

Chinatown Bandung Culinary Attractions for Muslim Tourists: The Perspective of Halal Tourism

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Abstract: Chinatown Bandung is one of the tourist attraction initiated by the government of Bandung City. It displays the atmosphere of the old Chinese village combining two distinctive cultural elements of China and Sundanese. The market segment of this attraction is mostly from muslim domestic tourists who is interested to taste the culinary attraction. While traditionally Chinese food is considered non-halal by the muslims, but it is becoming one of the attraction of this place. This study was conducted to review whether the culinary attraction is truly muslim friendly or halal compliant. The research method is using qualitative approach. Data collection is done by field observation and interview with the manager, food tenants, and visitors. The result showed that Chinatown culinary attraction potentially become halal tourism in Bandung. There are 7 of 31 food sellers have obtained official halal certificate. Thus, Chinatown Bandung can be a potential culinary attraction for muslim tourists.

1 INTRODUCTION

Cultural richness in Indonesia is often associated with existing ethnic groups. However, it is also important to realize that the diversity of cultures is heavily influenced by outside cultures such as those from Arabic, Indian, and also Chinese. Especially for Chinese culture, its influence on Indonesia's cultural richness is considered to be very large and strong. Even history records that the Chinese nation is the ancestor of the ethnic groups in Indonesia. Based on the source of the Ohio University Library in 2000, the number of Chinese in Indonesia reached 7,310,000 inhabitants, ranking third after Javanese and Sundanese. This number represents the largest ethnic Chinese community outside China.

Chinese people first came to Indonesia through the Admiral Haji Muhammad Cheng Hoo's expedition (1405 - 1433). At that time, Cheng Hoo traveled around the world to open silk road and ceramics pathways, as well as to spread Islamic teachings in Indonesia. Cheng Hoo then set foot on the island of Java and left a temple that had a Muslim nuances in Semarang, that is the Sam Poo Kong Temple. Since the expedition, gradually the Chinese have arrived and built Chinatowns in several areas on

the island of Java (Perkasa, 2012). Some Chinese people in Java moved to Bandung when Diponegoro war took place in 1825. In the city of Bandung, most of them live in Suniaraja village and surrounding areas of Old Chinatown Road. They settled and made a living there and on 1885 they began to spread to Jalan Kelenteng which was marked by the construction of the Satya Budhi Temple (Kunto, 1984). Chinese people then began to give influence to the cultural development of Indonesia. One of the great influences contributed to the cultural richness in Indonesia by the Chinese people is the diversity of typical Chinese foods.

The government of Bandung City sees the opportunity to develop a tourism area based on Chinese culture. Therefore, a new tourist attraction are built on a former Permaba Building. This building were located on Bandung's Chinatown area, in a Vihara Satya Budhi complex (also known as Klenteng Xie Tian Gong). A complex of Chinese Temple in Bandung's old Chinatown area. This new tourist attraction then named as 'Chinatown Bandung'. It was inaugurated by the Major of Bandung City on August 20th, 2017.

Inside the building there are various kinds of ancient furniture related to Chinese culture in

Indonesia. Starting from plates with dragon paintings, to silat-themed comics. Meanwhile on the other side of the room there is an infographic that tells the history of the Chinese people in Bandung. Chinatown Bandung applies the semi-outdoor concept to the building. The middle area is made open, but surrounding the building, there are also some rooms that are assigned as souvenir and culinary shops on the side part. The Chinatown Bandung area is designed replicating Kampung China (Chinese village). There present 77 stands or tenants which is Small and Medium Enterprises (UKM) of Bandung City. Thirty-one of those tenants are mostly offering culinary attractions and some of which are offering Chinese Food (seven tenants).

Table 1: List of Chinese Food Tenants in Chinatown Bandung.

