



## The Potentials and Challenges of Gastronomy Tourism Development in Jakarta Portuguese Village (Kampung Tugu)

Ira Yuniarty Khairiyah

Institut Pariwisata dan Bisnis Internasional, Indonesia

Email: [irafromindonesia@gmail.com](mailto:irafromindonesia@gmail.com)

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### Abstract

This study examines the innovative development of gastronomic tourism in *Kampung Portugis Tugu*, North Jakarta, focusing on the community-based tourism approach. *Kampung Tugu*, home to a unique Portuguese-descended *Betawi* community, has a rich cultural and culinary heritage, offering a distinctive opportunity for gastronomic tourism. The research aims to explore the potential of this community's culinary traditions, including dishes like *Pindang Serani* and *Gado-Gado Siram*, and to design an innovative tourism package that integrates cultural heritage with gastronomy. Through qualitative methods, the study investigates local culinary practices, the community's role in tourism, and the challenges in developing sustainable gastronomic tourism. The findings highlight the importance of community involvement, the need for innovative marketing strategies, and the development of authentic gastronomic experiences to attract tourists. The research offers valuable insights for policymakers and tourism stakeholders in leveraging *Kampung Tugu's* gastronomic potential for cultural preservation and local economic development.

**Keywords:** *Gastronomic tourism; community-based tourism; Kampung Portugis Tugu; cultural heritage; sustainable tourism.*

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### INTRODUCTION

This research will discuss the innovation of community-based gastronomic tourism development in the Portuguese Village of Tugu, Jakarta. *Kampung Tugu*, located in West Semper Village, North Jakarta, is one of the areas that holds unique cultural and historical riches amid the rapid modernization of the city of Jakarta. The area is inhabited by a community of Portuguese descent known as the *Orang Tugu*—a subgroup of the *Betawi* ethnic group with distinct historical roots, resulting from cultural acculturation among the Portuguese, *Betawi*, and the archipelago (Riawanti & Rajab, 2019). This uniqueness makes *Kampung Tugu* an important potential site for the development of culture-based tourism (Bessière, 1998).

As one of the 12 Coastal Destination Routes in North Jakarta, *Kampung Tugu* has various distinctive cultural elements. Among them are *Kroncong Tugu* music, the *Tugu Creole* language, as well as the traditional *Rabo-Rabo* and *Mandi-Mandi* ceremonies, which have been designated as Intangible Cultural Heritage by the Ministry of Education and Culture of the Republic of Indonesia (Ministry of Education and Culture, 2016; Decree No. 244/P/2016; 262/M/2018; 362/M/2019). The existence of *Gereja Tugu* (*Tugu Church*), which is one of the oldest churches in Jakarta and has been designated as a National Cultural Heritage site (Ministerial Decree No. 0128/M/1988), further emphasizes the importance of this area on the city's historical and cultural map.

In addition to the richness of traditions, Kampung Tugu also has local culinary treasures that are not found in other areas of Jakarta. Foods such as Pindang Serani, Gado-Gado Siram, Apem Kinca, Pisang Udang (Pisang Shrimp), and Ketan Unti (Unti Sticky Rice) are the result of a long process of cultural acculturation that reflects the identity of the Tugucommunity (Kanaka, 2023; Novianti, 2021). These culinary traditions are not only part of daily consumption but also represent the history, social values, and lifestyle of the people. In the context of tourism, local cuisine is an integral part of cultural heritage that can be utilized as a main attraction and is closely related to the concept of gastronomy.

Gastronomy is generally defined as the science and art that study the relationship between food, culture, and the sensory experiences that accompany it. According to Scarpato (2002), gastronomy not only includes cooking techniques but also encompasses the historical, social, and geographical contexts of food. Thus, gastronomy involves not only the food itself but also the history, traditions, and social experiences that surround it. According to Hjalager (2010), gastronomy is an important dimension of the tourist experience because it combines the sensory, educational, and cultural aspects of a destination. Gastronomy as part of intangible cultural heritage is also recognized by UNESCO as a key element in building a sustainable cultural identity (UNESCO, 2021).

From a tourism perspective, gastronomy serves as an entry point to understanding culture more deeply, thus giving rise to the concept of gastronomic tourism, which is a form of travel that places culinary experiences as the main attraction. Hall and Sharples (2003) classify gastronomic tourism as an integral part of cultural tourism because both focus on the preservation and appreciation of intangible heritage. Thus, developing gastronomic tourism also means strengthening local cultural identity through distinctive tastes, traditions, and culinary narratives.

