



(REVIEW ARTICLE)



The beauty of Volendam city and its culinary issues for Indonesian tourists

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Abstract

Volendam in the Netherlands is a popular tourist destination with its beautiful attractions and diverse traditional culture. However, for Indonesian tourists visiting the city, finding halal food and Asian specialties can be a challenge. The limited selection of restaurants serving halal and Asian specialties, such as Indonesian food, may affect Indonesian tourists' satisfaction and desire to return to Volendam in the future. This research discusses the beauty of Volendam's marine tourism and its culinary issues for Indonesian tourists. The study was conducted using a qualitative approach, by collecting data through exploration of literature studies and direct observation through visits and interviews with travel business practitioners who have visited there more than 2 times. The study results show that marine tourism is the main attraction for Indonesian tourists when visiting Volendam City. In this study, the relevant communication paradigm approach is the constructivistic paradigm which can give strength to the correlation between the solution of culinary issues and the needs of Indonesian tourists, but this approach tends to be subjective and more difficult to measure objectively. Therefore, the constructivistic approach must be balanced with other approaches such as the positivistic approach to provide a more complete understanding of the culinary issue. It is hoped that this research can provide benefits in the form of useful information for Indonesian tourists visiting Volendam City and local tourism stakeholders in improving culinary choices for Indonesian tourists in this city.

Keywords: Volendam, Halal food, Indonesian tourists, Marine tourism, Culinary issues

1. Introduction

There are several reasons why the Volendam ecotourism destination was chosen for research, including: The author has visited there, and has made direct observations, then the author feels interested in doing research because of several considerations, namely: its natural beauty and cultural diversity that is still maintained. The life of fishermen, windmills, and traditional houses in Volendam is an attraction for tourists.

Volendam is one of the popular destinations in the Netherlands, especially for tourists looking for ecotourism and cultural experiences, the issue of the challenges faced by tourists looking for halal food and Asian specialties in Volendam, is an important issue to discuss, especially with the increasing number of tourists from Southeast Asia visiting there, then the tourism industry can contribute significantly to the local economy in the local municipality.

Therefore, increasing halal food options and Asian specialties can help increase the attractiveness of tourism and the welfare of local residents.

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Figure 1 Trip Photos to Nederland

https://drive.google.com/file/d/1GpJCO9I5u0WyM2-mAQ8FRawvdPK_Ono7/view?usp=share_link

Link 1 : Overview Short Clip Video Volendam Report Narration, Courtesy by 1st Author ¹Idris Kusumanegara.

Here the author gives the definition of Halal Food as follows :

Halal food refers to food and drinks that are permissible, lawful, and allowed to be consumed by Muslims according to Islamic law or Shariah. The term "halal" is an Arabic word that means "permissible" or "allowed," and it applies to all aspects of life, including food, finance, business, and social behavior, Khan MI (2016), Saudi J. Bus. Manag. Stud.; Vol-1, Iss-1(Feb-Apr, 2016):32-42.

In the context of food, halal refers to the specific methods and guidelines for the preparation, processing, and consumption of food and drinks that are in accordance with Islamic law. For example, halal food must not contain any pork or pork by-products, blood, alcohol, or any other forbidden ingredients, and it must be prepared using utensils and equipment that are clean and free from contamination.

Halal food is not only consumed by Muslims, but also by non-Muslims who choose to follow a halal diet for health or ethical reasons. The demand for halal food has grown significantly in recent years, and many food producers and manufacturers now offer halal-certified products to cater to this market.

Here is the location on a map of the Netherlands, Cities or districts of Volendam, indicated by a Blue arrow.

