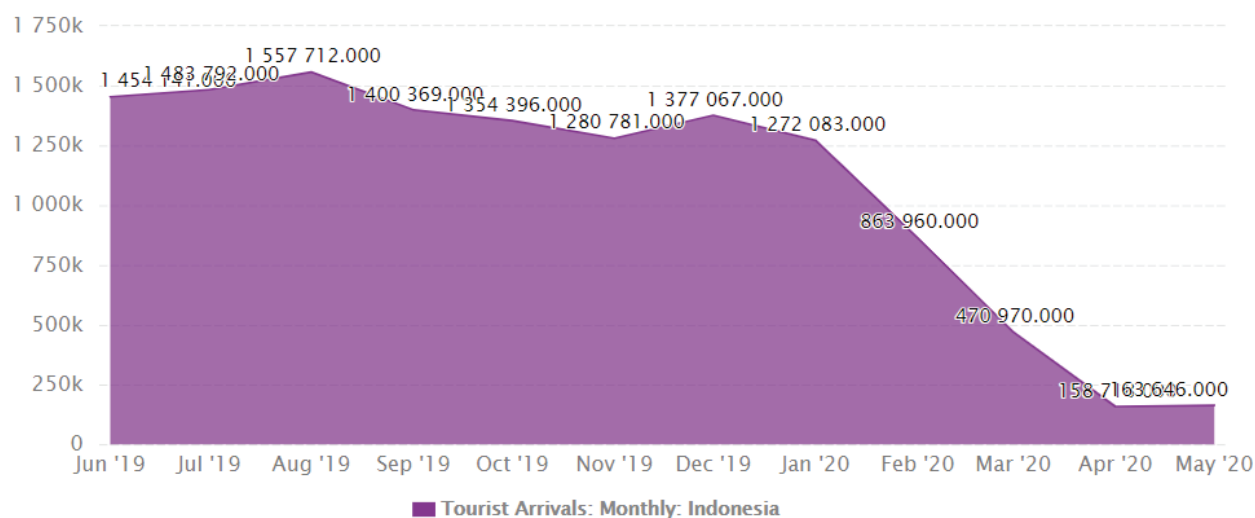

Figure 1. The Rate of Indonesian Tourists Visits During the Last One Year
Source: ceicdata.com (CEIC, 2020)

