

Analysis of Cisumdawu Toll Road Construction on the Development of Culinary Tourism Entrepreneurship in Sumedang Regency

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ABSTRACT

The construction of the Cisumdawu toll road is an opportunity for the development of culinary tourism entrepreneurship in Sumedang Regency. The purpose of this research is as a further structuring step towards sustainable tourism that plays an important role in encouraging the development of culinary tourism entrepreneurship along with the construction of the Cisumdawu toll road access. The research used a qualitative descriptive method through a business canvas and SWOT analysis model. The results showed that the development of culinary tourism is currently concentrated near the Sumedang toll gate (50%) and out of 204 units that grow, develop, and continue only 173 units. The development of culinary tourism entrepreneurship through aggressive growth policies must be implemented with a focus on using strengths to take advantage of existing opportunities including aspects of marketing, operationalization, human resources, and finance in the hope of building tourism towards growth, development, and sustainability to support Sumedang as a Tourism Regency.

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1. Introduction

Entrepreneurship development has not yet reached the expected benchmark. Presidential Regulation No. 2 on national entrepreneurship development, by 2024 the government's target in entrepreneurship development is 3.95%. However, the phenomenon that occurs in society generally prefers to become employees rather than develop entrepreneurship. This has encouraged the Government of Indonesia to develop entrepreneurship and commit to increasing competitiveness so that entrepreneurs can develop businesses from micro, small, medium and large scales (Hendri, Hendrayati, Achyarsyah, & Suryana, 2023). Entrepreneurship is the ability to create a business, equipped with creativity and innovation in a sustainable manner (Kasmir, 2016). The results of measuring the level of entrepreneurship show that Indonesia is ranked 36 out of 49 countries nationally obtained from the results of a 2000 survey of the population aged 18-64 years (Monitor, 2022). This is one of the indicators that Indonesia is still a developing country.

Tourism Trends and Policies in 2019 showed that the tourism sector contributed 5.0% of Indonesia's gross domestic income (OECD, 2022). However, the impact of the Covid-19 pandemic in 2020 resulted in a 56% drop in tourism's contribution to GDP to only 2.2% of the total economy. Opus Creative Economy Outlook states that culinary is the main engine for Indonesia's Creative industry and is the largest contributing sub-sector to GDP. Culinary entrepreneurs who have become food startups through the Food Startup Indonesia (FSI) program, only 6,499 participants (Kemenparekraf, 2020). Therefore, Kemenparekraf encourages more young entrepreneurs to get involved in the development of culinary tourism entrepreneurship.

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Culinary tourism is tourism with a focus on culinary attractions, including food and beverage which is one segment of tourism (Long, 2014). Tourists allocate around 65% of total tourist trips for food and beverage (Yolandha, 2022). Meanwhile, the Ministry of Tourism and Creative Economy in the 2015-2017 National Culinary Development Plan stated that culinary tourism contributes added value of 33% to the total gross added value of Indonesian industry. Data on foreign tourist visits in the first quarter of 2023 cumulatively reached 2.5 million visits or an increase of 508.87% compared to the same period in 2022 (BPS, 2023). Furthermore, the Ministry of Tourism and Creative Economy predicts that foreign tourist visits by the end of this year will reach approximately 9 million visits. Thus, in the tourism industry, the aspect of developing culinary entrepreneurship plays an important role in attracting tourists to visit.

Sumedang is currently concentrating its core business to become a Tourism Regency. Every agency is a tourism agency in accordance with its field, every place is a tourist destination and every citizen is a tour guide (Munir, 2022). Community support and concern in the development of tourist attractions is very important because the interaction between tourists and the community is unavoidable so that the negative impact of tourism can be minimized (Astawa & Sudibia, 2021). This encourages the tourism industry to face various sustainability challenges such as resource manipulation, economic uncertainty and changes in tourism demand. Therefore, tourism policy makers must promote and prepare for innovation and resilience for local communities and tourist areas (Spenceley, 2010). So that the development of culinary tourism entrepreneurship plays a very important role in supporting the development of the tourism industry, especially as a tourist attraction to Sumedang Regency, which from year to year has increased as presented in [Table 1](#).

