



Implications of Culinary Tourism on the Socio-economic Conditions of the Community in Pasar Lama Culinary Area, Tangerang City

Febry Febrianto^a, Ida Ayu Suryasih^b, I Gede Anom Sastrawan^c

^a*Faculty of Tourism, Udayana University, Bali*

^b*Faculty of Tourism, Udayana University, Bali*

^c*Faculty of Tourism, Udayana University, Bali*

ABSTRACT

This research was conducted to examine the socio-economic conditions of tourism actor/local communities in Pasar Lama Culinary Area by reviewing several aspects of analyzed data.

The study utilized theoretical foundations and analytical concepts including the concept of implications, development, socio economic impact of tourism, gastronomic tourism, tourist area life cycle theory, and the understanding of culinary areas. The research method employed was qualitative with qualitative data analysis techniques. Both qualitative and quantitative data were used, derived from primary and secondary sources. Data collection techniques included observation, interviews, literature review, documentation, and purposive sampling.

Based on the research findings, it can be concluded that the socio-economic conditions of tourism actor in Pasar Lama Culinary Area in Tangerang have experienced positive changes in terms of household conditions, investment in education, job opportunities, shift in livelihoods, and income levels.

Keywords: Impact, social economic conditions, Gastronomic tourism

1. Introduction

Tourism is a collection of phenomena and their relationships that arise from interactions between tourists, suppliers, tourist destination governments, tourist destination communities, tourist origin governments, universities, student communities and non-governmental organizations, which include the process of attracting, transporting, serving, and managing tourists and visitors (Pitana, 2005). According to E. Guyer Freuler, tourism in the modern sense is a phenomenon of today based on the need for health and change of scenery, conscious judgement and growing love caused by the association of various nations and classes of society. According to Ismayanti (2010), tourism itself is divided into types of tourist objects into several types such as beach tourism, ethnic tourism, nature reserve tourism, hunting tourism, sports tourism, religious tourism, agro-tourism, cave tourism, ecological tourism, cultural tourism and culinary tourism.

Culinary tourism is one type of tourism that has become a phenomenon, especially in cities/regencies that are close to Tangerang City. For example, the Nusantara Culinary Festival located at Summarecon Mall Serpong, Tangerang, which serves archipelago food from Bali from June to August 2023. Then the opening of a new culinary place called Gading Serpong Culinary Centre, where there are several sellers who previously traded in the Old Market Culinary Area and opened a branch.

The motivation in culinary tourism is not merely to fill and pamper the stomach with a variety of typical foods from tourist destinations, but an interesting experience is the motivation. The experience of tasting food from a variety of specialities from each region makes the experience more special. Stakeholders in the field of culinary tourism continue to work together to serve the best culinary to tourists. The rise of this culinary tourism phenomenon can become a new trend in the tourism sector and revive the tourism industry. Based on research conducted by the World Food Travel Association, tourists spend around 25% to 35% of their total expenditure on travel to try local food and drinks. This has a very good impact on existing culinary tourism actors. Indonesia itself is already famous for its culinary tourism with its local food and drinks.

Indonesia's tourism industry has also had an impact in both economic and social terms. Tourism has contributed \$19.25 billion in foreign exchange and a contribution to Gross Domestic Product (GDP) of 4.80% before the Covid-19 pandemic. Then in 2020 after the pandemic, there was a decrease of 14%

and it was recorded that tourism contributed foreign exchange of 4.05% and improved again in 2021 to 4.2% of GDP (Kemenparekraf, 2022). Kemenparekraf targets an increase in revenue to 4.3% of GDP in 2022. This is very optimistic seeing that the condition of Covid-19 cases has begun to decline and is encouraged by the policy of eliminating the obligation of PCR tests for flights if they have vaccines, Visa on Arrival visits whose range has been expanded to 43 countries with 9 of them being ASEAN countries. This policy does not only affect the tourism industry, but other industries will also be affected by this policy.