Culinary tourism is one of the tourism industries that's experiencing rapid growth. (World Tourism Organization, 2012) argued that culinary tourism, which is a travel experience to a gastronomic area for recreation purposes, which includes food-related tourism activities. The current trend of tourists to culinary is to come to a tourist area to find and enjoy regional specialties (Testa et al., 2019). Central Statistics Agency and Tourism Ministry stated that regarding from the study of domestic tourist market data for West Java, tourist destinations for culinary tours were ranked fourth with a 15.32% (Kemenparekraf, 2021). This shows tourist interest in culinary tourism is quite high. One of the cities that has become a tourism destination in Indonesia is Bandung, which is the capital of the province of West Java. Tourist attractions in Bandung are very diverse, so tourists will not run out of ideas for places to visit (Windarti, 2019). West Java's tourism business has been hit the worst by the COVID-19 outbreak among other business (Japutra & Situmorang, 2021). The West Java Province Tourism and *Disparbud Jabar* reported that the COVID-19 pandemic reduced the number of visitors to tourism attractions in West Java by 80%. The same thing happened to the number of international tourist visits, which decreased by 16% (Ramadhan, 2020).
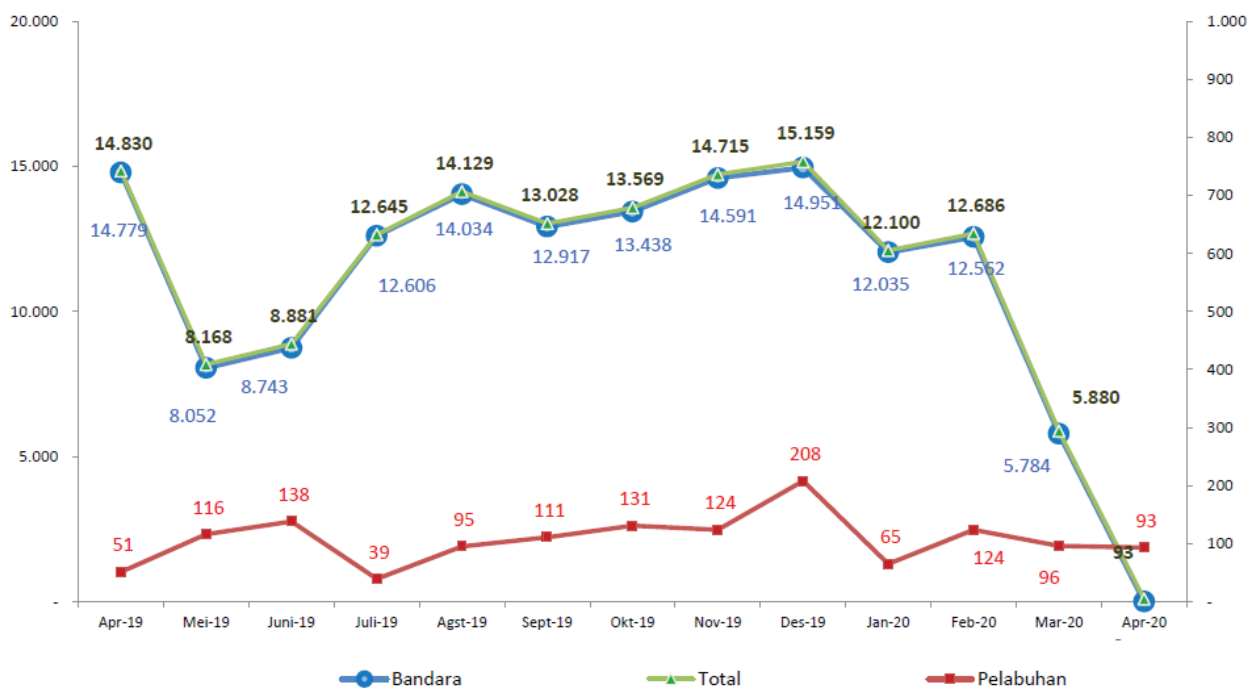

Figure 2. Development of Foreign Tourists Visiting West Java Period 2019-2020
Source: West Java Province's Central Statistics Agency (Herlando, 2020)

According to the West Java Province's Central Statistics Agency (Herlando, 2020), the number of international tourist arrivals (tourists) in April 2020 decreased by 99.37 percent as compared to the same month previous year. The number of international tourists in April 2020 was just 93, compared to 14,830 visits in the same period previous year (April 2019) owing to the COVID-19 pandemic. When compared to the previous month, the number of international tourist visits to West Java in April 2020 declined by

-98.42 percent in March 2020. This number consisted of foreign tourists visiting through the air entrance (airport) as many as 0 visits, 93 visits to the sea (ports), with a total of 93 visits in April 2020. Meanwhile, in March 2020 there were still 5,784 visits through airports and 96 visits through ports, for a total of 5,880 visits.

Bandung has a strategic geographical position, the ease of access for domestic tourists makes Bandung as a potential magnet for antidotes or short escapes for tourists from Jakarta and West Java, and surrounding areas (Tresna et al., 2019). Then Bandung also one of the cities that has a very high attraction in the field of tourism, including culinary tourism attractions (Februadi et al., 2019). Culinary tourism in Bandung is something that must be done when visiting this city. There are various types of traditional culinary specialties from Bandung which are very interesting to enjoy. These snacks are a characteristic of Bandung, so it is a must for tourists who visit to try one of these snacks (Syarifuddin et al., 2018).

This city also has a huge opportunity to develop further in the future along with the high interest of domestic tourists to travel in their own country. Tourist is someone who travels from another place far from his home not for reasons of home or office, usually spends time to refresh his mind, relax and want to get away from the routine of everyday life (Kusumaningrum, 2012). The role of tourists is very decisive and is often positioned as the heart of tourism activity itself. The tourism sector is one of the leading sectors and contributes significantly to the economy of Bandung (Kostini & Raharja, 2019). As a result, the Mayor of Bandung is highly worried about culinary tourism is one of the Bandung Government's programs to elevate the identity of the city with its traditional specialties.