Gastronomic tourism, a form of travel that focuses on exploring local food and its surrounding culture, not only prolongs tourists' length of stay but also strengthens the emotional connection between visitors and the local community (Hall & Sharples, 2003; Kivela & Crofts, 2006). Therefore, the development of gastronomic tourism can serve as a means of cultural preservation while supporting a community-based creative economy.

Unfortunately, even though Kampung Tugu was designated as a tourist village in 2023 (Decree Number e-0001), the potential for gastronomic tourism has not yet been fully developed. Based on the author's initial interviews with several figures and activists involved in Tugu culinary businesses in Kampung Tugu, namely Lisa Michiels and Ena Quicko in January 2025, it is known that there is no structured and sustainable gastronomic tourism package. Tourists generally visit only during traditional celebrations such as Rabo-Rabo and Mandi-Mandi, rather than to enjoy continuous daily tourism activities (Dewi, 2023).

When compared to the Portuguese Settlement communities in Malacca (Malaysia) or Macau (China), Kampung Tugustill lags in terms of innovation, tourism product packaging, and digital-based promotion (Cunha et al., 2025). In fact, with its unique combination of culture, history, and culinary heritage, this area has the potential to become a leading cultural and gastronomic tourism destination in Jakarta. The development of innovative and community-based gastronomic

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tourism is one of the strategic solutions to elevate local identity while improving community welfare.

Furthermore, the success of tourism development is determined not only by cultural or culinary attractions but also by the active participation of the community in managing and promoting this potential. Unfortunately, so far the role of Pokdarwis (Kelompok Sadar Wisata, Tourism Awareness Group) and the local community in Kampung Tugu remains limited. In fact, according to UNESCO and the Indonesian Ministry of Tourism and Creative Economy (2021), community involvement is a key factor in the success of sustainable and inclusive tourism village development.

Therefore, this study aims to explore in depth the potential of cultural and gastronomic tourism in the Tugu Portuguese Village and to develop an innovative design for the development of gastronomic tourism that can be integrated into an experiential cultural tourism system. With this approach, it is hoped that Kampung Tugu will not only maintain its cultural heritage but also grow as an attractive, inclusive, and sustainable destination in the long term (Suantika, 2018; Nasrun et al., 2024).

This study aims to identify the potential of gastronomic tourism in the Tugu Portuguese Village and to develop innovative designs for cultural and culinary tourism that can attract more visitors. Theoretically, this research is expected to contribute to the academic study of tourism, culture, and gastronomy, while also serving as a reference for implementing an integrative approach between cultural heritage and culinary traditions in tourism destination development. In addition, it seeks to encourage the development of experience-based tourism curricula and support cultural preservation efforts. Practically, the research aims to identify gastronomic tourism potential that can be promoted as the main attraction of the Tugu Portuguese Village and to provide guidance for business actors, local communities, and local governments in designing innovative and sustainable tourism development strategies. Furthermore, this study is expected to produce innovative gastronomic tourism packages in Kampung Portugis Tugu through a more systematic and community-based approach. The novelty of the research lies in the comprehensive integration of cultural and gastronomic tourism within a single tour package, as well as the development of experiential tourism concepts that actively involve tourists in cultural and gastronomic activities in Kampung Tugu.

### **METHODS**

This study used a qualitative descriptive approach to examine innovations in gastronomic tourism development in the Tugu Portuguese Village. The research focused on the area of Kampung Portugis Tugu in Tugu District, which is part of the North Jakarta Administrative Region. The location was selected because the village possesses significant historical, cultural, and culinary resources that have the potential to be developed as cultural and gastronomic tourism attractions. The area is known for its distinctive local cuisine, including Gado-Gado Siram, Pindang Serani, Pisang Udang, Apem Kinca, and Ketan Unti, which are traditional dishes rarely found outside Kampung Tugu. In addition, the village is historically associated

with Kroncong Tugu music and traditional Betawi–Portuguese cultural heritage. The presence of Gereja Tugu (Tugu Church), as well as the inclusion of the area in the North Jakarta Coastal Destination Route, further strengthened its potential as a tourism destination. The strategic location of Kampung Portugis Tugu, with relatively good access from surrounding urban areas, also supported its relevance for tourism development.