Quoted from Kemenparekraf, the food and beverage industry can grow together with tourism activities up to 7% in 2022. This is supported by high hotel occupancy rates, world event activities, namely the G20 and the recovery of world health conditions from pandemic to endemic. Director General of Agro Industry, Putu Juli said that the food and beverage industry is still showing its resilience with a growth of 3.68% in the 2nd quarter of 2022 which shows an increase in the same quarter in 2021 of 2.95%. The food and beverage industry was able to attract investment of IDR 21.9 trillion until the 2nd quarter of 2022 and contributed 38.38% to non-oil and gas GDP. This condition can be a factor in the rise of tourism, especially culinary tourism that utilises the food conditions of the archipelago and promotes the culinary of the archipelago. The food and beverage industry can grow together with the creative economy, one of which is through culinary tourism.

There is a significant increase in the number of visits each year. In 2015 the number of tourist visits was 337,678 tourists which is the lowest level of visits in the table. 2018 is the highest number of tourist visits as many as 1,598,150 tourists. Tourist visits every year are still dominated by domestic tourists. According to the Tangerang City Culture and Tourism Office, one of the most visited tourist destinations is the Old Tangerang Market culinary attraction. Tangerang Old Market Culinary Area is one of the tourist attractions influenced by several ethnic groups in Tangerang City, such as the Sundanese, Betawi, and Chinese or Chinatown communities, which causes the culinary specialities of Tangerang City. Since a long time ago, the Old Market area has been a neighbourhood that has been carrying out trading activities. The increasing density of the population there led to the establishment of several new neighbourhoods. The Old Market area was then organised as a culinary area in 2012 under the name Old Market Culinary Area of Tangerang City. Every year, the Tangerang City government organises Pasar Lama Culinary Night to promote culinary tourism. The existence of a culinary area provided by the government also helps localise culinary tourism so that it is more orderly. However, with the development of the culinary tourism trend in the Pasar Lama Tangerang Culinary Area, many traders have started to enter the area, making it very crowded. Culinary tourism is an opportunity for the people of Tangerang City. PT Tangerang Nusantara Global (TNG), which manages the Tangerang Old Market Culinary Area, believes that the area is already crowded. The density of culinary tourism activities has caused the local government together with stakeholders to want to relocate the culinary tourism area to a larger place and reorganise the area. This relocation policy was rejected by the community and existing culinary tourism actors because some people thought that moving the location would cause a lack of visitors. The traders also feel and fear that there will be no land or stalls available for culinary actors to sell. The culinary tourism actors are afraid that with this relocation they will not be able to fulfil their basic needs such as their needs for clothing, shelter and food.

Based on the description above, it is necessary to examine the implications of culinary tourism in the Tangerang Old Market Culinary Area on the socio-economic conditions of the people of the Tangerang Old Market Area.

2. Methodology

In this study, qualitative data analysis techniques were used. According to Sugiyono (2012), data analysis is done by organising data, breaking it down into units, synthesising, arranging into patterns, choosing which ones are important and which ones will be studied, and making conclusions that can be told to others. Qualitative descriptive research aims to describe, describe, explain, explain and answer the problems to be studied by studying as closely as possible an individual, a group or an event. The following is a description of the qualitative descriptive analysis technique, namely, as follows:

1. Data reduction

The data collected is analysed to classify and discard information or data that is not important. Data reduction is carried out with data that has been obtained through data collection through observation, interviews, and documentation and then sorted according to the aspects of the data.

2. Data Presentation

Data presentation is the stage of compiling a set of information to allow conclusions to be drawn. Data is presented in narrative form.

3. Conclusion Drawing

Drawing conclusions brings out the meaning of the data being tested. The data that has been formed in the narrative is then drawn from important points based on the data aspects of the impact of culinary tourism in the Tangerang Old Market Culinary Area on the socio-economic conditions of the community in the Tangerang Old Market Area.

