

Tourists' Motivation in Visiting nDalem Prince Joyokusuman (Gadri Resto) Yogyakarta as a Gastronomy Tourism Destination

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Abstract: This research is done at nDalem Prince Joyokusuman (Gadri Resto) Yogyakarta. The aim of the research is to describe the tourists' motivation in visiting nDalem Prince Joyokusuman (Gadri Resto) as a gastronomy tourism destination. The respondents of this research are foreign and domestic tourists. This research uses quantitative approach. Quantitative descriptive method is employed in analysing the data. Meanwhile, this research's sample is taken by using simple random sampling technique. Based on the result of this research, it shows that the tourists' motivation in visiting nDalem Prince Joyokusuman (Gadri Resto) is dominated by cultural motivation such as: a) the Sultan Palace's cultural tradition, b) the Sultan Palace's Unique Building, and c) The Needs to Know the History of the Sultan Palace's Objects at Gadri Resto Museum. Meanwhile, the tourist attraction is dominated by gastronomy tourism such as hobby to do a culinary tourism and Curiosity of the Sultan Palace's Special Dishes

1 INTRODUCTION

Industrial sector is one of the developing economic sectors in this world which is aimed to increase certain country's human standard of living. Among today's well-developed cyberspace which is able to help everyone to reserve or book any accommodation and transportation, tourism industry can be considered as one of industrial sectors that has flourished as a leading commodity. Indonesia's most famous province that is well-known with its tourism realm is Special Region of Yogyakarta. Yogyakarta has so many tourist attractions, such as its natural tourism including the marine tourism as well and also completed with its cultural and culinary tourism. Culinary tourism itself is a kind of developing tourism in Yogyakarta. It is known that there are several ways to draw tourists' interests to do this kind of tourism experience; one of which is to present the offered dishes or beverages' uniqueness and peculiarity. Their taste, presentation, appearance, ingredients, the method in making the dishes, utensils which are used to make or serve these dishes, place in which the dishes are served, price, its history until its name and appellation are the things that reflect themselves as certain unique dishes and beverages.

Culinary tourism has two options for the tourists; local dishes and common dishes that has nothing to do with the local culture. Local dishes itself is a part of gastronomy tourism which has the strength of "behind the scene" in inventing these certain dishes. There are history and tradition which are following them. Enjoying the local dishes with its interesting background story is a gastronomy tourism attraction and as one of the main tourist destinations. In Yogyakarta itself, there is *nDalem Prince Joyokusuman's House*- or well-known as *Gadri Resto*, that has this kind of gastronomy tourism attraction. This restaurant has Indonesian and Western dishes as well. Besides, *Gadri Resto* also serves *Keraton Yogyakarta* dishes which are the favourite of Sultan HB VII-IX of Yogyakarta. There are *nasi blawong*, *bistik edan*, *gudeg empal*, *prawan kenes*, *bistik Jawa*, *salad jawa*, *pandekoek*, *manuk enom*, *wedang secang*, *beer Jawa*, etc. Sultan's most favorite dishes are considered as one of the tourist motivations to visit *nDalem Joyokusuman's House*. Based on the explanation above, this research is aimed to do an analysis about the most dominant tourists' motivation to visit *nDalem Prince Joyokusuman (Gadri Resto)* as a gastronomy tourism destination and as the most interesting tourist attraction as well.

Based on Rao, Monin & Durand in Antonius (2018), gastronomy is described as an influence of nature itself (geography and the weather) and also the culture (history and ethnic) toward the component of flavor, texture, and the taste of the dishes and beverages. The identity of gastronomy is the interest of an area (country) in determining its cultural diversity and culinary rhetoric.

Gilleisole (2001:235) says that gastronomy or culinary art is an art itself, and it is considered as a science of good eating. In short, gastronomy is all of the things which are related to the delicacy of the dishes and beverages.