No.	Name of tenant	Type of food
1.	Toko Yunsen (Tahu)	Chinese Food
2.	Nasi Hainan	Chinese Food
3.	Shaokao Chinese BBQ	Chinese Food
4.	Mangkok Ayam	Chinese Food
5.	Cakue Lim	Chinese Food
6.	Obao Bapao & Siomay	Chinese Food
7.	Bakso Goreng Apoh	Chinese Food

The rest of the food tenants are selling Indonesian Food (even though some menu are inherited from Chinese cuisine). Namely, Bubur Bandung, Bakso Goreng Apoh, Mie Sakum, Baso Tahu Ooy, and also Cuanki. According to the manager of Chinatown Bandung, the domestic tourists are still in a prevailing numbers as visitors to this area. Interestingly, Muslim tourists are fascinated of Chinese cultural attractions, including the culinary attractions. In regards to Muslim tourists need, mostly they want to have a Qibla directions, availability of halal food or halal restaurant, praying facilities, and also conservative staff dress (Sriprasert, 2014).

On the contrary, Muslim tourists are increasing in number as well as in demand of quality --- especially in strong demand of halal tourism --- as reported by CrescentRating (“GMTI Report Global Muslim Travel Index (GMTI) 2015 Results,” 2015). Global Muslim Travel Index (GMTI) stated that in the year of 2014 there are 108 million Muslim tourists that represents 10 percent of the total tourism industry. This segment is believed to have spent as much as

US\$ 145 billion. It is projected that in the year 2020, the number of Muslim tourists will increase to 150 million tourists, representing 11 percent of the industry segment. It is predicted that this segment will spend as much as US\$ 200 billion. As also developed in non-muslim country, to gain from Muslim tourists market, the government will target this niche as future priorities (Hazbun, 2013). The initial idea was developed because it considers that Chinese food is one of the foods favored by the people of Indonesia. It was thought to create an area that carries the theme of Chinese culture with the concept of Muslim Friendly.

Traditionally, Chinese Culinary are considered non-halal for Muslim. However, in Chinatown Bandung, Muslim tourists is apparently being the target visitors to this area. Thus, the research question is how Chinatown Bandung Culinary Attraction is seen from the perspective of Halal Tourism? This research were to find out the culinary attraction in Chinatown Bandung for Muslim tourists and to see how is the fulfillment of Muslim tourists necessity in Chinatown Bandung..

2 LITERATURE REVIEW

In the developed model of tourist attraction related to food, there are levels between food as primary attraction, secondary attraction or as substitute attraction (subsidiary). This concept suggests that if there are tourists who are interested in tasting foods that look new in a market, if tourists just visit the local market and want to taste something different, then that is classified as low interest in food as the main attraction. This type of tourist is more classified as Culinary Tourism. Meanwhile, if you talk about things that are of high interest, that is, traveling only specifically to study local food, related to the culture and specific tastes offered, then it is classified as high interest. It is usually classified as Gastronomic Tourism (Gatley, 2006; Guzel & Apaydin, 2017; Hall, 2003). In the case of Chinatown Bandung, it could be categorized as Culinary Tourism, as the tourists visiting this place are only in low interest of the food as an attraction. Chinatown Bandung offers specific food in a market area only as a part of the overall Chinese cultural theme. It doesn't provide the cuisine as an attraction to study the cultural aspects of the food.

As the Chinatown Bandung offers Chinese food as one of the attractions with the concept of Muslim friendly in mind, then Halal tourism should be brought into discussion. Nowadays, Muslim tourists

considered as an attractive niche market in tourism industry (Tantow, 2010). One of their character is to obey to religious rules such as in prohibited dietary. The tourism concept developed for this niche is known as Halal Tourism, which in Arabic means permissible. Not only for food but also to other products (medicine, cosmetics, banks) (Sriprasert, 2014). The Chinese cultural theme in Chinatown Bandung is found fascinating to Muslim Tourists. It offers not only Culinary attraction, but also from the aspects of environment, culture, historical, as well as shopping attraction (Caria & Nuraeni, 2019). So, the Muslim Tourists are encouraged to enjoy not only the food but also the other attractions (Sanad, Kassem, & Scott, 2010).

In Chinatown Bandung, in terms of Halal tourism, the attention mostly aimed to halal food. There are seven tenants who offer Chinese food in this complex. Some of the specific cuisine offered here are Hainan Rice, Shaokao BBQ, and Obao Bapao and Siomay. These are the cuisines that traditionally considered as non-halal food. Hainan Rice (or originally known as Hainan Chicken Rice), is chicken menu served with rice cooked in chicken oil (Hazbun, 2013). While Shaokao BBQ is a traditional Chinese barbeque with skewer (Mulyana & Andreani, 2019). Bapao (or Bakpao) means 'filled bun'. It is a kind of traditional Chinese bread with various filling. Traditionally 'Bak' means pork, so it's traditionally filled with pork meat. But in Indonesia it has more variations not only filled with meat (certainly not pork). But also can be filled with beans or other variant (Yuniarto, 2018).