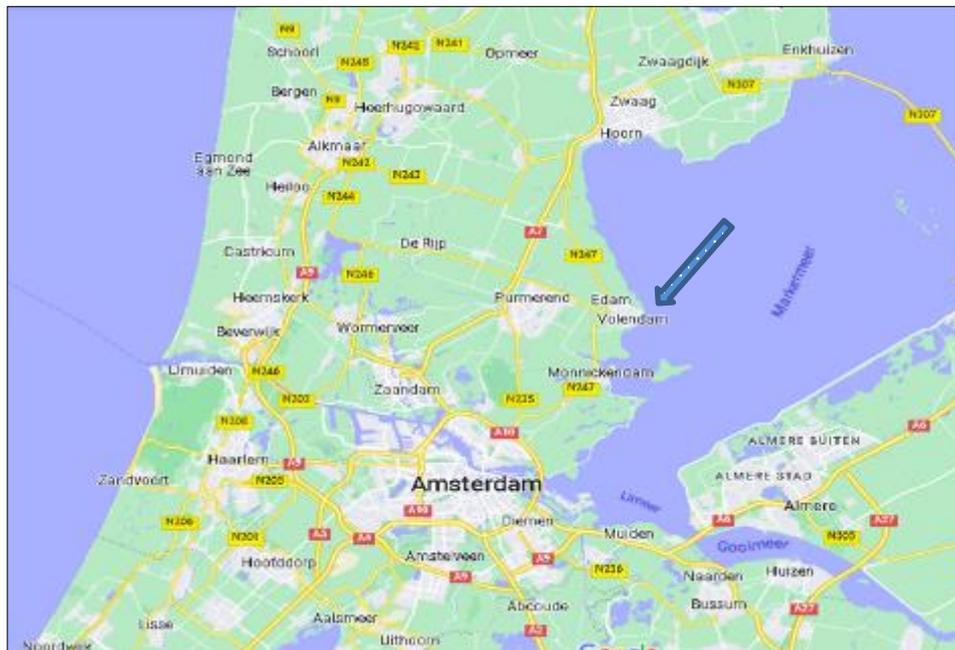


Figure 2 District of Volendam shown by Blue arrow.

2. Explanation

In this study, further exploration will be carried out on culinary issues faced by tourists in Volendam and solutions to improve the choice of halal food and Asian specialties. This research is expected to provide useful information for tourists who will visit Volendam and local tourism stakeholders.

Volendam is a seaside town in the eastern Netherlands that became one of the populist destinations for Indonesian tourists after the COVID-19 pandemic ended. However, the number of tourists visiting the city can vary from time to time, depending on various factors such as seasonality, economic conditions, and the global situation. The Dutch city of Volendam is known for its natural beauty and cultural diversity. The town is especially famous for its fishing traditions, which continue to this day. Tourists from all over the world often visit Volendam to enjoy the stunning scenery and experience the daily life of the locals.

To address this issue, this study recommends several solutions, including:

- encouraging more restaurants in Volendam city to provide halal food options and Asian specialties,
- promoting halal and Asian restaurants in Volendam to Indonesian tourists through social media and online marketing platforms, and
- opening opportunities for Indonesian entrepreneurs to open culinary businesses serving halal food and Indonesian specialties in the city of Volendam.

Currently, there are still restaurants in Volendam that serve European dishes such as seafood and non-halal animal food, so tourists who follow a halal or vegetarian diet, will have difficulty finding food that suits their needs. In addition, travelers from Southeast Asia may also feel uncomfortable with the choice of dishes that are not in line with their eating habits.

For travelers from Southeast Asia, finding halal food and Asian specialties in the city can be a challenge. The limited choice of restaurants that serve halal and Asian dishes is one of the main issues faced by tourists visiting Volendam. It has been observed that quite a number of Southeast Asian travelers require halal and Asian food during their trip.

Therefore, it is important to explore this issue further and find solutions to increase the choice of halal food and Asian specialties in Volendam. In this study, we will discuss the importance of the culinary sector for tourism in Volendam, the issue of lack of halal and Asian food options in the city, and solutions to increase halal and Asian food options for tourists visiting Volendam.

There are several reasons why there are no Indonesians in the city of Volendam who have opened Indonesian food specialty restaurant businesses such as Padang restaurants and others, including:

- Opening a restaurant business requires a large amount of capital, including capital to rent a place, buy cooking utensils, hire employees, and others. Limited capital may be one of the factors that make it difficult for Indonesians to open a restaurant business in Volendam, as property prices there are very expensive,
- To open a restaurant business, a reliable and skilled workforce is required. However, Indonesians in Volendam may find it difficult to find labor that suits their needs, both in terms of cooking skills and experience working in restaurants.
- The city of Volendam has many restaurants offering European dishes, so competition is fierce. Marketing Indonesian dishes may require more time and effort to compete with other restaurants, and some of these restaurants are:
 - <https://www.thefork.com/restaurant+volendam> - List of restaurants in Volendam on TheFork website.
 - <https://www.iens.nl/restaurants-volendam/c26058> - List of restaurants in Volendam on the IENS website.
 - https://www.tripadvisor.com/Restaurants-g188605-Volendam_North_Holland_Province.html - List of restaurants in Volendam on the TripAdvisor website.