3. Results

Overview

Tangerang Old Market Culinary Area is one of the tourist attractions in the old city area of Tangerang, located in Sukasari Village, Tangerang City, Banten. Pasar Lama has a long history dating back to the Dutch colonial era due to its location in Tangerang City. This area was originally a traditional market established during the Dutch colonial period. The market was used as a trading place for agricultural products because of its proximity to the city centre and the Cisadane River. The market then became a distribution centre for food and other supplies for the surrounding community. During its development, the market was strongly influenced by Chinese culture as many Chinese food vendors operated in the area. This culture is reflected in the variety of Chinese dishes available at Pasar Lama.

Over time, Pasar Lama Tangerang has developed into a popular culinary neighbourhood. Many food stalls, restaurants and traditional food vendors have sprung up in this area, offering Tangerang specialities and other culinary variations. Until 2012, the inauguration of the Tangerang Old Market Culinary Area was present as a place for local people in Tangerang City to channel the typical dishes of the archipelago. As a culinary area, Pasar Lama Tangerang also has a high historical value. Many old buildings and historical relics still exist today, such as Dutch colonial buildings that provide a special attraction for visitors. The government and local community have made efforts to restore and preserve the Old Market area to maintain its historical value.

Tangerang Old Market Culinary Tourism Area is famous for its delicious traditional street food dishes and is a popular culinary destination among local and foreign tourists. Travellers can find many food and beverage vendors selling typical Indonesian dishes, such as fried rice, chicken noodles, satay, meatballs, and many others. Along with the times, the culinary delights that are sold are starting to vary like foreign snacks.

Tangerang City was formed on 28 February 1993 based on Law No. 2. Year 1993 concerning the Establishment of Tangerang Municipality, the result of the expansion of Tangerang Regency. The area of Tangerang City is 183.78 Km². Geographically, Tangerang City is located at 106°20' - 106°43' East Longitude (BT) and 6°0' - 6°20' South Latitude (LS). Tangerang City is located northwest of Jakarta and directly adjacent to South Tangerang City. Tangerang City is also located on the banks of the Cisadane River, which plays an important role as a transport and irrigation route in the area. The Pasar Lama Tangerang area itself is located at 6°10'43.1" South latitude (LS) and 106°38'33.8" East longitude (BT) and borders the east side of the Cisadane River and can be accessed easily from the main road or using public transport. Its strategic position has led to the rapid development of Kota Tangerang. The rapid development is supported by the availability of an integrated transport network system with the Jabodetabek area as well as national and international accessibility and connectivity.

Tangerang Old Market Tourism Area is located in Sukasari Urban Village, Tangerang Subdistrict, at an altitude of 14m above sea level and has an area of 15.79 km². The majority of traders involved in tourism activities in the Old Market Culinary Tourism Area sell on 769.37 M of Kisamaun Street.

Pasar Lama Culinary Area is located in Sukasari Urban Village, Tangerang Subdistrict, Tangerang City, which is a city in Banten Province that has a population of around 1,930,600 million people (BPS, 2023). This city is the second most populous city in Banten Province after South Tangerang City. Pasar Lama Tangerang has high ethnic and religious diversity. The majority of the population of Tangerang City is Betawi, but there are also Javanese, Sundanese, and Batak ethnic groups. In addition, there are also ethnic Chinese, Arabs, and Indians. The majority of the population of Kota Tangerang adheres to Islam, totalling 140,544 people.

Based on data from BPS in 2022, the population of Tangerang Subdistrict is 155,094 people with an annual population growth rate of 0.46%, of which 19,701 people live in Kelurahan Sukasari. Sukasari consists of 89 neighbourhood associations (RT) and 16 neighborhood associations (RW).

Kelurahan Sukasari is one of the potential tourist destinations in Kota Tangerang because it has various tourism potentials that are unique and have their own historical value that cannot be found in other kelurahan. This uniqueness includes cultural uniqueness, historical value, and the potential for other interesting tourist attractions. A prominent feature of Sukasari Village is the Old Market Tourism Area. Within this area there are several other potential resources that are equally interesting that can be developed to support each other as a tourist area in Kota Tangerang.