In the midst of the COVID-19 pandemic, the Ministry of Tourism, Creative Economy as promotion agency urges all tourism and creative economy sector to maximize safety and health (Kemenparekraf, 2021). In order to adapt, produce innovations, and boost competitiveness in reaction to change, the government, businesses players, and other stakeholders must all be able to do so. In a pandemic situation like today, the context of quality culinary tourism will be viewed from healthy and safety perspective and responsible tourism must exist (Sigala, 2020). This implies that everyone who deals closely with visitors in culinary tourism sites must be capable and accountable for ensuring their health and safety. Under these conditions, visitors may be eager to travel after a few months at home. However, it will be different before the pandemic, visitors will be more concerned about their visits to culinary attractions. This must be thoroughly prepared by the manager of the culinary tourism object before reopening the tourist attraction.

The World Tourism Organization, also known as UNWTO, indicated that the time has come to conduct a review of tourist standards in order to satisfy these expectations through worldwide rules for reopening tourism facilities, which they refer as global guidelines for restarting tourism. The group has also issued guidelines for the tourism sector to use as a reference for improvements in visitor behavior (Sinambela, 2020).

From this description, it is in accordance with the characteristics of Bandung as one of the leading culinary tourism destinations in Indonesia. Therefore, there is a need for a study to identify how the behavior of culinary tourists during the COVID-19 pandemic so that policy makers in the culinary sector, especially Bandung's culinary can understand and then develop strategies so that tourist preferences can bring more consumers in the future. Tourist preferences can be the basis for calculating the desires and needs for tourist facilities services that will be received (Park et al., 2021). According to (Koranti et al., 2018) preferences are part of the decision-making component of an individual, namely the tendency to choose something that is preferred over others. In this way, preferences can provide input for the form of participation in the planning process.

Preferences can be made if we know data about tourists. Apart from that, planning is needed so that this culinary tourism activity continues to grow. The main step in planning culinary tourism is to be able to adapt to all the demands of change, namely by being open to suggestions and input from various parties, especially domestic tourists (Vu et al., 2019). Culinary tourism is divided based on the three dimensions used, namely culinary products, tourist locations, and services provided (Agustina et al., 2017). This concept affects the preferences of tourists in terms of making decisions. If needs of tourists can be met by a product, the tendency of tourists to buy the product will also increase.

This culinary tourism activity is essentially every dish that's served has cultural value, both from raw materials, processing methods and presentation methods (Florek & Gazda, 2021). All of these things can be used as tourist attractions. There are three important attributes that can influence tourist decisions in choosing culinary tourism (Agustina et al., 2017). This attribute consists of attributes of the product, location, and service provided. First, product attributes consist of several aspect options such as facilities, popularity, originality, cost. Meanwhile, the location consists of the distance/time traveled and the ease of access. Then the last one for service consists of comfort, atmosphere, and friendly.

Referring to figure 3, the research attributes used in the study are three attributes that have been described previously plus the priority attribute of destination. The following research attributes were created with aim that this research remains in the original plan, for measuring tourist preferences in choosing culinary tourism in Bandung during pandemic.
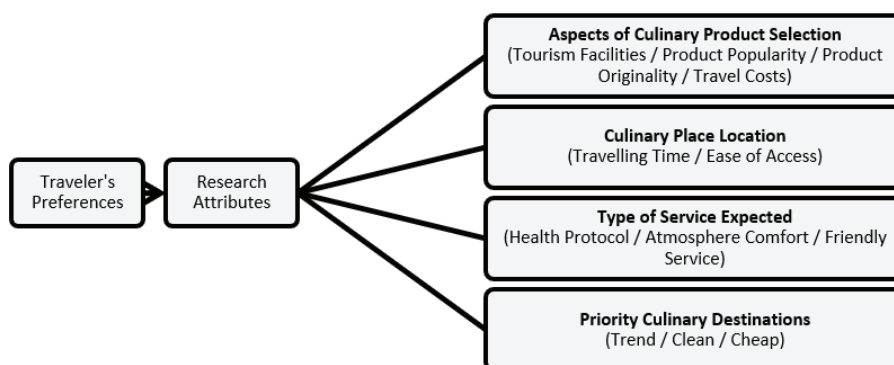