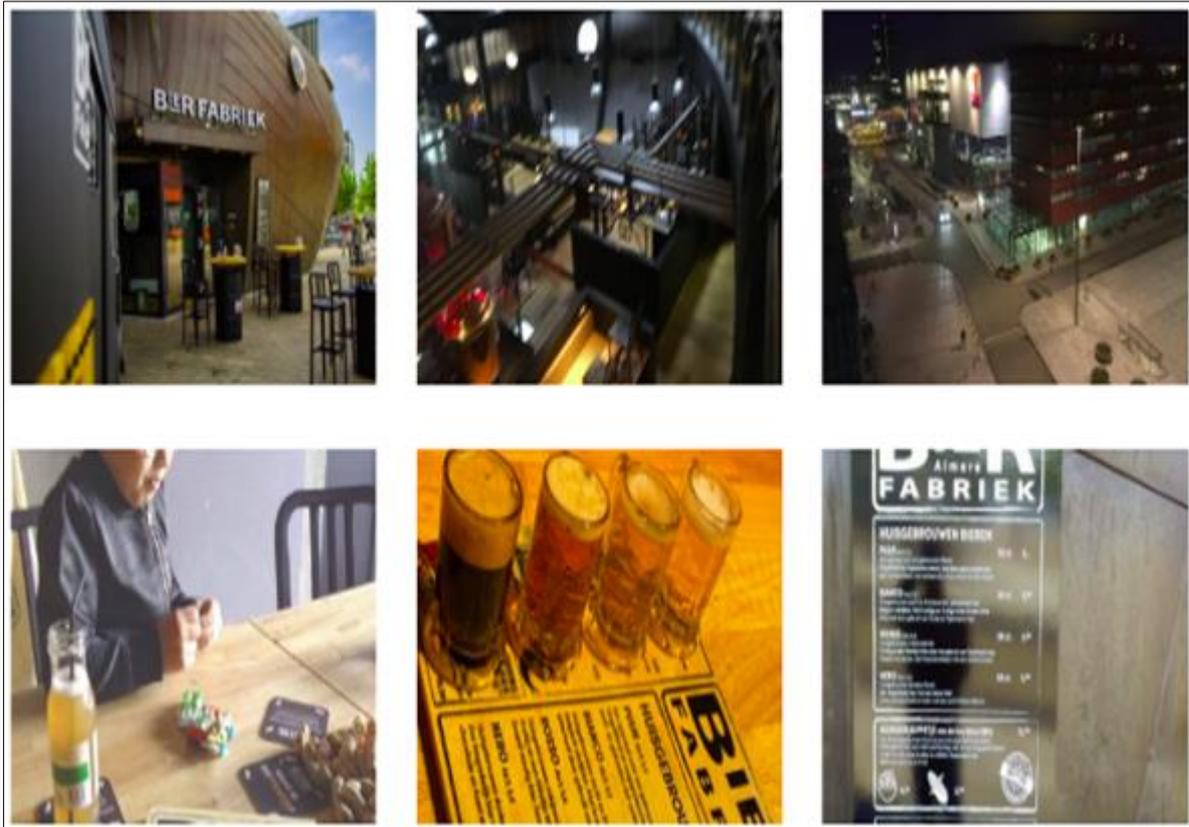


Figure 3 Indulge in a taste of Europe at our Volendam eatery, with a wide selection of dishes that are not yet certified Halal

Indonesians in Volendam may face challenges when it comes to regulations for opening a restaurant business, such as licensing and food regulations. Understanding and complying with regulations can be time-consuming and costly.

Opening a restaurant serving halal food in Volendam city can be challenging in terms of obtaining halal ingredients. Restaurants may need to export halal ingredients from abroad or source them from local producers who provide ingredients to be processed into halal food.

To obtain a halal certificate, restaurants need to pay certification fees to local health and government authorities. This certification fee can be very high depending on the country or the halal certification agency received.

Restaurants that serve halal food must meet stricter hygiene requirements to maintain food hygiene and health. They must ensure that cooking utensils and food ingredients are not contaminated by non-halal ingredients.

Limited ingredient options can be another challenge faced by restaurants serving halal food in the city of Volendam. Restaurants may need to find substitutes for certain ingredients that are unavailable or hard to find in the city.