Then Siomay, it is a traditional Chinese 'steamed dumpling' with main ingredients is cassava flour mixed with chicken, shrimp, or fish (Yuniarto, 2018).

3 RESEARCH METHODOLOGY

This research is to describe the phenomenon in Chinatown Bandung where Chinese culinary that traditionally is generally perceived as non-halal are being an attraction to Muslim tourists. Observation is made to identify the culinary attraction that offers Chinese food, also to identify facilities that might support the interest and needs of Muslim tourists. In this research there are some informants to interview that is the manager of Chinatown Bandung, some Chinese food tenants, also some Muslim visitors of Chinatown Bandung. Three representative of Chinese Food tenants were interviewed, those were 'Nasi Hainan', 'Shaoao BBQ', and 'Obao Bapao dan Siomay'. These tenants are considered to be the most representing of traditionally recognized as non-halal

Chinese food. The data collected are then coded, data reduction, validated with triangulation method, and analyzed by the researcher to construct a meaning as the result of the research. The results of this study are intended to be a learning material and comparison for the management of similar tourist attractions in other regions. Further research can be done to compare the management of Chinatown in neighboring country of Indonesia such as in Singapore and Malaysia. Does Chinatown in these countries have the same issue with Muslim tourists or is there another issue that is different.

4 RESEARCH RESULTS

The Chinese food seller in Chinatown Bandung are all Chinese descendants and non Muslim. As they are already born and raised in Bandung, they are already familiar with some of the rules of halal food for Muslim. According to them, they initiated to cook the food with the way they considered halal. Traditionally they know not to use pork and alcohol in their cooking. They also keep their cooking equipment to be free from contamination of those ingredients. They even stated that all the food they offer are halal. Starting from the ingredients to the processing method, they claim not to have a non-halal part. They know this because they only use traditionally known as halal food such as chicken, beef, vegetables, seafood, and other general spices. All the ingredients are bought from traditional market like Andir Market, Astana Anyar Market, Leuwipanjang Market, and Caringin Central Market.

As from the Muslim tourists point of view in Chinatown Bandung, mostly they know the establishment of this attraction from social media. According to the tourists, the location of Chinatown Bandung is quite strategic and easy to reach. Interestingly, Muslim tourists trust the 'halal sign' and 'no pork' sign placed on each food stall. They further believe that all the food sold are not containing forbidden ingredients. In fact, all the signs are placed by the food stall owner themselves and not from local authority. Notwithstanding, some tourists will first question the tenants about the ingredients as well as the halal condition of the food offered in the food stall.

Muslim tourists were overall interested in the Chinese style decoration of the food stall and the Chinatown Bandung area. They also found that the sellers are very friendly and decently dressed that makes them feel comfortable. As for the facilities, Muslim tourists found that there are adequate facilities to support their needs in term of religious belief. This place has decorous praying room

(mushola) to support their praying needs. As described by a woman Muslim tourist “Good mosque facilities, there is a separate ablution place too. Comfortable.” Even the decoration of the mosque was found captivating. Like described by one tourist, “The mosque facility is good, though. We prayed there. Then after, we take photos because of the good design. Very oriental.”

They also found that besides the interior design that looks like in Chinese village, they were also interested in the food that they offered. The food are quite unique and not like the one they consume everyday. One tourist stated that he was interested to come to Chinatown Bandung specifically because of the food photography exposed in the Instagram account of Chinatown Bandung. This is what motivates him to come and try the culinary attraction here. Other tourist said that she was motivated to try the new menu especially ‘Shaokao Chinese BBQ’ offered in Chinatown Bandung. According to her, the tastes of that food was very unique and the spices were not as usual in taste. According to another tourist, she had asked about the ingredients and seasonings used in the cooking, to convince her that the product is halal. She also monitors how it is made, that the food she ordered is really safe. According to other Muslim tourist informants, Bandung's Chinatown is already Muslim Friendly. He also added that there is no doubt in the food and beverage products sold because they are in the same standard products as those being sold outside of Chinatown, such as shopping centers and roadside restaurants or street vendors.