Table 1. Data on the Number of Tourist Visits for Sumedang Regency 2016-2022

No	Year	Traveler		Total
		Foreign	Local	
1	2018	391	498,081	498,472
2	2019	4,148	810,790	814,938
3	2020	107,244	877,930	881,822
4	2021	-	-	648,004
5	2022	11,410	1,282,543	1,293,953

Source:(DisParBudPora, 2023)

[Table 1](#) shows that the number of tourist visits has increased from year to year, except in 2021, which is currently experiencing the Covid-19 pandemic. When tourists visit, they certainly cannot be separated from enjoying the various culinary delights found in Sumedang Regency. The most important part of a holiday is culinary so a visit to a restaurant tends to be a peak experience for tourists (Blichfeldt, Chor, & Ballegard, 2010). Generally they will look for local traditional foods that are characteristic.

Traditional culinary tourism based on local wisdom is in great demand by tourists visiting Sumedang Regency, both domestic and international tourists. Based on field observations, the mainstay culinary menu of tourists when visiting Sumedang only chooses tofu as souvenirs, even though many and varied types of other traditional foods are offered. In addition to tofu, typical Sumedang culinary delights that can be enjoyed include; Cilembu sweet potatoes, tutug oncom, opak, and soto bongko (Putra & Fauzan, 2019). This is certainly a challenge and opportunity for other culinary tourism drivers to develop their entrepreneurial strategies.

Entrepreneurial development strategies must be carried out so that other culinary tourism mainstay menus besides tofu obtain optimal results. Furthermore, culinary tourism is not only to know and experience other cultures, but also to feel adventure, adaptability, and openness (Molz, 2007). The development of culinary tourism today can be said to be growing very rapidly, including the restaurant business, café & coffee shop. These three things are very easy to find various types and forms. The culinary tourism business is indeed increasingly thriving along with the development of the population and the lifestyle of people who want to be served quickly. Whether we realize it or not, with the growth of the population, so are the food needs that must be provided. It can be shown in [Figure 1](#).



Figure 1. Tourist Destinations at Six Cisumdawu Toll Gates
 Source: (DisParBudPora, 2023)

The existence of culinary tourism in Sumedang Regency is an entrepreneurial potential that can be developed along with the development of tourist destinations. **Figure 1**, is a map of tourist destinations following the operation of the Cisumdawu Toll Road where there are six toll gates located in the Sumedang Regency area including: Jatinangor, Pamulihan, Sumedang Kota, Cimalaka, Paseh, and Ujungjaya. There are still many tourist destinations that can be developed but have not been mapped, especially the mapping of culinary tourism entrepreneurship development strategies that are located not far from the six gates of the Cisumdawu Toll Road. This, of course, must be utilized as an opportunity to increase the number of tourist visits to Sumedang Regency. Currently, the types of culinary businesses that are officially registered based on data amount to 204 units consisting of restaurants, cafes & coffee shops (DisParBudPora, 2023) as presented in **Table 2**.

Table 2. Types of Culinary Tourism in Sumedang Regency

No	Types of Culinary Tourism	Total
1	Restaurant	125
2	Café and Coffee Shop	79
Total		204

Source: (DisParBudPora, 2023)

The existence of this data is an opportunity to be developed more optimally. Culinary entrepreneurship development can be done to create a competitive advantage in improving performance. Because, it is dynamic, always changing, there are times when it is crowded and lonely for buyers or there are times when it experiences profits and losses. An entrepreneurial mindset, if desired, can be a differentiator into a profitable business (Samoedra, Kaniawati, Kurniawan, Febrianti, & Hendri, 2021). So that it requires an appropriate culinary tourism entrepreneurship development strategy that can support its sustainability. Based on this, this study will examine the analysis of the construction of the Cisumdawu toll road on the development of culinary tourism entrepreneurship in Sumedang Regency. This is expected as a further structuring step in a more promising direction, especially in supporting the Sumedang government program as a Tourism Regency.

2. Theoretical Framework

Culinary tourism has the potential to become a future tourism industry. A researcher from Bowling Green University, Ohio named Lucy Long in 1998 coined culinary tourism. Furthermore, culinary tourism includes trying food while traveling, cooking at home, tasting food at ethnic restaurants, and visiting food festivals (Long, 2014). Thus, culinary tourism has the potential to be an attraction in developing the tourism industry. Because, it is different from other types and tourist destinations in general which focus more on product excellence, both the taste and the uniqueness of a food dish and apart from the natural beauty of

the surroundings. The development of culinary tourism has only recently become popular since 2011, along with the formation of the International Culinary Tourism Association (ICTA) by Erik Wolf, which provides the following understanding of culinary tourism.