Thus, based on the definitions that have been mentioned above, it can be concluded that gastronomy is cultural and historical aspects that are able to establish the cultural identity of an area which has the dishes as its main focus. Gastronomy is an area (certain country's) interest in determining the cultural diversity and culinary rhetoric. Ketaren (2017) says that gastronomy is focusing on 4 aspects or elements, which are:

History: it is related to the origin of certain ingredients, how and where it is cultivated.

Culture: it is related to the factors that affect the society in consuming the dishes.

Geographical landscape: it is related to the natural factor (nature and ethnic which affect the society to cook the dishes.

Method of cooking: it is about the progress on cooking in general. It is not about the technique of cooking because a gastronomer does not to be able to cook.

Those 4 elements is called as *tangible* (real, clear, and concrete) that has been used as Western society's standard if we are talking about gastronomy.

Sudirman in Dian (2018), motivation is defined as an urge which is established from one's self causing him to do something unconsciously until he can reach a certain goal.

Ngalim (2007:10) says motivation is anything that is influencing someone to do something which is called as "motive"- a motive of a journey. Thus, it can be concluded that motivation is an urge from one's self to or not to travel.

McIntosh and Murphy in Elizabet et al (2017) say that motivation to go travelling can be divided into four categories:

Physical or physiological motivation, such as relaxation, for health, for comfort, to do any participations in certain sports event, etc.

Cultural motivation is a desire to know about culture, customs, tradition, and arts of other places.

It includes one's interest towards the cultural heritage (historical building).

Social motivation or interpersonal motivation, such as visiting a friend and family, to see our colleague, doing something that has prestige value, making a pilgrimage, doing a short escape from any boring activities, etc.

Fantasy motivation. It happens if there is any fantasy about other places that if someone visit there, he can feel detached from his boring daily routines, and there is also an ego-enhancement that is able to give him a psychological satisfaction. This motivation is also called as prestige motivation.

Moslow's concept of the hierarchy of human needs, which starts from physiological, security, social, prestige, and self-actualization needs, has been considered as the primary aspect to do a research about tourists' motivation by Pierce (1988) and Pearce and Caltabiano (1983). In this research, it is said that tourists' motivation in travelling can change dynamically from time to time. Pierce in Pitana and Gayatri (2005) finds out that the factor of self-actualization and social needs are in the highest part of this hierarchy.

Moreover, there is a theory called *push and pull motivation* which is included in *travel motivation*. It is said that *push* factor is established from the intangible factors which come from the tourist himself. Meanwhile, the *pull* factor is established from tangible factors which come from certain tourist attraction's uniqueness and another potential factor. Crompton in Ahmad Puat Mat Som (2010) depicts the seven factors of socio-psychology, the *push* motivation (*escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction*), and also two factors of cultural or what is called as *pull* motivation (*novelty and education*).

Based on the Law No. 10 of 2009 about Tourism, it is said that a tourism destination, hereinafter referred to as a Tourism Destination, is a geographical area which is located at one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities which are interrelated and complement the realization of tourism. Travel Attractions, according to Law No. 10 of 2009 about Tourism, is everything that has a uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are the target or destination of tourist visits. Marpaung in Martina et al (2017) says that tourist attraction is a formation and/or related activity and facility which can draw tourist and

travelers' interest to visit a certain area or place. Moreover, based on Directorate General of Government, tourist attraction itself is divided into three:

a. Natural Tourist Attraction

Natural Tourist Attraction is the natural resources that have the potential and certain attractiveness toward the visitors both in a natural state and after a cultivation effort. Natural potential tourist attraction can be divided into four sectors. They are:

- Flora and fauna
The ecosystem's uniqueness and peculiarity, such as in beach ecosystem and mangrove ecosystem.
- Natural phenomenon, such as craters, hot springs, waterfalls and lakes.
- Cultivation of natural resources, such as rice fields, plantations, livestock, fisheries businesses.