4.1 Muslim Tourists Necessity

According to Muslim tourists necessity, there are three phases that can be provided by tourist attraction (or hotel) to accommodate the tourist need: 1.) Need to Have; 2.) Good to Have; 3.) Nice to Have. Following is the result of observation using this category to appraise the Chinatown Bandung from the perspective of Halal Tourism (Riyanto, 2012):

Need to Have

a. Halal Food: Some already have halal certificates. As many as 5 tenants (from all 31 food stalls) have featured official halal logo, those are: Yunsen's shop (Chinese Food), Mangkok Ayam (Chinese Food), Dago Bakery, Raos Kiosk, Ice Cream Terminale, Bolu Bakar Tunggal, and Souvenirs like Sari Sari. Only 2 Chinese Food Tenants already apply official

Halal Certificate from local authority (MUI/Indonesian Muslim Scholar Association).

b. Mosque / Praying Room: There is a small mosque (mushola / praying room) in the area of Chinatown Bandung, that is equipped with prayer facilities and Qibla direction.

Good to Have

a. Ablution Water: There is a place of ablution (water flow) separate for men and women in the Chinatown Bandung.

b. Fasting Facilities: Judging from the concept of Chinatown Bandung namely food court, dominated by food vendors and drinks and tourist attractions newly inaugurated after fasting month in the past 2017, researcher have not found the fasting facility for Muslim tourists who came to visit.

Nice to Have

a. Attraction: Halal food and drinks are available. Performing arts and culture as well attractions that do not conflict with general criteria for halal tourism. Maintain cleanliness and sanitation environment.

b. Services: Understand and able to implement shariah values in performing the task. Good manners and attractive in accordance with Islamic values and ethics.

5 RESEARCH DISCUSSION

Based on the discussion that the author described in the previous chapter, then the author can draw the following analysis. First of all, tourism activities in Chinatown Bandung are very universal and acceptable by all groups and certainly can also be accepted by Muslim tourists and also in accordance with the norms of the Indonesian people. Then, food and beverage in Chinatown Bandung is generally perceived as halal starting from the ingredients to the processing. Also they do not contain any type of food that is forbidden (non-halal). In addition, worship facilities for Muslim tourists such as prayer rooms, water for ablution, has been provided in the Chinatown Bandung area so that it can easily be used. Waitress and stand sellers dress modestly and neatly and appreciate the cultural values of Indonesia. In terms of the necessity for Muslim tourists there are aspects that are still not fulfilled. Namely, there is no

official halal certificate from MUI (Indonesian Muslim Scholars Organisation) for some of the food tenants, especially Chinese food. Thus, some Muslim tourists refuse to taste various food products in Chinatown Bandung because there are still doubts in their mind, worrying that Chinese food are traditionally known as non-halal. The impact, Chinese food tenants lost some buyers because they were doubtful about the products. However, the tenants revealed that having a halal certificate is not cheap. It can reach up to 100 million rupiah for SMEs (Small and Medium Enterprises) to obtain halal certification from the beginning until the issuance of halal certificates. Because each product costs around 5 million rupiah, while the products they sell there are around 20 to 25 kinds of products for each tenant.

6 CONCLUSIONS

There are several conclusions from this research related to the matters discussed above. In the matter of tourist attraction it's good to consider one event or special programs for Muslim tourists, for example on the month of Ramadhan they can hold open-fasting event with the concept of Chinese cultural dinner. Also they can be holding a lecture presenting Muslim religious leaders of Chinese descent, cooperating with the Chinese Muslim Association in Bandung. In order to get a deep impression and to win visits from Muslim tourists as many as possible, the tenants need to obtain a halal certificate official institutions. Thus, all Muslim tourists need not hesitate and worry about the halal conditions of the products. Of course, the government also can take part in this development by giving easy access or even subsidiary for the tenants to get official halal certificate more easier. After having a halal certificate, it is recommended to hold a Halal Tourism campaign in Chinatown Bandung as a form of familiarizing to all Muslim tourists in Bandung and even outside Bandung city. It would further encourage them to travel and shop in Chinatown Bandung.

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