This study used both qualitative and quantitative data. Qualitative data consisted of descriptive information related to cultural and culinary tourism activities in Kampung Portugis Tugu. These data were obtained through field observations, in-depth interviews with tourism stakeholders, including culinary business actors, local government representatives, tourism community members, and academics. Quantitative data included numerical information related to tourism conditions, such as data on tourism businesses and visitor statistics obtained from official sources, including government agencies and statistical publications.

The research utilized two main sources of data: primary and secondary data. Primary data were collected directly from the field through observation and interviews with key informants involved in tourism activities in Kampung Tugu. These interviews aimed to gather information regarding the availability of gastronomic tourism services, stakeholder roles, and existing efforts to develop tourism in the area. Secondary data were obtained from literature and official publications, such as books, scientific journals, research reports, government documents, and other relevant sources related to tourism development and the historical background of the village.

Data collection was conducted through several techniques, including observation, in-depth interviews, literature review, and Focus Group Discussions (FGDs). Observations were carried out by visiting tourism locations in Kampung Tugu to understand the condition of tourism facilities and gastronomic activities. In-depth interviews were conducted with selected stakeholders using semi-structured interview guidelines to obtain detailed information about tourism development and the role of different actors. Literature studies were used to collect supporting data and previous research related to cultural tourism, gastronomy, and tourism innovation. FGDs were conducted with key stakeholders, including community representatives, culinary entrepreneurs, tourism awareness groups (Pokdarwis), local government officials, and academics, to validate the findings and gather collective insights for tourism development strategies.

Informants in this study were selected using purposive sampling, in which individuals were chosen based on their knowledge, experience, and involvement in tourism and gastronomic activities in Kampung Tugu. The selected informants included culinary business actors, academics with expertise in gastronomy and tourism, government officials involved in tourism development, tour operators, and representatives of community organizations such as Pokdarwis.

The researcher served as the main research instrument, supported by interview guidelines and documentation tools such as voice recorders, cameras, and field notes. The interview guidelines were prepared according to the research objectives and were designed to facilitate in-depth discussions with informants.

Data analysis was conducted using qualitative interpretative methods. The collected data were organized and analyzed to identify patterns and key themes related to the development

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of gastronomic tourism in the Tugu Portuguese Village. The analysis followed the qualitative data analysis model proposed by Miles and Huberman, which includes three main stages: data reduction, data presentation, and conclusion drawing. Data reduction involved selecting and organizing relevant information, while data presentation was carried out in narrative form to facilitate interpretation. The final stage involved drawing conclusions based on the patterns identified in the data.

To formulate development strategies for gastronomic tourism in Kampung Portugis Tugu, this study also applied a SWOT analysis to identify internal strengths and weaknesses as well as external opportunities and threats. The identified factors were mapped into a SWOT matrix to generate strategic alternatives. In addition, the analysis incorporated the IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) matrices to evaluate the relative importance of each internal and external factor. These matrices helped prioritize strategic actions by assessing the significance of strengths, weaknesses, opportunities, and threats affecting the development of gastronomic tourism.

Based on the results of the SWOT, IFAS, and EFAS analyses, strategies for the development of cultural and culinary tourism in Kampung Portugis Tugu were formulated. These strategies considered both the existing potential and the challenges faced by the destination, with the aim of developing sustainable and community-based gastronomic tourism in the village.

### RESULTS AND DISCUSSION

The analysis is carried out through the following stages:

1. Data reduction
2. Thematic categorization
3. Source triangulation
4. Preparation of innovation models

This chapter directly answers two formulations of the research problem:

1. What is the potential for gastronomic tourism in Tugu Portuguese Village?
2. How can the design of gastronomic tourism development innovations be applied?

#### **Analysis of the Gastronomic Tourism Potential of the Portuguese Village of Tugu**

1. Historical Dimension as a Gastronomic Foundation

Based on an interview with Arthur Michiels (Tugu Cultural Figure), the identity of Tugu Village is rooted in the Mardijkers community which has been settled since 1661 and was formally established in 1678.

Key findings:

- 1) The community was formed from escaped Portuguese slaves who wanted to maintain their cultural identity
- 2) Portuguese Creole was once the mother tongue.
- 3) Keroncong music has been played since the 17th century.

Analysis:

Tugu Gastronomy is not just a culinary product, but an expression of diaspora identity. Culinary became part of the strategy to maintain cultural identity in the context of colonial pressure.