Figure 3. Modified Research's Framework Source: Process by Researchers (2021)

Researchers chose conjoint analysis to sort and sort the data, the model can be used as a predictive value to evaluate product attributes. Conjoint analysis is a technique developed specifically to understand how respondents form preferences for certain types of objects (products, services, or ideas). Data on preferences can be used to develop products according to what tourists like and make tourists want to return to their destinations and recommend them to other tourists (Zhang et al., 2021)increasing tourists have generated interest in social media and shared their trip pictures and experience on it. As revealed from existing studies, tourists' preference of posting pictures of their trip on a social media site(s. The conjoint evaluation technique is the maximum famous technique to measuring tourism's customer preferences. Respondents express their choice for a hypothetical set of multi-attribute options, which will be presented as stimuli or attribute profiles, using conjoint analysis (Pai & Ananthakumar, 2017). The findings of this study will provide numerous insights for culinary tourism business professionals regarding tourist preferences in a pandemic condition such as the one we are now experiencing. It is intended that by understanding visitor preferences, culinary tourism company owners will be able to build the best plan for serving tourists in future and also can design the right policies and strategies to respond to the expectations and desires of tourists in developing Bandung tourism, especially culinary tourism, so that will have an impact on the level of the economy of the community in area.

This conjoint analysis method is especially widely used to determine consumer preferences for a new product (Santoso, 2018). Basically, the purpose of conjoint analysis is to find out how a person's perception of an object consists of one or many parts (Hung et al., 2019). The main result of the conjoint analysis is a form of product design for certain goods, services, or objects that are desired by the majority of respondents (Beckman & Chang, 2018). The researcher chose to use the conjoint analysis method because it was to find out the preferences of tourists in culinary tours in Bandung during the pandemic.

This study can be categoriezed as a descriptive type of research with a quantitative approach. The researcher chose to use a descriptive method with a quantitative approach because the researcher made a systematic description of the characteristics of tourists in culinary tours in Bandung during the pandemic. The object in this study was Bandung which expected to represent the entire voice of the existing respondents. Meanwhile, the respondents in this study are domestic tourists, who are currently and have visited Bandung. Since it refers to the context of the pandemic, Bandung had a significant impact in culinary tour. The sample approach used in this study is non-random with convenience sampling. The sample will be as large as feasible, and in this study, the sample is domestic tourists who have characteristics that represent the population as established by the researcher. However, if the population is infinite, there is a minimum number of samples that must be gathered, which is indicated in Isaac & Michael table. The sample's determination according to the Isaac and Michael table is as follows:

Table 1. Issac & Michael Sample Determination

N	Minimum of Sample		
	1%	5%	10%
10	10	10	10
100	87	78	73
1000	399	258	213
10000	622	298	263
100000	659	310	270
1000000	663	329	271
∞	664	330	272

Source: (Santoso, 2018)

So, according to the table for determining the number of samples above, the researcher was able to meet the minimum number of samples that described the population of this study, namely 400 respondents who were domestic tourists in Bandung with characteristics that matched the population, with an error rate of 5%. This sum is obtained in order to increase the variety of the acquired data. Respondent characteristic data is necessary in this study to establish the respondents' backgrounds, which may subsequently be used as input to explain the study's conclusions. The characteristics of the respondents analyzed were gender, age, occupation, and monthly income.