b. Socio-cultural Tourist Attraction

Socio-cultural Tourist Attraction covers museum, historical heritage, custom ceremony, performing arts, and handicraft. Marpaung (2002) tries to divide socio-cultural tourist attraction into several parts, such as:

- Archaeological Heritage and Monuments
- Museums and Other Cultural Facilities
- Lifestyle
- Village Tourism
- Religious, Ethnic, and Nostalgic tourism.

c. Special Interest Travel Attractions

Special Interest Tourism Attraction is a type of tourism that has just been developed in Indonesia. This tourist attraction is prioritized for the tourists who have a particular motivation. Thus, usually the tourists must have expertise. For example: mountain climbing, rafting, medicinal purposes, agro-tourism, gastronomy tourism, etc.

Uysal and Hagan in Sahara, (2016) mention that there are five factors that can attract tourists to visit any tourist destinations, such as (1) natural and historical attractions, (2) culinary, (3) community, (4) recreational facilities, and (5) image of the offered destination.

Cooper, et al. (1993) in Suwena (2010) explains that tourism destination should be supported by four major components which is called as "4A":

Attraction is an tourist attraction that is owned and located in a certain location. The attraction itself can be natural resources, cultural tourism, and artificial tourism.

Amenities. It can be the facilities that support the tourism activity in the certain tourist attraction. It can be the accommodation or lodging business, restaurant or culinary business, and also public facilities such as toilet, gift/souvenir shop, etc.

Accessibility is the facility that can help the tourist gets easier to visit the tourist attraction or to look for the information about it.

Ancillary service is the addition services to support the tourism activity such as a private institution who manages the tourism development in a certain tourist attraction. It can also be a TIC (Tourist Information Center) to give the tourists information through brochure, book, map, and the availability of the competent tour guide as well.

The referred tourist attraction in this research is the attraction of *nDalem Prince Joyokusuman's House* (Gadri Resto). This place is home of GBPH Joyokusumo and his wife, BRAY Nuraida Joyokusumo, as well as museum and restaurant that serves HB VII-HB IX's favorite dishes in Yogyakarta Palace.

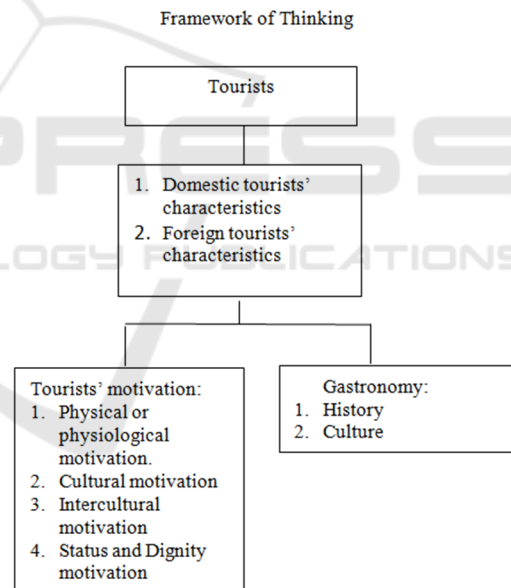


Figure 1.

2 RESEARCH METHODS

This research was done in Gadri Resto which is located in Roto Wijayan St. No. 5, Yogyakarta Palace. The research only focused on the tourists' motivation in visiting Gadri Resto as the goal of gastronomy tourism. The method of collecting the data was using field observation method, interview, questionnaire, and it was documented based on the

findings on the field. Descriptive qualitative method was used to analyze the data by concluding the research results by interviewing the tourists.

The tourists' response could be seen through the score given by the tourists of their motivations in visiting Gadri Resto which was written in the questionnaire. It was aimed to make the tourists get easier to understand the content of the research. In collecting the average score from the respondents' response, the researcher made a class interval. It was calculated by using this following formula.

$$\text{Class interval} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of classes}}$$

Figure 2.