Thus, the gastronomic potential of Tugu has the following values:

1. Historical authenticity
2. Diasporic identity
3. Cultural resilience
4. This is a competitive advantage that other destinations in Jakarta do not have.

### **Cultural Acculturation in Monument Culinary**

An interview with Lisa Michiels revealed that Tugu culinary is the result of fusion:

1. Portugis
2. Betawi
3. Tionghoa
4. Nusantara

Example of product analysis:

1. Cattle Siram Cattle

European salad adaptations use local ingredients (beans, coconut milk).

Gastronomic meaning:

Adaptive innovation due to the limitations of ingredients.

2. Pindang Serani

Identity "Serani" (Christian). The method of burning is different from other regional pindang methods.

Meaning:

A symbol of religious and ethnic identity.

3. Copyright © 2019 Copyright

Originally it was made from wild boar (hunting culture). It is now undergoing material substitution.

Meaning:

Gastronomic transformation due to socio-ecological changes.

4. Banana Shrimp

A combination of sweet-savory, leaf wrapping technique.

Meaning:

Chinese influence and local techniques.

### **Synthesis Analysis**

From the 14 speakers, three main categories of potential emerged:

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**Table 1**

Category	Description	Tourism Implications
Historical	Diaspora Portugis	Strong storytelling
Acculturation	Multi-ethnic assimilation	Differentiation
Rarity	Limited recipes	Exclusivity

Conclusion of the sub-chapter:

The gastronomic potential of Tugu is very strong narratively, but weak in terms of production and regeneration system.

## **Development Problems and Challenges**

### 1. Regeneration and Knowledge Transfer

Interview findings:

- Not all residents can afford to cook a special menu.
- Informal inherited knowledge (oral tradition)
- Dependence on certain individuals (knowledge holders).

Analysis:

There is a risk of knowledge extinction.

### 2. Social Conflict and Community Fragmentation

From the interviews of several resource persons in the research destination, it was identified:

- 1) Insynchronization between communities and organizations.
- 2) Differences in the vision of cultural management.
- 3) Sensitivity to claims of cultural representation.

Analysis:

The main obstacle is not the potential, but the governance issue.

## **Institutional weaknesses**

Findings:

1. Pokdarwis is not optimal.
2. There is no official gastronomic business unit yet.  
Events are still sporadic.

## **Design of the Gastronomic Tourism Development Innovation Model**

Based on thematic analysis and data triangulation, a 4-Dimensional Innovation Model is designed:

### 1. Product Innovation

- 1) Paket Heritage Gastronomy Walk
- 2) Cooking Experience with Tugu Family
- 3) Cultural Dining Night
- 4) Annual Tugu Gastronomy Festival

### 2. Process Innovation

- 1) Standardization of recipes

- 2) Digital documentation
  - 3) Training of the younger generation
  - 4) Service SOP
3. Organizational Innovation
- 1) Establishment of a Gastronomic Business Unit
  - 2) Community culinary cooperatives
  - 3) Transparent revenue sharing system
4. Marketing Innovation
- 1) Branding “Living Portuguese Gastronomy of Jakarta”
  - 2) Digital storytelling
  - 3) Travel curator collaboration

### **SWOT Analysis of Gastronomic Tourism Development**

#### 1. Strength

- 1) Strong historical identity (Portuguese diaspora)
- 2) Unique and rare culinary
- 3) Kroncong Music Integration
- 4) Strategic location of Jakarta
- 5) Strong storytelling narrative
- 6) Support of academics and practitioners

#### 2. Weakness

- 1) Weak regeneration
- 2) There are no permanent restaurants that sell Tugu culinary specialties
- 3) Internal community conflicts
- 4) Management is not yet professional
- 5) Minimal recipe documentation
- 6) Limited digital promotion

#### 3. Opportunity

- 1) Global gastronomic tourism trends
- 2) Experience-based tourism is increasing
- 3) Government program support
- 4) Potential for travel designer collaboration
- 5) Pasar niche heritage tourism

#### 4. Threat

- 1) Loss of original recipes
- 2) Over-commercialization

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- 3) Gentrification of the area
- 4) Competition for other heritage destinations
- 5) Changes in the preferences of the younger generation

**IFAS (Internal Factor Analysis Summary) Matrix**

**Table 2 IFAS**

Internal Factors	Weight	Rating	Shoes
Strength 1	0.10	4	0.40
Strength 2	0.10	4	0.40
Strength 3	0.08	3	0.24
Strength 4	0.07	3	0.21
Strength 5	0.08	4	0.32
Strength 6	0.07	3	0.21
Weakness 1	0.10	2	0.20
Weakness 2	0.10	2	0.20
Weakness 3	0.08	2	0.16
Weakness 4	0.07	2	0.14
Weakness 5	0.08	1	0.08
Weakness 6	0.07	2	0.14

Total IFAS Score = **2.70**

Interpretation:

Internal conditions are quite strong but require institutional strengthening.