- Culinary tourism is an exploration of a variety of unique culinary delights that provide memories. This experience can be brought and felt at home.
- Culinary tourism is not agricultural tourism even though there are agricultural elements in it. Agricultural tourism (agrotourism) is part of rural tourism, while cuisine (cuisine) is part of cultural tourism.
- Culinary tourism includes a variety of culinary experiences, not just enjoying dinner at a restaurant every weekend.
- Culinary tourism examines elements of cooking courses including: guidebooks and kitchen utensil shops; culinary tours (tour guides, culinary media; and culinary tourism guide books); food businesses (distributors, entrepreneurs and growers of food plants); and culinary attractions (snack festivals and food exhibitions).

This shows that culinary tourism not only contributes to a person's travel motivation but can also be an unforgettable experience for tourists when visiting a destination.

3. Methods

The qualitative method used in this research is done by describing and producing data accurately and systematically in revealing facts. The research departed from the input data in the analysis processed using the canvas business model analysis and SWOT, where the results of the analysis were then concluded again through the description of the results of the analysis in descriptive form. The aim is to make a systematic, factual and accurate description of the facts, characteristics and relationships between the phenomena studied. This is done by exploring a problem related to the analysis of the construction of the Cisumdawu toll road on the development of culinary tourism entrepreneurship in Sumedang Regency.

4. Results and Discussions

The Cisumdawu Toll Road has a length of 80 km and was inaugurated by President Joko Widodo on July 11, 2023, after 12 years of work. The construction of the Cileunyi-Sumedang-Dawuan (Cisumdawu) Toll Road Project was built using a Solicited PPP scheme with the Ministry of Public Works and Public Housing (PUPR) through the Toll Road Regulatory Agency (BPJT) as PJKP as presented in [Figure 2](#).

Figure 2. Cisumdawu Toll Road Network



Source: Cisumdawu Toll Road Project Work Unit (Baihaqi & Primasari, 2023)

Figure 2 and [Figure 3](#), show the road network and a picture of the Cisumdawu Toll Gate consisting of 6 sections. Section 1 connects Cileunyi-Pamulihan for 11.45 km, then Section 2 Pamulihan-Sumedang 17.05 km, and Section 3 Sumedang-Cimalaka 4.05 km. Section 4 to Section 6 spans 29.3 km from Cimalaka to Dawuan. Sections 1 and 2 are carried out by the government as part of the Viability Gap Fund (VGF) to

increase the feasibility of the toll road investment. Sections 3-6 are being undertaken by Jusuf Hamka's toll road company PT CKJT (Citra Karya Jabar Tol). Sections 1 and III have twin tunnels that cut through the hills of 472 meters and 15 meters. The Cisumdawu Toll Road is fully connected to the Cikopo-Palimanan Toll Road and Kertajati Airport. The Cisumdawu toll road network is presented in **Table 3**.

Figure 3. Six Gates of Cisumdawu Toll Road



Source: (Researcher's data, 2023)

Table 3. Names of Cisumdawu Toll Gate

No	Name	Description
1	Cileunyi	The interchange toll gate connected to the Purbaleunyi toll road at KM 156 is the entrance to the Bandung area.
2	Jatinangor	A toll gate that only has exit access at KM 161 from Cileunyi to the education area: Unpad, ITB, and others.
3	Pamulihan	Toll gate at KM 166 T Cisumdawu access to Pamulihan, Tanjungsari, or Rancakalong area
4	Sumedang	Toll gate at KM 184 Cisumdawu Sumedang City Region access to the square
5	Cimalaka	Toll gate at KM 187 Cisumdawu
6	Paseh	Toll gate at KM 193 Cisumdawu access to Paseh, Conggeang, and Buahdua
7	Ujungjaya	Toll gate at KM 210 Cisumdawu access to arterial roads to Ujungjaya, Palasah, and Sakurjaya
8	Ujungjaya Utama	Toll gate at KM 216 Cisumdawu access connected to Cipali toll road

Source: (Perdana, 2023)

Sumedang centralizes its core business into a Tourism Regency. Every agency is a tourism agency in accordance with its field, every place is a tourist destination and every citizen is a tour guide. This is supported by the construction and opening of the Cisumdawu Toll Road, indirectly access to tourist destinations, especially culinary tourism in the Sumedang area will become more open. Because one of the keys to the development of regional tourism is accessibility. Thus, the operation of the Cisumdawu Toll Road is a good opportunity in an effort to realize Sumedang as a Tourism Regency. In accordance with one of the Vision and Mission including.

- a. The vision is a stronger regional economy that is competitive regionally, nationally and internationally, based on efforts to develop comparative, competitive and cooperative advantages in utilizing the potential of agribusiness, tourism and industry.
- b. The mission is to realize a resilient and sustainable regional economy based on agribusiness, tourism and industry.

