

Tourism Governance with Culinary Cognitive Images Base in the City of Pare-Pare

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Abstract. Culinary tourism is a new thing in the repertoire of interesting and distinctive dishes and tourism. The food is in the form of food that is usually eaten and processed by local residents, and is not consumed outside the area. The purpose of this Research to know the tourism governance with culinary cognitive images based in the City of Pare-Pare. The population in this study is tourists Parepare City Destination. The sample was taken as many as 100 respondents from tourist Parepare City Destination. The analytical tool in this research is Descriptive Analysis, Instrument Test, Multiple Regression Analysis, Significance Test (t test), and Model Accuracy Test. The results showed that cognitive Culinary image has a significant positive effect on the interest of tourists visit Parepare City Destination, and affective Culinary image have a significant positive effect on the interest of tourist visit Parepare City Destination. Both variables are also influential together on the interest of tourists visit Parepare City Destination. Based on the result of this research, the management of Parepare City Destination can increase the interest of tourist visit by increasing the cognitive Culinary image variable and the affective Culinary image variable, because the increasing of both variables is increasing the tourist visit.

Keywords: Cognitive; Affective; Culinary Image; Tourism

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INTRODUCTION

Tourism in today's modern era has become one of the needs of the community. Traveling is an effort to relieve boredom from the routine of daily life. The world of tourism is also experiencing rapid growth and development (Dioko, 2017). Tourists do not only travel to see and enjoy the beauty of nature, culture, or object facilities provided in a tourist area, shopping. souvenirs or souvenirs in tourist destinations (Harianto et al., 2020). But also want to find something different and contain authenticity values for tourists.

One of those gifts is food. The food is in the form of food that is usually eaten and processed by local residents, and is not consumed outside the area (Holloway & Kneafsey, 2017). Such souvenirs make tourists want to try, and enjoy them. Tourist consumption of souvenirs in the form of food is commonly referred to as culinary tourism (Dixit, 2019; Batat, 2021). Today in Indonesia a new trend has emerged, namely the "Culinary Tourism" trend. In the

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past, the word tourism covered a very broad field, including tourist objects, hotels and restaurants as well as transportation, but over time, tourism began to have its own branches tailored to the motives of tourists traveling to an area.

Culinary tourism is a new thing in the repertoire of interesting and distinctive dishes and tourism (Baldwin, 2018; Sayadabdi & Hassibi, 2018). An anthology of essays on a variety of subjects by food experts from various disciplines, making food a destination and a means of tourism. So it's no wonder that a new term "Culinary Tourism" is currently emerging where the main purpose of this tour is to have culinary delights or taste special foods and famous from the tourist destination. Unlike other types of tourism, in culinary tours, tourists generally do not have special guidelines and usually only get references from friends or acquaintances who usually live in the tourist destination or from other tourists who have visited the area.

Culinary tourism is also experiencing rapid development due to the power of modern markets which can make food and cuisine products from around the world more accessible and accessible (Walter, 2017; Slocum & Curtis, 2017). Thus, it encourages the emergence of culinary tourism as a popular topic in the mass media newspapers and television. As a result, many tourists do not hesitate to buy souvenirs and or come to certain restaurants to taste local food as a complement to their trip.

Previous research "The influence of the image of the Sermo Reservoir tourism destination on the interest of tourists visiting again". The study used a different test analysis and a simple test analysis to determine the image of the destination on the interest of tourists to revisit by using the IBM SPSS statistic program. The results of the research on the perception of the image of the tourist destination of the Sermo Reservoir have a positive effect on the interest of tourists to return to the tourist destination of the Sermo Reservoir. With Cognitive and Affective influence on the interest of tourists to visit again. Tourism is a welcome and provocative addition to the literature on foodways and tourism. An anthology of essays by food scholars from different disciplines about a multifaceted subject, it treats food as both a destination and a means for tourism. (Culinary tourism is a novelty in the field of interesting and distinctive cuisine and tourism. An anthology of essays on a variety of subjects by food experts from various disciplines, making food a destination and a means of tourism).