**EFAS (External Factor Analysis Summary) Matrix**

**Table 3 EFAS**

External Factors	Weight	Rating	Shoes
Opportunity 1	0.12	4	0.48
Opportunity 2	0.10	4	0.40
Opportunity 3	0.08	3	0.24
Opportunity 4	0.08	3	0.24
Opportunity 5	0.07	3	0.21
Threat 1	0.10	2	0.20
Threat 2	0.08	2	0.16
Threat 3	0.07	2	0.14
Threat 4	0.10	3	0.30
Threat 5	0.10	2	0.20

Total EFAS Score = **2.57**

Interpretation:

Opportunities outweigh threats, but require protective strategies.

**Strategy Formulation Based on SWOT**

SO Strategy

1. Development of premium heritage gastronomy packages
2. Annual gastronomic festival

WO Strategy

1. Training of the younger generation
2. Digitization of recipes

ST Strategy

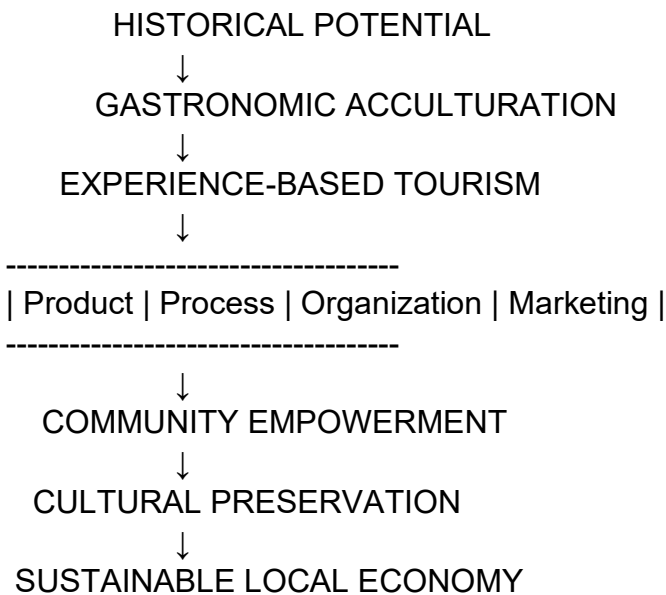
1. Standardization of authenticity
2. History-based branding

WT Strategy

1. Establishment of culinary cooperatives
2. Development masterplan

**Innovation Model Diagram (Novelty Model)**

The following is a conceptual model of the resulting innovation:



**Model Name:**

Urban Diaspora Gastronomy Tourism Innovation Model Based on Community Empowerment

**Novelty:**

Integrating diaspora heritage, experiential gastronomy, and community-based tourism within the context of an urban minority settlement

**CONCLUSION**

The research highlighted the significant yet underutilized potential of Kampung Tugu to develop gastronomic tourism based on its rich cultural heritage and distinctive culinary traditions shaped by the historical acculturation of the Portuguese diaspora. Local dishes such as Pindang Serani and Gado-Gado Siram reflect strong historical and cultural narratives that can serve as unique tourism attractions. However, several challenges remain, including limited regeneration of

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culinary knowledge, weak knowledge transfer between generations, insufficient governance structures, and the absence of well-organized tourism packages, as well as limited community involvement in tourism development. To address these issues, a comprehensive and community-driven tourism strategy that emphasizes experiential learning, cultural immersion, and active local participation is needed to preserve culinary heritage while supporting local economic development. Through the integration of historical storytelling, culinary experiences, and community-based activities, Kampung Tugu has the potential to position itself as a leading gastronomic tourism destination in Jakarta. Future research is recommended to explore effective models of community participation and governance in developing sustainable gastronomic tourism in urban heritage communities.

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