The variety of tourism potential found in the Old Market Area above can be used as a tourism product that can be developed and packaged in tourism activities to be offered to tourists, both domestic and foreign tourists. These tourism products can be packaged in the form of tour packages in Sukasari Village because of their close proximity without the need to use means of transport. The packaging of tour packages must be adjusted to current tourism development trends, so that if tourism products are packaged optimally, they will have an impact on the development of tourism in Tangerang City.

Development of Tangerang Old Market Culinary Area

Tourism in the Tangerang Old Market Culinary Area began to be organised as a culinary area at the end of 2012. Before that, this area was used as a place of trading activities by the local community. Due to the increasing number of traders and the majority of food and beverage sellers, this area began to be organised by the local government as a culinary area.

The development of tourism in Tangerang Old Market Culinary Area when viewed using Tourism Area Life Cycle (TALC) by Butler, it can be concluded that the development is in the rejuvenation stage. This is because the Old Market Culinary Tourism area had experienced a decline in tourist visits. Based on one of the tourist sources, the food sold in the Old Market Culinary Area did not experience development so that tourists felt bored but now it is more varied so that they are interested in visiting again. The Old Market Culinary Tourism Area also experienced environmental degradation where there was no organised parking lot, inadequate facilities, and crime. But now after the improvement of the tourist area, tourist visits are starting to increase again. The variety of food sold is starting to vary from foreign foods to unique foods. Tangerang Old Market Culinary Area has also begun to be highlighted by many people and used by several companies as a standard in making culinary tours in Tangerang City or other cities and regencies in Banten Province.

PT.TNG as the manager of the Tangerang Old Market Culinary Tourism Area also innovates by promoting the area through Instagram social media. In addition, they created a new area so as to increase the variety of food that can be sold there. The area for tourists to browse is safer than before where now tourists do not need to be afraid to be close to two or four-wheeled vehicles.

The level of tourist visits to Pasar Lama, Tangerang has increased since the Tangerang City government began to utilise the existing natural, historical and environmental conditions to become a tourist area. One of them is the Tangerang Old Market Culinary Area, which is used as a place for local people to sell their speciality foods. Tangerang City has long been known as a city with many ethnic and cultural backgrounds because it became a trading centre during the Dutch colonial era.

Tourists who visit the Old Market Culinary Area are dominated by domestic tourists. The proximity to public transport as well as affordable prices and supported by a beautiful atmosphere make many tourists, both from Banten Province itself or from outside the province, visit to find food. Some tourists are also interested because of the popularity of unique food originating from the Pasar Lama Culinary Tourism Area. One visitor said that there are foods that are famous on social media so that it encourages him to come directly.

It can be seen that on 21 April 2023 to 26 April 2023 the number of tourist visits was at 300 to 500 tourists. This can be caused by the presence of Eid holidays where there are many traders there and also tourists who choose to go home to their hometowns so that there are not many sellers and tourist visits. The number of tourist visits began to increase since the joint leave holiday was over and the peak was on 30 April 2023 where on that date many

people returned to Tangerang City and also tourists saw many culinary actors returning to sell. The number of tourist visits above can exceed the estimate because access to the Tangerang Old Market Culinary Area can be travelled from several accesses.

According to the results of an interview with one of the culinary tourism operators, some traders began to return to their hometowns from 1 week to 3 days before Eid. However, for culinary tourism players who do not return home, they continue to sell and open as usual. From the results of observations, it was also seen that tourist visits in the first week were not as many as on a normal day.

Local people in Pasar Lama Tangerang have noticed an increase in tourists since 2015. In that year, the community began to feel that the Old Market had begun to be crowded with tourism actors and tourists who came to visit both local and foreign tourists. Some local people began to work in the tourism industry as tour guides, photo service providers for tourists, transport providers, and as traders in the culinary area.

The types of culinary sold in Pasar Lama are ranging from archipelago food to foreign food. In the beginning, Tangerang Old Market Culinary Area sold Indonesian specialities such as Soto Betawi, kerak telur, es Cendol, chicken noodles, seblak, and various Indonesian wet snacks. These vendors are local residents of Pasar Lama. The food sold in the area is due to the diverse ethnicity and culture of the local community.