Table 2. Characteristics of The Respondents

Variable	Frequency (%)
Gender	
Male	188 (47%)
Female	212 (53%)
Age	
≤21 years	120 (30%)
21-30 years	144 (36%)
31-40 years	88 (22%)
>40 years	48 (12%)
Occupation	
College Students	76 (19%)
Civil Servants	44 (11%)
Private Employees	124 (31%)
Enrepreneurs	144 (36%)
Others	12 (3%)
Monthly income	
≤Rp 3.000.000	120 (30%)
Rp 3.000.001 – Rp 5.000.000	144 (36%)
Rp 5.000.001 – Rp 8.000.000	104 (26%)
>Rp 8.000.000	32 (8%)

Source: Researcher's Data Processing, 2021

DISCUSSION

In this study, the findings of data analysis using the conjoint approach were utilized to assist in obtaining and determining the combination of qualities and levels based on tourist preferences in the COVID-19 pandemic condition while choosing culinary tourism in Bandung. The SPSS 25 statistical program was used to do the conjoint analysis in this study. The importance score and the utility value or usability of the qualities are the two key aspects of outcomes or outputs from this conjoint analysis research.

Score for Attribute Importance

Each characteristic has an average value of relevance (importance score) based on the findings of data processing using SPSS 25 statistical software. The significance value of the provided characteristic is

indicated by this value, which the greater of importance value become the more essential attribute is to customers (Meyerding et al., 2019)the traditional German beer market has been declining for many years. The development may be related to reasons such as demographic change or increased health awareness. In a changing market, it is especially important to gain a precise knowledge of these variables. The aim of this study is to identify the attributes of beer that are crucial to the purchasing process and to segment the German market for beer. For this purpose, a conjoint analysis was carried out with a subsequent latent class analysis. As a result of the latent class analysis, three consumer segments were identified. In addition to achieving results from the conjoint analysis, the segments were characterized by sociodemographic status, beer-related questions, and results from a food-related lifestyle approach. The study sample was representative in terms of gender and age for the market of German beer drinkers (N = 484. The following are the findings of each attribute's relevance score as determined by visitors visiting Bandung as a culinary tourism destination during the pandemic.

Table 3. Importance Values

Aspects of Culinary Product Selection	32.318
Culinary Place Location	12.643
Type of Service Expected	28.964
Priority Culinary Destinations	25.577
Averaged Importance Score	

Source: Researcher's Data Processing Results with IBM SPSS 25, 2021

According to table 3, the most important value is the aspect of culinary product selection, which has a relevance level of 32.318 percent. This feature has the highest value when compared to other qualities, such as the type of service expected, which has a value of 28.964 percent, preferred culinary destinations, which has a value of 25.577 percent, and culinary place location, which has a value of 12.643 percent.
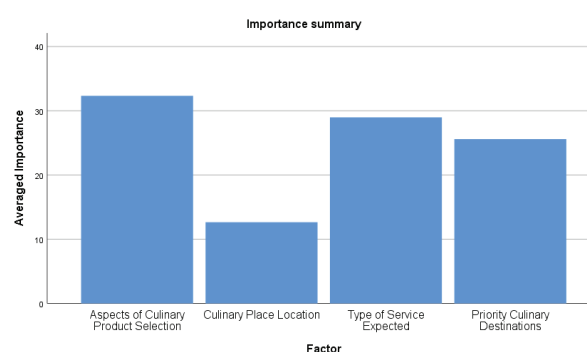

Figure 4. Summary of Average Importance
Source: Process by Researchers (2021)

Attribute Utilities Level

The utility values acquired from the qualities that travelers visiting Bandung as a culinary tourism destination during the pandemic based on the findings of data processing using SPSS 25. The higher of attribute usefulness value, the greater the requirement for these features among visitors. If the usefulness value falls below a certain threshold, the characteristic is less useful to visitors (Sulistyawati et al., 2020). The following is the outcome of each attribute's usability value.