The purpose of developing a culinary tourism business in Sumedang Regency is to provide food and beverage services in the form of restaurants, cafes and coffee shops.

- a. Restaurant, Café and Coffee Shop are open to various age groups
- b. Restaurant, Café and Coffe Shop strive to achieve tourist satisfaction
- c. Restaurant, Café and Coffe Shop strive to build relationships for business progress
- d. Restaurant, Café and Coffe Shop has its own brand to develop according to its characteristics and uniqueness.

Culinary tourism business development activities in Sumedang Regency include the following activities

- a. Quality food and drinks

The development of culinary tourism businesses in Sumedang Regency focuses on serving quality food and drinks. hygienic, nutritious, has its own characteristics and uniqueness of taste in its presentation.

- b. Quality raw materials
The development of culinary tourism businesses in Sumedang Regency focuses on the use of quality raw materials that are fresh and durable so that they can serve good food and beverage flavors.
- c. Quality human resources
The development of culinary tourism businesses in Sumedang Regency focuses on empowering a workforce that prioritizes the best service in achieving tourist customer satisfaction.
This is carried out in an effort to realize a prosperous, religious, and democratic Sumedang Regency in 2025. Furthermore, the results showed that the development of culinary tourism entrepreneurship in the six gates of the Cisumdawu Toll Road can be identified in [Table 4](#).

Table 4. Mapping Culinary Tourism in Sumedang Regency

No	Toll Gate Name	Total	Percentage
1	UjungJaya	12	6%
2	Paseh	3	1%
3	Pamulihan	20	10%
4	Jatinangor	56	27%
5	Sumedang Kota	102	50%
6	Cimalaka	11	5%
Jumlah		204	100%

Source: (Researcher's data, 2023)

If the data is processed based on the accessibility of the Cisumdawu Toll Gate as shown in Figure 4.1, there is an uneven distribution. Based on these data, there are currently growing, developing, and continuing only 173 units. However, there are also those who changed their names 6 units, temporarily closed 4 units, and even permanently closed 21 units as presented in [Table 5](#).

Table 5. Culinary Tourism Based on Status

No	Status	Total
1	Change Name	6
2	Temporarily Closed	4
3	Permanently Closed	21
Jumlah		31

Source: (Researcher's data, 2023)

Based on Table 5, there are 6 culinary tourism businesses that have changed their name. This is done with the aim of rebranding is to create a new image or image of the company that will bring greater profits. The name has indeed been proven to be able to position the business in the midst of today's increasingly fierce business competition. However, according to the rules, the name that has been registered cannot be changed or replaced, so if the business actor has a new name, it is necessary to apply for re-registration to the relevant office. Culinary tourism that has a temporary closed status totals 4 business units. This happens because entrepreneurs no longer feel the benefits of continuing business operations. They do not want to risk losses with a reduced number of requests. So that the business must be closed for a while. Meanwhile, culinary tourism businesses that have permanent closed status. This is due to a lack of financial control, for example, entrepreneurs must pay off their obligations to the bank and pay taxes, fail in planning, inadequate location, and the cost of renting a place that is too high.

Culinary tourism businesses are mostly located near the Sumedang and Jatinangor toll gates. This is as a result of the many destinations where preferences for products will be formed based on tourists' perceptions (Sumarwan, Simanjuntak, & Yurita, 2012). Thus, interest and food preferences play an important role in the selection of destinations by tourists. The following are the results of the analysis of the culinary tourism entrepreneurship business model environment at the six toll gates of the cisumdawu toll road in Sumedang Regency.

[Figure 4](#), shows that the development planning of a business or business is strongly influenced by its environmental conditions. The business model environment can be carried out through mapping four main areas, relating to market forces, industry forces, key trends, and macro-economic forces, the following is an explanation. The results of EFAS and IFAS processing can be used as a culinary tourism

entrepreneurship development strategy formula near the six Cisumdawu Toll Gate Gates by combining factors into a Strength-Opportunity (SO) Strategy, Weakness-Opportunity (WO) Strategy, Strength-Threat (ST) Strategy and Weakness-Treat (WT) Strategy, as presented in **Table 6**.