Along with the development of time and globalisation, the culture of the community began to change because foreign cultures began to enter the lives of local people and blend in. This creates a desire for local people to experience new culinary flavours. The habit of people who used to look for heavy food as an evening meal has also changed. According to the results of observations, the majority of culinary traders in the Old Market Culinary Area tend to sell snacks commonly called street food or street food. The food has become a trend because tourists can enjoy the food available while travelling around for sightseeing so that they are not limited in their movements. Street food typical of the archipelago to foreign specialities began to appear in the Old Market Culinary Area such as South Korean specialities ranging from snacks such as fried foods to heavy foods such as Tteokbokki. This food is one of the current favourites in the area.

The emergence of new food makes the culinary available began to vary so as to attract new tourists to visit the Old Market and make a diverse market segmentation. However, this has a negative impact on local food that was previously available. Local food typical of the archipelago began to be replaced with foreign specialities. Indonesian culinary players felt the impact directly, such as the beginning of the lack of tourist visits to their stalls.

Along with the development of tourism in Tangerang City, especially in the Tangerang Old Market Tourism Area, the availability of tourism supporting facilities at tourist attractions. The facilities available in the Tangerang Old Market Tourism Area are quite complete and are increasingly developing to meet the needs of tourists such as the availability of places of worship such as mosques and monasteries for worship, parking spaces for two-wheeled vehicles provided by the manager.

The Tourist Parking Lot and the old Culinary Area provide an overview of the condition of tourists who park their vehicles on the road which becomes one area with culinary tourism actors, so that traffic conditions become congested with two-wheeled and four-wheeled vehicles and tourists who walk through the tourist area. This condition can endanger tourists who are exploring the culinary area due to the traffic that becomes one and can endanger the culinary tourism actors themselves. According to one of the parking guards, tourists can park their vehicles anywhere because there is no special place.

Since the reorganisation of the Old Market area, there has been a special land available for motorbike parking. Tourists can park their vehicles in the car park by paying Rp 2,000 for two-wheelers and Rp 4,000 for four-wheelers. After parking their vehicles, tourists can walk a short distance to the culinary area. According to the parking guard, this special area makes the culinary area tidier and tourists can walk around more calmly. This special area for parking can be found in front of the Old Market Tourism Area, before entering the culinary area.

Supporting facilities for places of worship are also available in the Old Market Tourism Area. There is a mosque which is also a tourist attraction where the location is not far from the culinary area so that tourists can carry out their worship. Not only that, in the Old Market Tourism Area there is also a temple which is a place of worship as well as a tourist attraction because of its history.

There are some facilities that still need attention such as public toilets that are not yet available. Tourists who need public toilets must use toilets owned by shop owners or culinary actors who sell their food in fixed buildings. The existence of public toilets is very important as supporting facilities. Garbage disposal in the Old Market Culinary Area is only available at a few points or provided by the culinary actors themselves. This trash can is very noteworthy considering that culinary tourism activities will produce waste in the form of packaging or eating places and food scraps. The last is the availability of green space or open space. The Old Market Culinary Area itself carries the concept of street food or street food. However, the availability of open space or green space is needed to help provide cool and beautiful air around tourist attractions. Green space is also an effort to preserve the surrounding nature.

Aspects of Community Social Condition

The high population growth rate in Kota Tangerang, coupled with the urbanisation of the community, has resulted in a high working-age population and an increasingly limited number of available jobs. This, of course, creates a social status among the community. Those who are able to keep up with developments can improve their social status among the community, leading to social stratification. Due to the limited number of jobs available, people continue to strive to fulfil their needs in order to improve their social status within the community.

The presence of the tourism sector in Kota Tangerang has made institutions and stakeholder organisations develop tourism, which has an impact on the social condition of the community. The social condition of the community affects the condition of their households. This can be seen from the achievements made by individuals to improve their social status, such as by improving the condition of their households. The development of tourism activities has also provided various changes to the life order of local communities from various aspects. Communities involved in tourism activities can directly accept all the changes that occur.