The highest score would be 5 meanwhile the lowest score of the respondents' response was 1. The number of classes, however, were 5. Thus, by using the given formula, it could be seen that the class interval = 0.8. Therefore, it was decided that the respondents' responses category as it follows:

Interval and Respondents' responses category

Interval	Category
1,00 – 1,79	Very low/Very bad
1,80 – 2,59	Deficient
2,60 – 3,39	Enough
3,40 – 4,19	Good
4,20 – 5,00	Very high/very good

Figure 3.

3 FINDINGS AND DISCUSSION

3.1 General Description of nDalem Prince Joyokusuman (Gadri Resto)

Gadri Resto, formerly known as *nDalem Joyokusuman*, was established in 1916, at the behest of Sri Sultan Hamengku Buwono VIII who wanted to organize the frontage of the Ngayogyakarta Hadiningrat Palace. Before being changed as a restaurant and museum, this restaurant which is located at Jalan Rotowijayan Number 5, was the residence of the late Kanjeng Raden Tumenggung Condrokusumo, the nephew of Sri Sultan Hamengku Buwono VII. After Kanjeng Raden Tumenggung

Condrokusumo died, this place was used by the late Gusti Bendoro Pangeran Haryo Bintoro, the younger brother of Sri Sultan Hamengku Buwono IX who acted as Narpa Cundaka Dalem. *nDalem Joyokusuman*, known as Gadri Resto, is a part of Ngayogyakarta Hadiningrat Sultanate which is built as a tourist attraction with Javanese architecture style and as a residence as well. Today, Gadri Resto became the residence of the late Gusti Bendoro Pangeran Haryo Haji Joyokusumo and his family. GBPH Joyokusumo is one of Sri Sultan Hamengku Buwono IX's sons. Meanwhile, his wife is Kanjeng Raden Ayu Widyaningrum, one of the younger sisters of Sri Sultan Hamengku Buwono X, who reigns at present, with the title of Constitute Kawedanan Hageng Panitra pura and act as Narpa Cundaka.

3.2 Respondents' Characteristics

This research had found 100 respondents as its samples. These respondents were the Gadri Resto's visitors. One of the technique used in collecting the data was through the questionnaire technique. The questionnaire was distributed to the respondents and it was returned to the researcher in the same number as when it was distributed.

From the questionnaire, it was found that the respondents had several characteristics, such as:

- a. Gender
- b. Age
- c. Education
- d. Religion
- e. Hometown
- f. Nationality
- g. Status
- h. Job
- i. Time spent to do traveling
- j. The source of information
- k. Travel buddies

3.3 Recapitulation of Respondent Response

Table 1: Recapitulation of Respondents; Responses of Tourist Motivation in Visiting Gadri Resto

Variable	Sub Indicators	Score	Average	Result
Physical Motivation	Relaxation	430	4,30	Very high
	Comfort	416	4,16	High
	Relaxed	405	4,05	High
	Total Score	1251	4,17	High
Cultural Motivation	The Sultan Palace's cultural tradition	431	4,31	Very High
	The Sultan Palace's unique building	428	4,28	Very High
	The Needs to Know the History of the Sultan Palace's Objects at Gadri Resto Museum	420	4,20	Very High
	Total Score	1279	4,26	Very High
Interpersonal Motivation	To meet family	375	3,75	High
	to meet colleague or friends	420	4,20	Very High
	Total Score	795	3,97	High
Status and Dignity Motivation	Needs for recognition	407	4,07	High
	Needs for reputation	410	4,10	High
	Total Score	817	4,08	High
Gastronomy Motivation	Hobby to do a culinary tourism	420	4,20	Very High
	Curiosity of the Sultan Palace's Special Dishes	475	4,75	Very High
	Total Score	895	4,47	Very High

Source: Processed Data from the Field Research, 2018

Based on the table above, four indicators of tourists' motivation in visiting *nDalem Prince Joyokusuman* (Gadri Resto) are:

- a. Physical or physiological motivation has three different indicators which has 1251 in total and 4.17 as its average value. It shows that the tourists' motivation in visiting *nDalem Prince Joyokusuman* (Gadri Resto) is driven by physical and physiological motivation since the score is already high.
- b. Cultural motivation has three different indicators which has 1279 in total and 4.26 as its average value. It shows that the tourists' motivation in visiting *nDalem Prince Joyokusuman* (Gadri Resto) is driven by cultural motivation since the score is very high.