So it's not surprising that now a new term "Culinary Tourism" has emerged where the main purpose of this tour is to have culinary delights or to taste special and well-known foods from these tourist destinations. Unlike other types of tourism, in culinary tours, tourists generally do not

have special guidelines and usually only get references from friends or acquaintances who usually live in the tourist destination or from other tourists who have visited the area.

Food tourism is a need to differentiate between tourists who consume food as a part of the travel experience and those tourists whose activities, behaviors and events, destination selection is influenced by an interest in food" (Hall , 2003). Food-related tourism is a different need among tourists where they spend or consume food is part of their travel experience and the choice of activities and events, the destination they do is of course also influenced by their interest in the local food available.

The city of Pare-Pare is a tourist destination that has a variety of unique foods. The diversity of its special foods attracts tourists to come. They differ in their understanding of culinary tastes and are always interested in enjoying it. This is used by the community to open tourism, especially hotels and restaurants and traditional snacks. Pare-Pare City is one of the cities that is a tourist destination in South Sulawesi which has the potential for natural, cultural, religious, and culinary tourism. The city of Pare-Pare is the second trading center after Makassar so that it prioritizes the existing tourism sector to be used as an economic driver. It is hoped that through the tourism sector by utilizing the workforce of the surrounding community as managers, it will also reduce unemployment, and will have an impact on other sectors so as to improve people's welfare. The Parepare city government opens the widest opportunity for investors to open unique tourist attractions that can attract tourists. which are scattered in several tourist destinations in the City of Pare-Pare. The purpose of this study is to find out Tourism Governance with Culinary Cognitive Images Based in the City of Pare-Pare.

METHODS

This type of research uses quantitative research, with descriptive analysis to determine tourism governance with culinary cognitive images base in the city of Pare-Pare. The population of this study is tourists who visit the City of Pare Pare at their favorite destinations who come when field observations are carried out. The sample in this study was 100 visitors or respondents spread over several tourist objects in the city of Pare-Pare. This study uses a questionnaire and observation instruments

RESULTS AND DISCUSSION

Validity Test and Reliability Test

Validity test

Validity test is a test carried out in order to find out how accurate an instrument is in measuring what it wants to measure (Priyatno, 2010). In this study, the validity test used the Pearson Product Moment method. Decision making uses the r table constraint with a significance of 0.05. The number of respondents is 100, so the r table can be calculated as follows:

$$r = \frac{t}{\sqrt{df + t^2}}$$
$$r = \frac{1,984}{\sqrt{98+1,984^2}} = 0,197$$

Based on the data calculation, the value of r table is 0.197. The following are the results of the Validity Test processed using SPSS version 23

Culinary Cognitive Variable Validity Test

The results of the validity test of the Culinary Cognitive variable are as follows:

Table 1. Validity Test Results for Culinary Cognitive Image Variables

Questionnaire	r Count	r Table	Information
1	0,805	0,197	Valid
2	0,729	0,197	Valid
3	0,667	0,197	Valid
4	0,649	0,197	Valid
5	0,615	0,197	Valid
6	0,658	0,197	Valid
7	0,793	0,197	Valid
8	0,714	0,197	Valid
9	0,547	0,197	Valid

Source: Primary Data

From the results of the table 1, it is known that the statement instruments numbered 1 to 9 show the calculated r value is greater than the r table value of 0.197, then all questions or instruments on the Culinary Cognitive variable are valid.

Culinary Affective Impression Validity Test

The results of the validity test of the Culinary Affective Impression variable are as follows:

Table 2. Validity Test Results for Culinary Affective Image Variables

Questionnaire	r Count	r Table	Information
1	0,805	0,197	Valid
2	0,729	0,197	Valid
3	0,667	0,197	Valid
4	0,649	0,197	Valid

Source: Primary Data

From the results of the table 2, it is known that the statement instruments numbered 1 to 4 show the calculated r value is greater than the r table value of 0.197, so all questionnaire questions on the Culinary Affective Image variable are valid questions.

Test the Validity of Interest in Revisit

The results of the validity test of the variable interest in revisiting are as follows:

Table 3. Results of the Validity Test of the Variable Interest in Revisit

Questionnaire	r Count	r Table	Information
1	0,732	0,197	Valid
2	0,856	0,197	Valid
3	0,806	0,197	Valid

Data source : Primary Data

From the results of the table 3, it is known that the statement instruments numbered 1 to 3 show the calculated r value is greater than the r table value of 0.197, so all questionnaire questions on the variable of interest in revisiting are valid questions.