Nonetheless, there are some Indonesians who are trying to open culinary businesses in Volendam, such as food kiosks and food outlets in supermarkets. They face the same challenges as above, but still try to meet the culinary needs of Indonesian tourists, a challenge, opening a restaurant that serves halal food can provide a great business opportunity for culinary entrepreneurs in the city of Volendam. In recent years, the demand for halal food and Asian specialties has increased worldwide, including in the Netherlands. Opening a restaurant serving halal food can be an attractive option to meet the growing market demand, to meet the growing market demand.

3. Background of the Problem

The Dutch city of Volendam is a popular tourist destination for its beautiful scenery and diverse traditional culture. However, for Indonesian tourists visiting the city, finding halal food and Asian specialties can be a challenge. The limited

selection of restaurants serving halal and Asian specialties, such as Indonesian food, may affect Indonesian tourists' satisfaction and desire to return to Volendam in the future.

Previous research shows that Indonesian tourists are increasingly traveling to the Netherlands, especially to cities such as Amsterdam, Rotterdam, and The Hague. However, the demand for halal food and Asian specialties outside of these major cities has yet to be fully met. This challenge in finding halal and Asian food can affect the satisfaction and willingness of Indonesian tourists to return to the Netherlands.

Therefore, it is necessary to find a solution to increase the choice of halal food and Asian specialties for Indonesian tourists visiting the city of Volendam. In this scientific research, we will discuss the tourist beauty of Volendam City and its culinary issues for Indonesian tourists. The study was conducted using a qualitative approach, by collecting data through structured interviews with fellow Indonesian tourists visiting Volendam City and local culinary entrepreneurs.

It is hoped that this research can provide useful solution recommendations for Indonesian tourists visiting the city of Volendam and local tourism stakeholders to improve culinary options for Indonesian tourists in this city. In addition, this research can also provide useful information for culinary entrepreneurs who want to open a business in the city of Volendam, especially in terms of marketing halal food and Asian specialties to reach a growing market.

4. Previous Research

Previous research on culinary issues and satisfaction of Indonesian tourists visiting the city of Volendam is limited, however, some relevant research has been conducted on tourism and cuisine in other destinations in the Netherlands, as well as in other similar destinations.

For example, research conducted by Saldana and Kim (2020) in cities in the Netherlands found that halal food and Asian specialties are still not available in many restaurants, despite increasing tourist demand. Another study conducted by Astuti, Suwarno, and Rofiq (2020) in cities in the Netherlands also showed that there are challenges in meeting the demand for halal food for Indonesian tourists, including halal certification issues and lack of knowledge about the Indonesian tourist market.

Another study conducted by Saad, Salem, and Yacout (2020) in tourist destinations in Cyprus showed that halal cuisine is an important factor for Muslim tourists, including Indonesian tourists. The study also found that successful culinary entrepreneurs are those who are able to meet tourists' demand for halal culinary by adapting their traditional dishes to comply with halal standards.

This relevant previous research can provide insights for scholarly research on the tourist beauty of Volendam City and its culinary issues for Indonesian tourists, especially in terms of the challenges faced by culinary entrepreneurs to meet the demand for halal and typical Asian cuisine for Indonesian tourists in Volendam city.

5. Theoretical Foundation

5.1. Top of Form

Some relevant theoretical foundations to synthesize scientific research on the beauty of Volendam City tourism and its culinary issues for Indonesian tourists include:

- **Tourism and tourist satisfaction:** This theoretical foundation explains the concept of tourism and how tourism can provide a positive experience for tourists. The concept of tourist satisfaction is also important to understand, because tourist satisfaction can affect the desire of tourists to return to visit certain tourism destinations. Research in this area can provide an understanding of the satisfaction of Indonesian tourists visiting the city of Volendam and how this relates to the culinary issues faced.
- **Halal culinary:** This theoretical foundation discusses halal culinary and the challenges faced in meeting the demand for halal food in certain tourism destinations. Research in this area can provide insight into the challenges and solutions in meeting the halal culinary needs of Indonesian tourists in the city of Volendam.
- **Culinary marketing:** This theoretical foundation discusses culinary marketing strategies and how these can influence tourists' decisions in choosing certain tourism destinations. Research in this area can provide insights into how culinary entrepreneurs in the city of Volendam can market their halal food and Asian specialties to Indonesian tourists.

- Interaction between cultures: This theoretical foundation discusses intercultural interactions and how these can influence tourist perceptions and behavior. Research in this area can provide an understanding of how intercultural interactions can affect the satisfaction of Indonesian tourists visiting the city of Volendam and how this relates to the culinary issues at hand.

