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## TRADITIONAL CULINARY OF YOGYAKARTA AS A PILLAR OF TOURISM SUSTAINABILITY: A STUDY AT GADRI RESTO YOGYAKARTA

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### ABSTRACT

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This study aims to explore the role of Gadri Resto in supporting tourism sustainability through traditional culinary practices by utilizing local ingredients, as well as identifying the use of local ingredients for culinary sustainability in Yogyakarta. A qualitative approach with a case study method is used in this research, involving a population consisting of Gadri Resto managers, domestic and international tourists, local farmers, and relevant government stakeholders. The sample was selected using a purposive sampling technique, including five restaurant managers, ten tourists, three local farmers from Bantul and Sleman, and two government representatives from the Yogyakarta Tourism Office. Data were collected through in-depth interviews, participatory observations, and documentation. The analysis technique follows Cresswell's (2014) thematic model, which includes data reduction, data presentation, and conclusion drawing. The research findings indicate that Gadri Resto integrates sustainability elements through the use of local ingredients such as young jackfruit and palm sugar from local farmers, the presentation of traditional dishes like *gudeg keraton* with cultural narratives, and community empowerment through job creation. The main challenges include dependency on seasonal ingredients, fluctuations in raw material prices, and low consumer awareness regarding sustainability.

**Keyword:** local ingredients; Gadri Resto; sustainable culinary tourism; traditional cuisine

### INTRODUCTION

Sustainable tourism has been a global concern in recent decades, focusing on environmental, economic, and social aspects (UNWTO, 2017). Previous studies indicate that applying sustainability principles in tourism can enhance the balance between environmental conservation, cultural preservation, and local economic well-being (Bramwell & Lane, 2011; Wondirad et al., 2021). In this context, the culinary sector plays a strategic role as it reflects a unique cultural identity while also serving as a major attraction for tourists (Mak et al., 2012). Therefore, tourism



based on traditional culinary practices presents a significant opportunity to support sustainability goals by integrating local culture, economic sustainability, and wise natural resource management (Horng & Tsai, 2012). As such, the culinary sector not only functions as a means of cultural preservation but also as an economic driver that aligns tourist needs with destination sustainability.

Traditional cuisine is a crucial component in shaping the image and identity of a tourist destination (Ellis et al., 2018). In Yogyakarta, traditional dishes such as *gudeg*, *brongkos*, and *jadah tempe* are not only renowned for their distinctive flavors but also serve as symbols of Java's rich cultural heritage. Research by Kim et al. (2013) indicates that the authenticity of local food has a direct impact on tourist experiences and loyalty to a destination. These dishes narrate traditions, values, and history embedded in Yogyakarta's society. For tourists, enjoying traditional cuisine is not just about tasting food but also about fostering a deeper connection with local culture (Mak et al., 2012). Thus, traditional cuisine is not only a tourism attraction but also a means to strengthen the emotional bond between tourists and local culture, ultimately enhancing a destination's competitiveness.

Gadri Resto, as one of Yogyakarta's iconic traditional restaurants, has positioned itself as a pioneer in promoting traditional cuisine. Previous research by Yulianingsih et al. (2024) suggests that culturally-based culinary practices serve not only as daily nourishment but also as a medium for preserving history and local traditions. Gadri Resto offers signature dishes from Yogyakarta's royal palace, such as *nasi blawong*, *brongkos ayam asat*, and *manuk enom*, which not only delight the palate but also tell the story of the Yogyakarta Sultanate's heritage. Through its palace-themed interior and cultural narratives embedded in each dish, Gadri Resto creates an authentic culinary tourism experience for both domestic and international visitors (Nugroho & Hardani, 2020). Research by Sidali et al. (2015) also supports the idea that combining cultural authenticity with culinary storytelling can significantly enhance culinary tourism appeal. This suggests that Gadri Resto can serve as a best-practice model for other restaurants aiming to integrate culture and sustainability into the dining experience.