Thus, social welfare conditions can be created if there is stability in the household conditions of the community, especially the tourism actors involved to fulfil their daily needs. As happened in Pasar Lama where many local people become tourism actors such as becoming tour guides, tour service providers, and in this study, food traders in the culinary area. The welfare and stability of households will be seen from several changes in the lifestyle of tourism actors.

Based on the results of the research that has been conducted, the existence of tourism activities in Tangerang City, especially the Old Market Culinary Area, has brought about various changes, especially in the socioeconomic conditions of the local community in achieving welfare and stability in fulfilling

their daily needs. The local community's income generated from tourism activities will tend to influence changes in lifestyle, including in fulfilling daily needs such as changes related to the fulfilment of primary, secondary and tertiary needs.

Fulfilment of primary needs refers to the fulfilment of clothing, food, and shelter such as the nutritional needs of tourism actors and their family members and the need for housing. The income of tourism actors brings changes in fulfilling balanced nutritional needs in daily life in the household and a more decent place to live for tourism actors and their families.

The results of their sales or income in the Tangerang Old Market Culinary Area are very sufficient to fulfil primary needs. There are changes in tourism actors in meeting their nutritional needs as conveyed by Mrs Nur where she can meet varied nutritional needs. The meat that was considered quite expensive to buy, after the tourism activities they can experience cooking meat so that it improves their household conditions. In addition, it is also known through the three sources that they can fulfil the need for housing. Then in addition to changes in primary needs such as the fulfilment of clothing, food and shelter, changes that occur also occur in the fulfilment of secondary needs.

Secondary needs can still be fulfilled with their respective importance. After the basic needs are met, namely primary and secondary needs, the level of needs will increase to tertiary needs to meet the need for self-actualisation. Tertiary needs are needs that are identical to the fulfilment of luxury goods with the aim of fulfilling personal pleasure and are not a basic need in life. These needs are often associated with luxury goods or more value to gain self-esteem or personal prestige.

It can be said that they have been able to fulfil their needs up to tertiary needs. The entry of tourism has a positive impact on the sustainability of tourism actors. It can be said that in fulfilling their own personal household needs they have been able and can be said to live prosperously.

The development of tourism activities also encourages the development of the quality of human resources in the tourism industry to be able to compete in the era of globalisation. This then opens opportunities and opportunities that if in the right way, the quality of human resources of the Indonesian people can be more advanced. These opportunities can be followed up in various ways, one of which is through improving the level of education for local communities. The level of education will be important in determining the quality of human resources in the social class and community life. An increasingly open mindset encourages people to continue to improve the quality and quality of themselves as one of the things to support industrial development in the tourism sector. Fulfilment of access to education is adjusted to various factors such as social class. People's income levels often affect their access to education. The higher a person's economic ability, the easier it will be for them to get access to education and vice versa. The acquisition of income from tourism activities also changes the community's perspective on education. Awareness of the importance of education is increasing and people also consider education for their children. In Indonesia itself, it is often found that people with middle to upper social classes can get education to a high level such as diploma, bachelor's degree, and so on.

Communities with an upper-middle social class or an increase in income have succeeded in changing the social conditions of tourism actors and encouraging the mindset of the community to further improve the quality and quality of themselves through their children's education. Formal education that was once seen as not too main or important, now after the existence of tourism activities the community began to dare to pay attention and consider education important. Communities that previously could only pursue education up to elementary or junior high school graduates, after the existence of tourism activities began to increase higher education in their children to high school or vocational school or higher education.

The increase in formal or non-formal education that occurs among tourism operators in the Old Market Culinary Area of Tangerang City is a form of investment in the education of the younger generation. Meanwhile, culinary education has also begun to be considered by the people of Tangerang City. This can be seen from the increasing number of culinary vocational schools and advanced education courses that discuss the culinary industry. Fulfilment of formal education for the next generation is increasing, with many local people paying attention to the level of education of their children up to a higher level. Therefore, the fulfilment of formal and non-formal education that occurs in the Old Market Culinary area can be used as a form of investment in education for the younger generation and even all tourism actors who are directly involved.