Table 4. Usability Value Attribute

		Utility Estimate	Std. Error
Aspects of Culinary Product Selection	Tourist Facilities	.016	.023
	Product Popularity	.000	.023
	Product Originality	-.024	.023
	Travel Fee	.007	.023
Culinary Place Location	Distance Travel Time	-.001	.013
	Ease of Access	.001	.013
Type of Service Expected	Health Protocol	.013	.018
	Comfort Atmosphere	-.013	.021
	Friendly Service	.000	.021
Priority Culinary Destinations	Trend	.005	.018
	Clean	.031	.021
	Inexpensive	-.036	.021
(Constant)		3.707	.015

Source: Researcher's Data Processing Results with IBM SPSS 25, 2021

According to table 4, the attribute features of culinary product selection based on tourist facilities have the highest usefulness value of 0.016. The location characteristic of an easily accessible culinary establishment has the highest usefulness value, which is 0.001. The characteristic of the expected kind of service with the health protocol has the highest positive value, which is 0.013. The highest usability value is 0.031 for the characteristic of the priority component of culinary places that values cleanliness.

Attributes of Culinary Product Selection

The priority score for the selection of culinary goods ranks top in visitor preferences. Figure 5 depicts the utility score findings for components of culinary product choosing. As seen in the graph, the value of usability is both negative and positive. A level with a negative value does not imply that the responder dislikes it. Nonetheless, when the four levels are shown to the respondent, the level with a positive sign is more likely to be picked (Calegari et al., 2018).
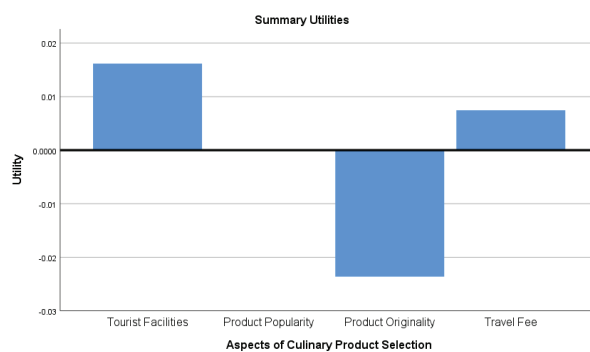

Figure 5. Summary Utilities Aspects of Culinary Product Selection
Source: Process by Researchers (2021)

According to Figure 5, the feature of picking culinary goods based on tourist amenities (facilities) has a usability value of 0.016. The element of picking culinary goods based on product popularity, has a usability value of 0.000. Furthermore, the element of choosing culinary goods based on product uniqueness has a usability score of -0.024. The feature of picking gourmet goods depending on tourism prices, on the other hand, has a usability score of 0.007. With this in mind, it is possible to infer that the feature of selecting culinary products based on

tourist facilities is the preference of visitors in value of 0.016.

Tourist facilities are one of the preferences of tourists in the COVID-19 pandemic situation in choosing culinary tours in Bandung. Facilities are a management that includes various environmental functionalities that have been built by integrating people, places, processes and technology (Roper & Payant, 2014). Of course, this facility indicator is very important thing so that culinary tourism activities can run and organized (Wachyuni & Kusumaningrum, 2020). The intended facilities include infrastructure to the time of serving food and drinks. Especially during a pandemic like today, of course infrastructure such as the availability of hand sanitizers or hand washes for these tourists when visiting is very important to pay attention to. Furthermore to prevent the spread of the corona virus, food and beverage businesses need to introduce digital means to their staff and guests. It is used to minimize physical touch. The trick is to provide a digital queue or digital menu (e-menu). In addition, business people can also use media such as sign/standing boards to communicate with customers so as to prevent the spread of the virus in your area. Therefore, tourism facilities on product attributes are very appropriate if they become one of the preferences for tourists for culinary tours in Bandung during the pandemic.

Culinary Place Location Attribute

The significance score of the culinary site comes fourth (last) in visitor preferences. Figure 6 depicts the utility score findings for the placement of culinary establishments. The graph shows that the value of usability

is both negative and positive. A level with a negative value does not always indicate that the respondent dislikes it; nonetheless, when the two levels are shown to the respondent, the level with a positive sign is more likely to be picked (Yuni, 2020).