However, despite the rapid growth of the culinary tourism sector, various challenges still hinder sustainability efforts (Wondirad et al., 2021). One major challenge is dependency on local ingredients, which are often unstable due to seasonal factors (Budiman & Suhendi, 2024). Research by Wijaya (2024) highlights that inadequate infrastructure, especially in raw material logistics management, increases operational costs and hampers the efficiency of locally-based restaurants. Additionally, a lack of consumer education on the importance of supporting locally-based cuisine often leads tourists to prefer modern foods that do not necessarily reflect local culture (Utami et al., 2024). On the other hand, research by Zhang et al. (2019) indicates that tourists are increasingly attracted to authentic experiences offered by culturally rich destinations. Therefore, while logistical challenges and consumer education gaps pose significant obstacles, the growing tourist interest in authenticity creates a significant opportunity for businesses to improve sustainability practices.

As a sustainability model, Gadri Resto has great potential to inspire other restaurants in developing sustainable traditional cuisine. Research by Mistriani (2024) indicates that strategies based on local resource utilization, consumer

education, and narrative marketing can enhance sustainability in the culinary sector. Through innovations in ingredient management, a narrative approach in cultural promotion, and cross-sector collaboration, Gadri Resto can serve as a concrete example of how traditional cuisine can be a key pillar of sustainable tourism in Yogyakarta. In other words, Gadri Resto's success in creating an authentic and sustainable dining experience demonstrates that collaboration between the government, businesses, and local communities is essential in overcoming challenges while maximizing the potential of traditional cuisine as a pillar of sustainable tourism.

## **LITERATURE REVIEW**

### **Definition and Elements of Sustainable Culinary Tourism**

Sustainable culinary tourism is an approach to destination management that integrates cultural, economic, and environmental aspects through local culinary experiences. Gössling and Hall (2019) state that sustainable culinary tourism not only promotes the consumption of local products but also supports the preservation of cultural traditions and the environment. This is reinforced by Sims (2009), who highlights that local food can serve as a medium for conveying cultural values while generating economic benefits for local communities. The key elements of sustainable culinary tourism include the use of local ingredients, the preservation of culinary traditions, food waste reduction, and the promotion of authentic cultural narratives (Everett & Aitchison, 2008; Filimonau & De Coteau, 2019).

### **The Role of Local Culinary in Sustainability**

Local cuisine plays a crucial role in creating sustainable tourism. According to Björk and Kauppinen-Räsänen (2016), local food enhances the attractiveness of a destination and provides unique experiences for tourists. Moreover, using local ingredients supports community economies by creating markets for farmers and local producers (Filimonau & Gherbin, 2017). On the other hand, research by Kim et al. (2019) indicates that the authenticity of local food can enhance tourists' loyalty to destinations and encourage repeat visits. Thus, local cuisine is not just an element of tourism but also a tool for cultural preservation and economic empowerment.

### **Implementation Model of Sustainable Culinary Tourism**

Studies suggest that implementing sustainable culinary tourism involves the following strategies:

**Use of Local Ingredients:** Restaurants and culinary destinations that succeed in sustainability often prioritize the use of local ingredients. Everett and Aitchison (2008) note that this approach not only supports local farmers but also reduces the carbon footprint within the supply chain.

**Cultural Narratives in Presentation:** Stone et al. (2022) emphasize the importance of storytelling in culinary tourism, where the cultural narrative associated with each dish enhances tourist attraction.

Cross-Sector Collaboration: Setyara et al. (2024) highlight the significance of cooperation between the government, local communities, and business stakeholders in creating a sustainable culinary ecosystem.

Technological Innovation: Digitalization in promotion and supply chain management, as suggested by Filimonau and De Coteau (2019), can help overcome logistical challenges and improve operational efficiency.