Aspects of Community Economic Conditions

The Tourism Industry in Indonesia is one of the promising sectors in growing the country's economy. This certainly makes the Indonesian government look vigorous in promoting tourism as a superior sector that has a positive influence. Tangerang City, located in Banten Province, has experienced significant economic growth due to the impact of the tourism industry. The development and promotion of tourism in the city plays an important role in improving its economic condition. With various tourist attractions, Tangerang has become a popular destination for both domestic and foreign tourists.

Tourism in Tangerang City has created a ripple effect on the local economy. The influx of tourists has led to an increased demand for goods and services, creating opportunities for businesses to thrive. The hospitality sector, including hotels, resorts and restaurants, has grown rapidly and provided employment opportunities for local residents. Increased spending by tourists on accommodation, food, shopping and entertainment has resulted in increased tax revenue for local governments and their communities. These funds can be allocated to infrastructure development, public services, and other initiatives that benefit the community. The tourism industry has also stimulated entrepreneurship and encouraged the growth of Small and Medium Enterprises (SMEs), as well as encouraging job creation or employment opportunities and economic diversification. Tourism in Tangerang City, especially in Pasar Lama, has increased quite rapidly in the last five years before the Covid-19 pandemic. The tourism activities offered have various impacts on the socioeconomic conditions of local tourism actors, especially related to employment opportunities in the tourism industry. The existence of tourism activities opens opportunities for the community to participate as local tourism actors in managing a tourist destination.

Employment opportunity is one aspect that is directly related to changes in economic conditions in society. The introduction of the tourism sector in Kota Tangerang has led many institutions or stakeholder organisations to develop tourism, which has had an impact on the regional economy and the community itself through the opening up of employment opportunities aimed at reducing unemployment. Various job opportunities can be used as opportunities by the entire community in Sukasari Village to be involved in fulfilling existing tourism activities.

In this regard, the tourist market demand regarding tourist visits to the Old Market Culinary Area provides several positive influences in fulfilling the needs of tourists such as several things that may be needed by tourists, namely transportation services or motorcycle taxis, grocery stores, or other services that will assist tourists in fulfilling needs that may not be obtained while at tourist attractions. Thus, this again opens up opportunities and job

opportunities for local communities to innovate to form *parekraf* businesses supporting tourism activities. One of the new job opportunities opened due to the development of tourism and tourist demand is photography or photographer services in Pasar Lama. The atmosphere of the Old Market Culinary Area looks ancient like in the 1990s, making it crowded with couples doing photography in the area.

Some people who sell in the Old Market Culinary Area also have working employees who are invited to sell. This is certainly able to absorb local labour and help add to their income. Like the Souffle food seller who has 2 employees who are local people in Sukasari Village.

The development of the area such as the construction of new areas that create new job opportunities or opportunities for people who want to be involved in the tourism industry. In the new area, a stage was also built with the words Old Market Tourism Area. The stage creates new opportunities for the community to get additional income. Generally, the stage will be used on every weekend where the number of tourist visits is the highest. Not only that, between the areas where people sell food there is also a small stage available and has a fairly complete audio. According to one of the food sellers, the stage provides an opportunity for both local people and people from outside Tangerang City to earn additional income.

The large number of job opportunities in Kota Tangerang, as an area that is active in developing tourism activities, has made the local community realise that tourism activities can bring in a large amount of income. The development of tourism activities has had a positive impact on the local community in terms of the opening up of job and business opportunities to support tourism activities. Gradually, along with the increase in market demand, the existing tourism areas in Tangerang City are getting bigger and are divided into several tourism sectors, one of which is the Old Market Culinary Area, which provides opportunities for food vendors to be involved in tourism activities.

It is possible that the tourist market demand related to the fulfilment of tourism activities continues to increase, so this is the background for many people to participate in it. It is also possible that the existence of these opportunities has an influence on local people who previously had professions outside the tourism sector or food traders then switched professions and participated in working in the tourism sector and made their previous livelihoods begin to be abandoned by local people. It is not uncommon for the tourism sector to be used as a side livelihood where local people have a main job outside the tourism sector.