By using relevant theoretical foundations, the synthesis of scientific research on the tourist beauty of the city of Volendam and its culinary issues for Indonesian tourists can provide a deeper insight into the culinary issues faced and solutions to increase the satisfaction of Indonesian tourists visiting the city of Volendam.

One of the communication theories relevant to this research is the symbolic interaction theory developed by George Herbert Mead (1934), which says that: humans use meaningful symbols, such as language and signs, to understand and respond to the world around them through social interaction.

According to Herbert Mead (1934), human actions are based on the understanding they give to these actions. These meanings are formed by social interactions between individuals and their environment.

In social interactions, humans use meaningful symbols to understand the world around them. These symbols include words, body language, and other signs that can be interpreted by other individuals. Symbolic interaction theory is also similar to semiotic theory which has similarities in terms of considering the importance of symbols in understanding the world around us. This theory was first published by Ferdinand de Saussure (1916), in his book entitled "Course in General Linguistics" which says that language consists of two important elements, namely sign and meaning, and that the relationship between the two is arbitrary (not natural) and argues that language symbols (words, phrases, or other signs) are used to give meaning to the world around us.

However, the main difference between the two is that symbolic interaction theory focuses more on social interactions and how these symbols are used in social interactions to understand the world, while semiotic theory focuses more on the use of symbols in language as communication signs.

In the context of this scientific research, symbolic interaction theory can help understand how Indonesian tourists interact with their environment, including Volendam City tourism and the culinary available in the city. Indonesian tourists bring their own understanding and meaning of tourism and culinary, and how these experiences affect their satisfaction while visiting the city of Volendam, during a visit it is expected to be easier to find food outlets or restaurants that serve food that suits the tongue of Indonesian tourists, in order to provide benefits to the personal health of each tourist, if Indonesian tourists are in a healthy condition during a visit, it will certainly give its own impression and experience, for that as a communicologist the author should do. The delivery of health information and education can be done through socialization which cannot be separated from the communication process, this is important for the government in delivering messages to the public (Winangsih, 2019).

Symbolic interaction theory can also help understand how culinary entrepreneurs in Volendam city interact with Indonesian tourists and how they understand the symbols used in their culinary promotions. Culinary entrepreneurs can use meaningful symbols to attract the attention of Indonesian tourists, such as pictures of food and the use of words that describe the taste and aroma of their food.

By understanding symbolic interaction theory, ways can be found to improve communication between culinary entrepreneurs in the city of Volendam and Indonesian tourists, so as to improve the culinary issues faced by Indonesian tourists visiting the city of Volendam.

6. Literature review

There are several sources of relevant Literature Study Content for Research on the tourist beauty of Volendam City and its culinary issues for Indonesian tourists:

- Astuti, S., Suwarno, S., & Rofiq, A. (2020). Halal tourism market in the Netherlands: Business opportunity for Indonesian entrepreneurs. *Journal of Islamic Marketing*, 11(4), 1064-1084. This research discusses the market potential of Muslim tourists in the Netherlands, especially Indonesian tourists, and the challenges faced by culinary entrepreneurs in meeting the demand for halal food.

- Djumhana, A. (2018). Hospitality and Halal tourism in the Netherlands: exploring the potential of the Muslim market. *Journal of Tourism and Cultural Change*, 16(2), 121-137.
This study discusses the market potential of Muslim travelers in the Netherlands, including Indonesian travelers, and the challenges in meeting their demand for halal cuisine.
- Ferdinand de Saussure (1916), in his book entitled "Course in General Linguistics" which says that language consists of two important elements, namely sign and meaning, and that the relationship between the two is arbitrary (not natural) and argues that language symbols (words, phrases, or other signs) are used to give meaning to the world around us.
- George Herbert Mead(1934), "Symbolic Interaction Theory", 12 (1963): 5-51.
Humans use meaningful symbols, such as language and signs, to understand and respond to the world around them through social interaction..
- Khan MI,(2016), Understanding "Halal" and "Halal Certification & Accreditation System"- A Brief Review about definition of Halal is taken through the views of eminent Islamic scholars. Different interpretations of Halal items are being made, whereas many bodies are certifying these as Halal product.
- Saad, M. M., Salem, N. N., & Yacout, M. H. (2020). Halal tourism in Cyprus: challenges and opportunities. *Journal of Islamic Marketing*, 11(1), 121-136.
This research discusses the importance of halal food for Muslim tourists, including Indonesian tourists, in the context of tourist destinations in Cyprus, as well as the implications for culinary entrepreneurs in meeting the demand for halal food.
- Saldana, A. C., & Kim, Y. K. (2020). The role of halal food in attracting Muslim travelers: A case study of the Netherlands. *Journal of Destination Marketing & Management*, 17, 100416.
This research discusses the challenges faced by restaurants in the Netherlands in providing halal food and Asian specialties to Muslim tourists, as well as the implications of the lack of halal food offerings for the tourism industry in the Netherlands.
- Urry, J. (2002). *The tourist gaze*. SAGE Publications.
This book discusses the phenomenon of tourists as consumers and how they perceive tourist destinations. This research can provide insight into how Indonesian tourists perceive the beauty of Volendam City tourism and how it affects their culinary preferences.