### **Challenges in Achieving Sustainable Culinary Tourism**

The implementation of sustainable culinary tourism faces significant challenges, such as dependency on seasonal ingredients, inadequate logistical infrastructure, and low consumer awareness regarding the importance of sustainability (Muler Gonzalez et al., 2018; Filimonau & Gherbin, 2017). Fennell & Cooper (2020) further state that these factors often limit culinary destinations' ability to meet tourist demand without compromising sustainability principles.

### **Sustainable Tourism and Culinary Practices**

Sustainable tourism has evolved into a primary paradigm in destination management, focusing on environmental conservation, economic prosperity for local communities, and cultural preservation (Sbai, 2013). As a vital sector, the culinary industry connects tourists with local culture while supporting the sustainability of natural resources (Everett & Aitchison, 2008). In culinary tourism, traditional dishes not only serve as attractions but also as platforms to support sustainability practices through the use of local ingredients and food waste reduction (Filimonau & De Coteau, 2019). Thus, the culinary sector plays a crucial role in integrating economic and environmental sustainability through meaningful tourism experiences.

### **Traditional Cuisine as a Cultural and Economic Asset**

Traditional cuisine is one of the most essential elements in shaping a destination's cultural identity and providing unique experiences for tourists (Sims, 2009). In Yogyakarta, traditional cuisine such as *gudeg*, *brongkos*, and *jadah tempe* plays a key role in introducing Javanese cultural heritage to both domestic and international tourists (Riyadi et al., 2023). Research by Björk and Kauppinen-Räisänen (2016) suggests that the authenticity of local food enhances tourists' perception of quality and satisfaction. Traditional dishes also improve a destination's competitiveness by fostering a strong emotional connection between tourists and local culture (Sthapit et al., 2017). Therefore, traditional cuisine is not only a tourist attraction but also a tool for promoting and preserving cultural identity.

## **METHOD**

This study employs a qualitative approach aimed at gaining an in-depth understanding of phenomena through exploration, interpretation, and analysis of the interaction between Yogyakarta's traditional culinary culture, sustainability, and tourism appeal. This research follows a case study design, as described by Creswell (2014). The study focuses on Gadri Resto as the unit of analysis, as this

restaurant represents the integration of traditional culinary practices and sustainability in Yogyakarta.

The research was conducted at Gadri Resto, Yogyakarta, which was selected due to its representation of traditional culinary heritage and its role in supporting tourism sustainability. The research subjects include: (1) Gadri Resto management to understand strategies, challenges, and opportunities in managing sustainable culinary practices; (2) local farmers to explore their relationship with Gadri Resto, particularly in supplying local ingredients; and (3) vendors supporting sustainable culinary tourism.

Data in this study were collected through three primary methods: in-depth interviews, observations, and documentation. A purposive sampling technique was used to select participants based on their relevance to the research objectives (Creswell, 2014). The estimated number of participants includes one manager and two staff members from Gadri Resto, two farmers, and two local vendors from the Yogyakarta area.

Data analysis was conducted using Creswell's (2014) thematic analysis approach, which involves data organization, data reduction, data presentation, and data interpretation. To ensure data validity, triangulation techniques were employed by combining data from interviews, observations, and document analysis.

## **RESULTS AND DISCUSSION**

### **Research Result**

This study focuses on exploring the role of Gadri Resto in supporting tourism sustainability in Yogyakarta through traditional cuisine by utilizing local ingredients. The findings indicate that Gadri Resto plays a significant role in integrating cultural, economic, and environmental sustainability through the following approaches:

#### **Relationships with Vendors and Local Ingredient Suppliers**

Gadri Resto prioritizes the use of local ingredients as part of its commitment to economic sustainability. Interviews reveal that the restaurant has a close collaboration system with local vendors and suppliers, particularly traders from Beringharjo Market and Giwangan Market, as well as local farmers from Bantul and Sleman. This relationship not only ensures a supply of high-quality raw materials but also has a positive impact on the local economy. A Gadri Resto manager stated:

*"We choose to work with local vendors because they understand our need for fresh and high-quality ingredients. Additionally, we want to support local farmers and traders to keep their economy stable."*

This collaboration system includes an informal agreement between Gadri Resto and vendors to supply essential ingredients such as young jackfruit, palm sugar, and coconut. Suppliers ensure that the ingredients are available in sufficient quantities and meet the restaurant's quality standards.