Figure 6. Summary Utilities Aspects of Culinary Place Location
Source: Process by Researchers (2021)

Figure 6 shows that the location of a culinary establishment with regard to near travel time has a usability value of -0.001. The usefulness value of the location of culinary venues in terms of easy access or easy to reach is 0.001. With this, it can be inferred that the placement of culinary establishments with consideration of simple access or easy to reach becomes the choice or preference of visitors in the COVID-19 pandemic condition in choosing culinary tourism in Bandung because it has the highest usefulness value of 0.001.

Ease of access is the ease of walking from a place/region where we can relate to the resources that exist in that destination or region (Coughlan & Saayman, 2018. Geographically, Bandung is located in the middle of the province of West Java and filled with many access options such as toll roads, trains, planes, buses and others (Gaffar et al., 2019). This affects the attraction of domestic

tourists in various surrounding areas to make it easier to go and have a culinary tour in Bandung. Then the other ease of access is that all culinary places in Bandung have been integrated with Google maps, which is a web mapping service developed by Google. Therefore, the ease of access (location) makes it one of the preferences of domestic tourists in culinary tours in Bandung.

Expected Service Type Attribute

The significance score of the sort of service that is projected to come in second place in tourist preferences. While the utility score findings for the predicted sort of service will be given in Figure 7. The graph shows that the value of usability is both negative and positive. A level with a negative value does not necessarily indicate that the respondent dislikes it; rather, if the three levels are shown to the respondent, the level with a positive value is the one that the respondent prefers (Liao & Chuang, 2020).
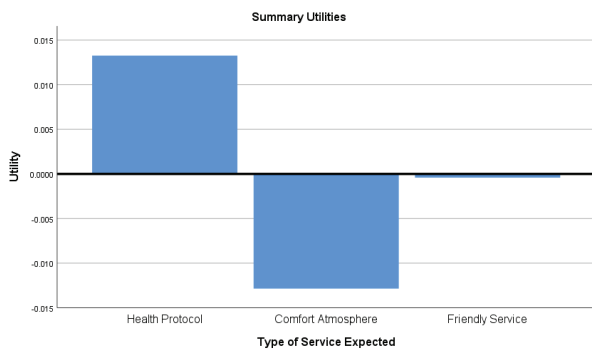

Figure 7. Summary Utilities Aspects of Expected Service Type
Source: Process by Researchers (2021)

The type of service expected by tourists with a health protocol has a usability value of 0.013, the type of service expected by tourists with a comfortable atmosphere has a usability value of -0.013, and the type of service expected by tourists with friendly service has a usability value of 0.000, as shown in Figure 7. This leads to the conclusion that the type of service sought by tourists with health protocols is the option or preference of tourists in the COVID-19 pandemic condition in selecting culinary tourism in Bandung since it has the highest utility value of 0.013.

The food system has changed during this pandemic, at least the components of food safety and bioactive content in food are considered by the community in an effort to fulfill household food, including public attention to food purchased from outside the home such as from restaurants (Galanakis, 2020)broadly referred to as "coronavirus". So that prevention efforts in the process of providing food are very important in reducing the risk of virus transmission.

Changes in the food service system implemented by culinary entrepreneurs are by implementing health standards in their restaurants such as providing hand washing facilities, plastic barriers, keeping tables/chairs apart, and requiring consumers to wear masks (Maynard et al., 2020). Then the most important thing is that there is an increase in food safety in the food processing process by requiring food processors to use disposable plastic masks and gloves. The food packaging process is made neater and tighter by adding a plastic bag tied with a clamp. Culinary entrepreneurs need to carry out regular cleaning and disinfection of frequently touched surfaces such as tables and chairs. This is so that efforts to prevent Covid-19 in the culinary business sector can be carried out more optimally.