Reliability Test

Reliability test aims to test the consistency of the measuring instrument, whether the results remain consistent if the measurement is repeated, the unreliable questionnaire instrument cannot be consistent for measurement so that the measurement results cannot be trusted. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.70 (Ghozali, 2016).

Table 4. Reliability Test Results

No	Variable	Cronbach's Alpha value	limitation	Information
1	Culinary Cognitive	0,897	0,70	Reliable
2	Culinary Affect	0,791	0,70	Reliable
3	Interested Visit	0,717	0,70	Reliable

Data source : Primary Data

Based on the table 4, it can be seen the Cronbach's Alpha value for each variable. The reliability value of the Culinary Cognitive variable is 0.897 more than 0.7, so it can be concluded that the instrument on the Culinary Cognitive is declared reliable. The reliability value of the Culinary Affective variable is 0.791 more than 0.7, so it can be concluded that the instrument on the Culinary Affective is declared reliable. The reliability value of the variable interest in revisiting is 0.717 more than 0.7, so it can be concluded that the instrument on interest in revisiting is declared reliable.

Multiple Linear Regression Analysis

In linear regression analysis using multiple linear regression analysis. Multiple linear regression equation using two independent variables as follows: $Y = a + b_1 X_1 + b_2 X_2$

Y is the predicted dependent variable, a is the constant value, b₁ and b₂ are regression coefficients, and X₁ and X₂ are independent variables. The following are the results of multiple linear regression analysis data.

Table 5. Results of Multiple Linear Regression Analysis

Model	(Coefficients)				
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	.960	.718		1.337	.184
Culinary Cognitive Image	.135	.028	.471	4.876	.000
Culinary Affective Image	.242	.068	.402	4.157	.000

Source: Primary Data

The values of the constants and coefficients can be seen in the table above, then entered in the multiple linear regression equation, then the following equation is generated:

$$Y = 0.960 + 0.135X_1 + 0.284X_2$$

The explanation of the equation of the coefficient value is as follows:

Constant a = 0.960

This means that if the variable scores of Cognitive Image and Culinary Affective Image are constant or 0, then the score of Revisit Interests is 0.960.

Coefficient X₁ = 0.135

This means that if the Cognitive score increases by 1 unit, then the Repeat Interest score increases by 0.135 units. This means that the culinary cognitive image has an influence of 0.135 on revisit interest.

X2 coefficient = 0.284

This means that if the score of Culinary Affective Image increases by 1 unit, then the score of Revisit Interests increases by 0.284 units. This states that the Culinary Affective Image has an influence of 0.284 on the interest in repeat visits.

t test

The t test is used to partially test the effect of the independent variable on the dependent variable. The following is the t-test test on each variable. The t-table value can be found by looking at the t-distribution statistical table at a significance of 0.05 with the number of respondents being 100, or it can be searched by looking at the t-table distribution table with $DF = N - 2 = 100 - 2 = 98$ and significant at the level 0.05 then the t table is 1.984. Decision making is as follows:

The value of t count > t table and Sig value < 0.05 then the working hypothesis is accepted or it can be interpreted that there is a significant effect.

The value of t count < t table and Sig value > 0.05 then the hypothesis is not accepted or it can be interpreted that there is no significant effect.

Table 6. t test results

Model	t count	t table	Sig,	information
Culinary Cognitive Image	4,157	1,984	0,000	Significant Influence
Culinary Affective Image	4,157	1,984	0,000	Significant Influence

Data source: Primary data

T test on the Culinary Cognitive Image variable (X1)

Based on the results of the data processing in the table 6, the t count of the Culinary Cognitive Image variable is 4.876. So it can be concluded that the t arithmetic value of 4.876 is more than the t table of 1.984 and the t significance value of 0.00 is less than 0.05 meaning that there is a significant influence of Culinary Cognitive Image on Revisit Interest.

T test on the Culinary Affective Image variable (X2)

Based on the results of the data processing in the table 6, the t count of the Culinary Affective Image variable is 4.157. So it can be concluded that the t-count value of 4.157 is more than the t-table of 1.984 and the t-significance value of 0.00 is less than 0.05, meaning that there is a significant influence on culinary affective imagery on revisit interest.