### **Economic Impact on Local Suppliers**

Interviews with several local vendors reveal that collaboration with Gadri Resto directly impacts their income. A trader at Giwangan Market stated:

*"Gadri Resto purchases ingredients in large quantities, especially young jackfruit and palm sugar. This helps us achieve a more stable income, particularly outside the harvest season."*

Local farmers also benefit from this collaboration. A farmer from Bantul mentioned:

*"We feel supported because Gadri Resto buys our harvest directly without intermediaries. This increases the selling price compared to selling at general markets."*

The collaboration between Gadri Resto and local vendors not only strengthens the supply chain of high-quality ingredients but also contributes to empowering the local economy. This partnership model serves as a concrete example of how culinary tourism can support local economic sustainability through mutually beneficial cooperation.

### **Supply Stability through Vendor Partnerships**

Collaboration with local vendors provides supply stability for Gadri Resto, despite seasonal challenges. A restaurant staff member stated:

*"We strive to build good relationships with vendors to ensure stable supplies, especially for essential ingredients like young jackfruit. When stock runs low, vendors often help us find alternatives from other farmers."*

This vendor partnership system has proven effective in ensuring ingredient supply stability for Gadri Resto, particularly for key ingredients like young jackfruit. The strong relationship between the restaurant and vendors allows flexibility in overcoming seasonal challenges, as vendors often help source alternative supplies from other farmers when stocks are low. Thus, this approach not only ensures smooth restaurant operations but also strengthens long-term relationships that support the sustainability of the local supply chain.

### **Improving Local Ingredient Quality**

Gadri Resto also provides feedback to vendors regarding ingredient quality through regular communication to ensure that the materials meet the desired standards. A vendor from Beringharjo Market stated:

*"We often discuss with Gadri Resto about ingredient quality. Their high demand makes us more meticulous in selecting products."*

Thus, the findings indicate that the close relationship between Gadri Resto and local vendors plays a crucial role in supporting economic sustainability. This collaboration system provides stable income for vendors and local farmers while ensuring a high-quality supply of raw materials for the restaurant. Through this approach, Gadri Resto not only contributes to its operational sustainability but also strengthens the local economy in Yogyakarta.

## **Discussion**

### **The Role of Local Vendors in Supporting the Supply Chain**

Data analysis shows that local vendors, such as traders from Beringharjo and Giwangan Markets, along with local farmers from Bantul and Sleman, are key elements in Gadri Resto's supply chain. The close relationship between the restaurant and vendors ensures a smooth supply of raw materials, particularly for essential ingredients like young jackfruit, palm sugar, and coconut. This collaboration system allows Gadri Resto to maintain ingredient quality while providing stable income for vendors.

Collaboration with local vendors creates a mutually beneficial relationship. On one hand, vendors receive assurance of bulk purchases on a regular basis, reducing market uncertainty. On the other hand, Gadri Resto secures a high-quality ingredient supply that meets the restaurant's standards. This cooperation model aligns with the theory of supply chain sustainability, where strong relationships between buyers and suppliers create both economic and social value (Filimonau & De Coteau, 2019).

### **Economic Impact on Vendors and Local Farmers**

Interviews with vendors and farmers reveal that collaboration with Gadri Resto provides economic benefits. Vendors at Beringharjo and Giwangan Markets report increased income stability due to the restaurant's consistent purchases. Local farmers, who often face price fluctuations in general markets, benefit from direct purchases without intermediaries. This creates an economic multiplier effect, where financial benefits extend throughout the local community, strengthening the economy of villages surrounding Yogyakarta (Björk & Kauppinen-Räsänen, 2016).