Culinary Destination Priority Attributes

The significance score of culinary places is ranked third in visitor preferences. Figure 8 depicts the utility score findings for priority culinary destinations. The graph shows that the value of usability is both negative and positive. A level with a negative value does not always indicate that the respondent dislikes it. Nonetheless, when the three levels are shown to the respondent, the level with a positive sign is more likely to be picked (Saville & Mahbubi, 2021).
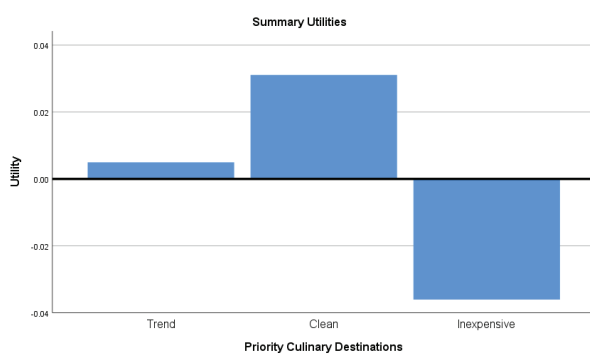

Figure 8. Summary Utilities Aspects of Culinary Destination Priority
Source: Process by Researchers (2021)

According to Figure 8, the priority of culinary places for visitors based on trend characteristics has a usability value of 0.005. Then, due to the cleanliness element, the priority of culinary locations for visitors has an usefulness value of 0.031. Furthermore, the importance of culinary locations for visitors due to the low (economical) component has an usefulness value of -0.036. As a result, the priority of culinary destinations for visitors due to the cleanliness element is the decision or preference of tourists in the COVID-19 pandemic condition in choosing culinary tourism in Bandung because it has the highest utility value, which is 0.031.

Some of the things we will encounter in the 'new normal' after Covid-19 in the tourism sector are tourists who will prioritize health and safety such as continuing to carry out self-distancing, implementing the Covid-19 protocol, so that the availability of cleaning facilities will be the main focus of tourism actors (Paramita & Putra, 2020). This staycation is a tourist choice for tourists who still don't dare to mingle with other tourists. According to (Ezizwita & Sukma, 2021), the strategy in restoring culinary tourism to the new normal is to provide confidence that the government and the culinary tourism industry have implemented very adequate health and safety standards and also provide hygienic alternatives for safe travel when they visit during the pandemic.

CONCLUSION

Based on investigations that have been completed, it has been determined that in order to respond to the issues raised in this study. The possibilities of travelers travelling Bandung as a culinary tourism vacation spot in the course of the pandemic primarily based totally on their preferences are as follows. The aspect of selecting culinary products based on tourist facilities is the choice or preference of tourists in the COVID-19 pandemic situation when choosing culinary tourism in Bandung. Meanwhile, the location of culinary places with consideration of easy access or easy to reach becomes the choice or preference of tourists in the COVID-19 pandemic situation when choosing culinary tourism in Bandung. The types of services expected by tourists with health protocols to be the choice or preference of tourists in the COVID-19 pandemic situation when choosing culinary tourism in Bandung. Then the concern of culinary locations for travelers

due to the fact cleanliness is the choice or preference of tourists in the COVID-19 pandemic situation when choosing culinary tourism in Bandung. Meanwhile, based on the priority score, the culinary product selection element has the greatest importance level among the features wanted by visitors. This feature has the highest value when compared to other qualities, such as the type of service expected, preferred culinary destinations, and culinary place location as the lowest importance level.

The following are the author's recommendations based on the findings of this study. It would be preferable for future researchers to provide research qualities to be more detailed. The scope of the study field for the object of this research should also be broadened, because this research is intended to be valuable for business people in formulating culinary tourism business strategy during the present covid pandemic. Bandung government should think about how easy access is in the Bandung so that tourism activities, especially culinary activities, become organized and orderly. Because in reality the growth of road infrastructure development is not comparable with the growth of private vehicles which is quite high. Implementing health protocols is a form of empathy for customers so that they don't worry when they receive the food they buy. The COVID-19 pandemic crisis is an arena for branding to empathize, care more and provide solutions. Communicate to customers how the company's actions are facing the COVID-19 pandemic. Various health protocol standards that can be applied are food delivery without physical contact with buyers, minimizing cash transactions, checking body temperature when entering outlets, implementing physical distancing when queuing for food at least two meters, providing proof of checking the body temperature of chefs or food delivery people, and others. For food outlets, several things can be implemented, such as employees who are required to wear masks and gloves, food that must be properly sealed to prevent food contamination, and regular cleaning of food.

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