- c. Interpersonal motivation has two different indicators which has 795 in total and 3.97 as its average value. It shows that the tourists' motivation in visiting *nDalem Prince Joyokusuman* (Gadri Resto) is driven by Interpersonal motivation since the score is already high.
- d. Status and dignity motivation has two different indicators which has 817 in total and 4.08 as its average value. It shows that the tourists' motivation in visiting *nDalem Prince Joyokusuman* (Gadri Resto) is driven by status and dignity motivation since the score is already high.
- e. Gastronomy motivation has two different indicators which has 895 in total and 4.47 as its average value. It shows that the tourists' motivation in visiting *nDalem Prince Joyokusuman* (Gadri Resto) is driven by gastronomy motivation since the score is very high.

4 CONCLUSION

Based on what has been explained above, the conclusion of Food Gastronomy Tourism Of Yogyakarta Palace “nDalem Prince Joyokusuman's House”: Motivation And Tourism Destination is:

- a. Physical and Physiological motivation has several sub indicators, such as: relaxation, comfort, and to get relaxed. Based on the average value and the total score of Physical and Physiological motivation, it is included as an incentive factor for the tourist to visit nDalem Prince Joyokusuman tourist attraction. Based on the result of the research, the recapitulation of the respondents' response about physical and physiological motivation in visiting nDalem Prince Joyokusuman shows that it has 1251 in total and 4.17 as its average value. It means that Physical and Physiological motivation has a high influence in motivating the tourist to visit nDalem Prince Joyokusuman (Gadri Resto) tourist attraction.
- b. Cultural motivation has several sub indicators, such as: the needs to know the history of the Palace's objects at Gadri Resto Museum and also to know about The Palace's unique building. Based on the average value and the total score of Cultural motivation, it is included as the most

dominant incentive factor for the tourist to visit nDalem Prince Joyokusuman tourist attraction. Based on the result of the research, the recapitulation of the respondents' response about cultural motivation in visiting nDalem Prince Joyokusuman shows that it has 1279 in total and 4.26 as its average value. It means that Cultural motivation has a very high influence in motivating the tourist to visit nDalem Prince Joyokusuman (Gadri Resto) tourist attraction.

- c. Interpersonal motivation has several sub indicators, such as: to meet family or colleague and friends. Based on the average value and the total score of Interpersonal motivation, it is included as an incentive factor for the tourist to visit nDalem Prince Joyokusuman tourist attraction. Based on the result of the research, the recapitulation of the respondents' response about Interpersonal motivation in visiting nDalem Prince Joyokusuman shows that it has 795 in total and 3.97 as its average value. It means that Interpersonal motivation has a high influence in motivating the tourist to visit nDalem Prince Joyokusuman (Gadri Resto) tourist attraction.
- d. Status and Dignity motivation has several sub indicators, such as: the needs for recognition and reputation. Based on the average value and the total score of Status and Dignity motivation, it is included as an incentive factor for the tourist to visit nDalem Prince Joyokusuman tourist attraction. Based on the result of the research, the recapitulation of the respondents' response about status and dignity motivation in visiting nDalem Prince Joyokusuman shows that it has 817 in total and 4.08 as its average value. It means that Status and Dignity motivation has a high influence in motivating the tourist to visit nDalem Prince Joyokusuman (Gadri Resto) tourist attraction.

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