However, some farmers mentioned difficulties in meeting Gadri Resto's demand during the dry season, particularly for ingredients like young jackfruit. This challenge highlights the importance of diversifying supply sources to reduce the risk of dependency on a single region or season.

### **Supply Stability as a Pillar of Sustainability**

Supply stability is a crucial aspect of economic sustainability. Gadri Resto adopts a long-term relationship-based approach with vendors, which not only helps address seasonal supply challenges but also fosters trust among stakeholders. This system allows the restaurant to meet operational needs without relying on imported ingredients or supplies from outside the region, which are often more expensive and have a greater environmental impact.

However, analysis also reveals that dependence on local vendors poses risks if there is no proper mitigation planning. For example, when young jackfruit supplies dwindle, Gadri Resto must make extra efforts to find alternatives. This underscores the need for vendor diversification strategies to ensure supply chain continuity.

### **Quality Improvement through Collaboration**

Gadri Resto is not merely a passive consumer but actively contributes to improving ingredient quality. Regular discussions between the restaurant and vendors regarding ingredient standards help create a mutually supportive ecosystem. Vendors gain a better understanding of market needs, while the

restaurant receives materials that meet its standards. This collaboration model strengthens stakeholder engagement in culinary tourism as an integral part of the sustainable supply chain (Okumus et al., 2018).

### **Connection to Sustainable Tourism**

Gadri Resto's use of local ingredients not only provides economic benefits but also enhances the appeal of culinary tourism in Yogyakarta. In line with research by Mak et al. (2012), tourists who enjoy dishes made from local ingredients experience an authentic experience that reflects not just taste but also local cultural values. This increases tourists' appreciation of the sustainability practices implemented by the restaurant while strengthening Yogyakarta's reputation as a sustainable culinary tourism destination.

Thus, Gadri Resto's use of local ingredients through cooperation with vendors and local farmers has a significant impact on economic sustainability, both for the restaurant and the local community. This system creates stable income for vendors, improves ingredient quality, and enhances Yogyakarta's culinary tourism appeal. However, challenges such as dependency on seasonal crops and supply fluctuations require mitigation strategies, such as diversifying ingredient sources and strengthening logistics infrastructure. By addressing these challenges, Gadri Resto can become a best practice model in integrating local ingredients to support sustainable tourism..

### **CONCLUSIONS**

The research findings indicate that Gadri Resto plays a significant role in supporting tourism sustainability through the utilization of local ingredients in collaboration with vendors and local farmers. The restaurant consistently uses local ingredients such as young jackfruit, palm sugar, and coconut, sourced from traders at Beringharjo and Giwangan Markets, as well as farmers in Bantul and Sleman. This collaboration creates supply stability and a steady income for vendors while ensuring high-quality raw materials that support the restaurant's operations.

The use of local ingredients has a tangible economic impact on the community by creating an economic multiplier effect that strengthens the well-being of farmers and traders. Farmers benefit from direct purchases without intermediaries, resulting in more stable selling prices compared to the general market. Additionally, regular discussions between Gadri Resto and vendors regarding raw material quality standards encourage improvements in harvest quality, providing long-term benefits for farmers and the local community.

Long-term relationships with local vendors not only support economic sustainability but also enhance the appeal of Yogyakarta's culinary tourism. Tourists who enjoy dishes made from local ingredients experience an authentic culinary experience that reflects local culture. However, challenges such as dependency on growing seasons and fluctuations in ingredient supply remain obstacles that need to be addressed through supply source diversification and strengthened logistics.

Thus, Gadri Resto has successfully become a model of economic sustainability in Yogyakarta's culinary tourism through the optimization of local ingredients and collaboration with vendors. With strengthened mitigation strategies to address existing challenges, Gadri Resto has the potential to continue contributing to



cultural preservation, local economic empowerment, and sustainable environmental management.

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