Model Accuracy Test

F test

The F test is used to test the effect of the independent variables together on the dependent variable. The following are the results of the F Test

Table 7. F Test Results (Anova)

Model	Sum of Squares	Df	Mean Squares	F	Sig
Regression	226.974	2	113.487	108.921	.000 ^b
Residual	101.066	97	1.042		
Total	328.040	99			

Data source: Primary data

Decision making, if the value of sig. less than 0.05 then the independent variables have a significant effect together on the dependent variable, whereas if the value of sig. more than 0.05 then the independent variables have no significant effect on the dependent variable together.

Based on the table 7, it is known that the calculated F value is 108.921 and a significance value of 0.000 is smaller than 0.05, so it can be concluded that the Culinary Cognitive and Culinary Affective variables have a significant effect on the variable of Revisit Interest.

Coefficient of Determination (R^2)

Table 8. Determination Test Results

(Model Summary)				
Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.832 ^a	.692	.686	1.02075

Source: Primary Data

Coefficient of Determination Analysis is used to determine how big the percentage of the independent variable can explain the dependent variable. Based on the table 8, it can be seen that the value of R^2 (Adjusted R Square) is 0.686. So the variables of Culinary Cognitive Image and Culinary Affective Imagery can explain 68.6% revisit interest in this study while the remaining 31.4% is explained by other factors not examined.

The Results of Data Analysis (Proof of Hypotheses)

The results of the study show that Culinary Cognitive Image and Affective Image have a significant positive effect together on the interest of returning tourists to the City of Parepare Destinations. This is stated based on the F test of the influence of the Culinary Cognitive image variable and the Culinary Affective image on the interest of returning tourists to the City of

Parepare Destinations. Based on the Determinant Coefficient Test, the two variables Culinary Cognitive Image and Culinary Affective Image are quite strong in influencing revisit interest, this is because these two variables cover a wide scope of influence on revisit interest.

Partially, the Culinary Cognitive Image variable has a significant effect on the interest in repeat visits to tourists to the city of Parepare, this is stated based on the results of the t-test of the influence of Culinary Cognitive Image on the interest of returning tourists to the City of Parepare. The t-count value shows a positive number, it can be interpreted according to visitors if the Parepare City Destination manager improves the culinary image of the culinary Cognitive Image and Culinary Affective Image sectors, the interest in returning tourists to the Parepare city destination will also increase. This is in line with previous research from Hendawan (2015), Hendarto (2006), Destari (2017) which showed that Destination Cognitive Impressions had an effect on interest in repeat visits.

According to visitors, Parepare City Destinations are good tourist destinations for culinary tours with family, with several destinations that prepare diverse culinary delights, this has become one of the favorite places for tourists on holidays. Culinary diversity and the way of structuring culinary sales places and the cleanliness of the culinary places of Parepare City are the most influential factors on the culinary Cognitive Impression variable. The location for culinary exploration of the city of Parepare, which is almost in every destination, is well organized and at affordable prices.

Culinary Affective Image partially affects the interest of repeat tourists in the city of Parepare, based on the results of the t-test the influence of Culinary Affective Image on the interest of repeat visits. With a positive t-count value, it can be concluded that if the Parepare City Destination party improves the destination's image in the Culinary Affective image sector, the interest in visiting Parepare City Destinations tourists will also increase. This is in line with previous research from Hendawan (2015), Hendarto (2006), Destari (2017) which showed that cognitive destination image had an effect on interest in revisiting. According to visitors or respondents, the friendly community and services around the Parepare City Destination are considered good visitors to treat tourists in a friendly manner.

CONCLUSIONS

Culinary Cognitive Image has a significant effect on the interest of tourists visiting Parepare City. The magnitude of the influence that the Culinary Cognitive image variable has in influencing the variable of interest in visiting tourists is 68% and the t-table value is 4.176. Culinary Affective

Image has a significant effect on the variable of Tourist Visiting Interest. The amount of influence that the Culinary Affective Impression variable has in influencing the variable of interest in visiting tourists is 73%, the value of t Table 4,876.

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