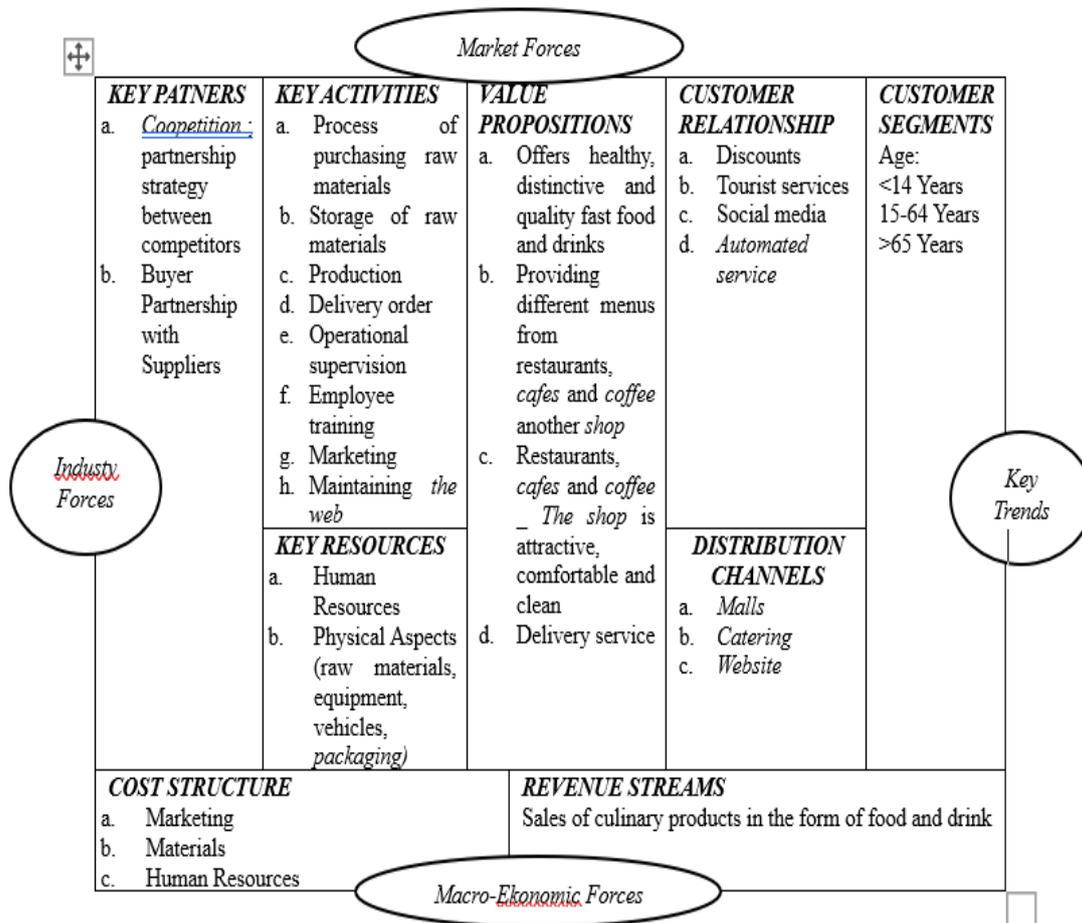


Figure 4. Culinary Tourism Entrepreneurship Development Canvas Business Model at Cisumdawu Toll Gates, Sumedang Regency
Source: (Researcher's data, 2023)

Table 6. SWOT Analysis

	IFAS	Strength --	Weakness --
EFAS		<ol style="list-style-type: none"> Marketing Aspect <ol style="list-style-type: none"> Have regular customers (tourists). Affordable prices Financial aspect <ol style="list-style-type: none"> Stable profits Production costs are lower than sales Operational Aspects <ol style="list-style-type: none"> The room decoration has charm Typical and quality culinary products HR aspect <ol style="list-style-type: none"> Fast service Friendly service 	<ol style="list-style-type: none"> Marketing Aspect <ol style="list-style-type: none"> Lack of promotion Less aggressive branding Sales are not optimal Financial aspect <ol style="list-style-type: none"> Disorganized financial reports Operational Aspects <ol style="list-style-type: none"> Lack of comfortable supporting facilities, such as toilets and prayer rooms Location is less strategic HR aspect <ol style="list-style-type: none"> Lack of professional staff
	Opportunity --	SO	WO
	<ol style="list-style-type: none"> Marketing Aspect Marketing is done <i>offline</i> and <i>online</i> Policy Aspects Making business permits is easy Technological Aspects Using <i>digital marketing technology</i> Operational Aspects Raw materials available 	<ol style="list-style-type: none"> Increase sales of products in the form of food and drinks Establish good relationships between owners, managers, employees and raw material suppliers Maintaining tourist trust with unique, quality products Provide fast and friendly service 	<ol style="list-style-type: none"> Collaborating with partners whether they have a culinary tourism business or not Using technology to help employees in financial management
	Threats --	ST	WT
	<ol style="list-style-type: none"> Operational Aspects Raw material prices have increased Competitor Aspects <ol style="list-style-type: none"> Strong competitors with the same culinary products Promotion of competitors' products is better Competitor branding is more popular Unfair price competition 	<ol style="list-style-type: none"> Innovating typical <i>Sumedang</i> culinary products according to trends Maintaining the use of raw materials to maintain quality Guarantee the availability of substitute products if the main culinary product is not available 	<ol style="list-style-type: none"> Improve web content so that it has more appeal to tourists Increase employee professionalism through <i>capacity building</i> at least once a year Intensively carry out <i>offline</i> and <i>online branding</i> to increase sales of culinary products to tourists