The tourism industry also allows people to have multiple livelihoods where their main livelihood or job is not in the tourism industry. This activity happens a lot to people who live in tourism areas such as a civil servant who has an additional opinion by providing accommodation at tourist attractions. In the Old Market Culinary Area itself, some people are known to sell at night only or during the operational time of the culinary area. During the day some of them are workers in a company. In addition, there are also transport service providers or ojek drivers nearby who are known to have double jobs. During the day, these ojek drivers work with their main livelihoods such as transporting goods. After they finish work and the culinary area starts operating, they continue their work as transport service providers or ojek drivers near the tourist attraction.

The emergence of employment opportunities and changes in livelihoods and multiple livelihoods in the tourism sector provides motivation for the entire community to get involved in the tourism sector. Along with the development of tourism activities that have been described previously, the existence of tourism activities, especially culinary tourism, encourages the existence of local food typical of the archipelago and increases the income of culinary actors or traders to achieve a better life. This can be seen from the large income of food traders as tourism actors who are involved in it.

Based on the results of interviews with several food traders, the amount of income has increased after the existence of the Old Market Culinary Area and is encouraged by the promotion of the attraction. Previously, the income of the traders was only based on sales in their respective regions. Mr Yusuf is one of the traders in the Old Market Culinary Area who experienced an increase in income. He sells egg rolls starting at Rp 10,000 per serving and gets 5 skewers of egg rolls. In total, during selling one month, his income from selling only in the culinary area is able to generate a maximum of IDR 8,000,000 per month. If Mr Yusuf's income is combined with the results of his sales during the day in front of the school he can get a monthly income of IDR 10,000,000 to a maximum of IDR 13,000,000 rupiah. However, this income is still not a net income and must pay the cost of renting a place.

Mrs Nur, who sells mille crepe, has also seen her family's monthly income increase. The price of the food sold by Mrs Nur ranges from Rp 15,000 to Rp 25,000 per piece of cake. Previously, Ibu Nur was a housewife with no income. After she got a place to sell, every month she can generate income ranging from Rp 6,000,000 to Rp 7,000,000. This certainly has an impact on Mrs Nur's family because she is able to add to the family income.

The statements of the two interviewees above were strengthened by Mr Ahmad. Before selling in the Old Market Culinary Area, he worked at a fast food restaurant with a monthly income of approximately Rp 3,500,000 or the equivalent of the People's Minimum Wage (UMR) in Tangerang City. After leaving the restaurant and opening a business to sell in the tourist area, his income increased. He sells his food at a price range of Rp 13,000 to Rp 20,000. Mr Ahmad is able to earn up to Rp 6,000,000 a month and up to Rp 8,000,000 at most from selling in the Old Market Culinary Area.

4. Conclusion

Bali is a tourism area that has a myriad of potential in it that can always attract tourists to visit. Various types of tourist activities can be done in Bali, based on the results of the discussion presented above, it can be concluded that the development of tourism activities in Tangerang City, especially in the Old Market Culinary Area, has changed and had an impact on the socioeconomic conditions of the community. In this case, it will be concluded about the development of the Old Market Culinary Area and the socioeconomic conditions of the community, as follows:

1. Development of the Old Market Culinary Area in Tangerang
 - a. The Old Market Culinary Area of Tangerang began to receive attention and was organised in a better way.
 - b. The level of tourist visits increased.

- c. The development of the types of food sold in the Old Market Culinary Area is more varied.
 - d. The presence of better supporting facilities for tourism activities.
2. Socio-economic conditions of tourism actors in the Old Market Culinary Area
 - a. Household conditions of tourism actors related to the fulfilment of needs and desires can be met and fulfilled after the income from the tourism sector.
 - b. The community began to realise the importance of education so that education investment also increased
 - c. The tourism sector can create new employment opportunities and create new livelihoods
 - d. The income of tourism actors has increased during the development of tourism activities in the Tagerang Old Market Culinary Area.
 - e. There are people who switch livelihoods and have multiple livelihoods after tourism activities.

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