Source: (Researcher's data, 2023)

Based on **Figure 5**, the coordinate points are in the strengths and opportunities area, meaning that the development of culinary tourism entrepreneurship near the six Cisumdawu Toll Gate gates is in quadrant I. The strategy of supporting aggressive growth policies must be implemented to focus on using strengths to take advantage of existing opportunities. The strategy of supporting aggressive growth policies must be implemented with a focus on using strengths to take advantage of existing opportunities.

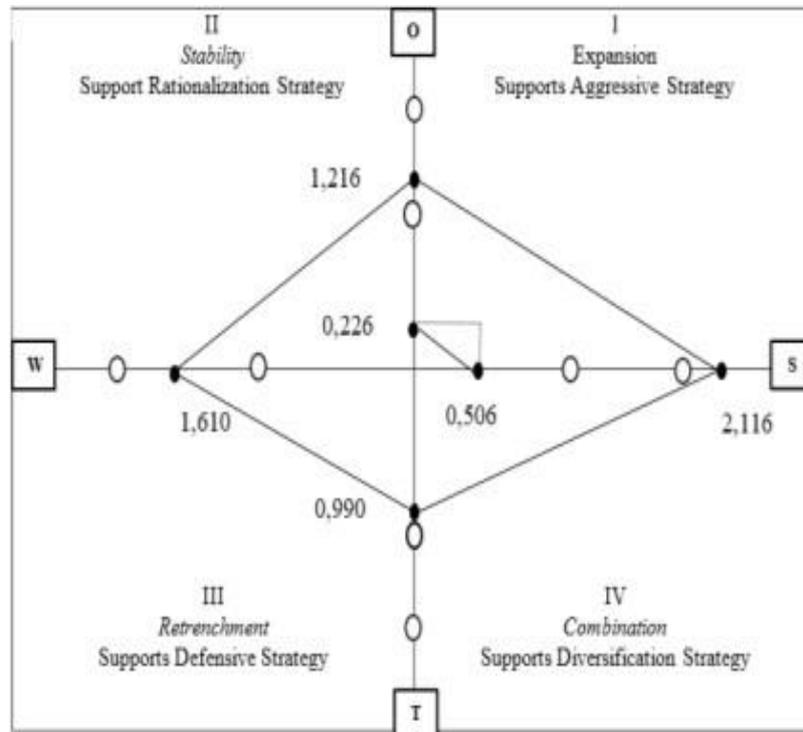


Figure 5. SWOT Matrix

Source: (Researcher's data, 2023)

Based on Figure 5, the coordinate points in the strengths and opportunities area, it means that the development of culinary tourism entrepreneurship near the six gates of the Cisumdawu toll gate is in quadrant I. The strategy of supporting aggressive growth policies must be implemented with a focus on using strengths to take advantage of opportunities that exist evenly near the Six Cisumdawu Toll Gate. Culinary tourism entrepreneurship development is carried out covering aspects of marketing, operational, human resources and financial plans

5. Conclusions

Culinary tourism business development should begin with a careful planning so that the direction of business development can be measured whether it is growing, developing, and continuing. So that it becomes a reference in future policy making in an effort to develop culinary tourism entrepreneurship evenly throughout the region, especially those with access to the Cisumdawu Toll Gate, not concentrated in the Sumedang City area.

The development of culinary tourism entrepreneurship can be done including aspects of marketing plans, operations, human resources and finance. Thus, the research results prove that the construction of the Cisumdawu toll road must be used as an opportunity as a step towards the sustainability of culinary tourism entrepreneurship in supporting Sumedang as a Tourism Regency.

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