7. Research method

The following are some of the research methods used for this research are

7.1. Observation

Observations can be made directly in the field, utilizing existing data sources such as videos and photos.

Data obtained from observations can be analyzed to gain an understanding of the behavior and culinary preferences of Indonesian tourists.

Literature Study Analysis, Literature Study research method is used to collect and analyze data from literature or previous studies relevant to the tourist beauty of Volendam City and culinary issues faced by Indonesian tourists. Data obtained from literature analysis can be analyzed to find patterns and trends in the culinary preferences of Indonesian tourists and effective strategies in meeting their needs.

Focus groups, A research method used to obtain more in-depth information about the culinary preferences and needs of Indonesian tourists in the city of Volendam. Focus groups can be conducted by gathering several fellow Indonesian tourists and asking them to discuss their culinary preferences and experiences in the city of Volendam.

Data obtained from focus groups can be analyzed to gain a deeper understanding of Indonesian tourists' culinary preferences.

8. Conclusion

Based on the literature review and research methods described, it can be concluded that the tourist beauty of Volendam City has great potential as a tourist destination for Indonesian tourists. However, culinary issues faced by Indonesian tourists are a challenge that needs to be overcome by culinary industry players in the city of Volendam. This requires culinary entrepreneurs to pay attention to the needs of Indonesian tourists related to halal food and Indonesian specialties.

In overcoming this culinary issue, more specific and personalized marketing strategies can be carried out, such as promoting Indonesian specialties that suit the tastes of Indonesian tourists, providing halal certification for restaurants and cafes, and providing clear and accurate information about the ingredients used in each food. In addition, it is also necessary to consider sustainability factors in the development of the culinary industry in the city of Volendam, such as the use of organic and environmentally friendly ingredients and the reduction of food waste.

In answering culinary issues for Indonesian tourists in the city of Volendam, collaboration can be carried out between culinary industry players, local governments, and local communities to create a better culinary experience for Indonesian tourists. Thus, it is hoped that the tourist destination of Volendam City can be increasingly recognized and attracted by Indonesian tourists, and provide sustainable economic benefits for the local community.

The tourist beauty of Volendam City has great potential to attract Indonesian tourists. However, culinary issues faced by Indonesian tourists when visiting the city of Volendam are challenges that need to be overcome.

The main challenge is the lack of restaurants or eateries that provide halal food for Indonesian tourists. Most restaurants in the city of Volendam serve food that does not suit the needs and culinary preferences of Indonesian tourists. So it is necessary to make efforts to increase the provision of halal food for Indonesian tourists.

Various research methods can be used to obtain the necessary data, such as surveys, observations, focus groups, and literature analysis. The use of appropriate research methods in order to provide accurate results.

In addition, it is also necessary to consider social and cultural factors in culinary development for Indonesian tourists in the city of Volendam. Culinary entrepreneurs in the city of Volendam need to understand the culinary preferences and needs of Indonesian tourists, and strive to develop a menu that suits their preferences. In addition, culinary entrepreneurs also need to pay attention to sustainability in the development of the culinary industry so that it can have a positive impact on local communities and the environment.

In order to improve the culinary experience of Indonesian tourists in the city of Volendam, it is also necessary to do proper promotion and marketing. The use of social media and cooperation with travel agents can be an effective strategy in attracting Indonesian tourists to visit the city of Volendam.

With efforts to improve the provision of halal food and culinary development that suits the preferences of Indonesian tourists, it is expected to increase the number of Indonesian tourists visiting the city of Volendam and contribute to the development of the tourism industry in the city.

Compliance with ethical standards

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Disclosure of conflict of interest

The authors of this study consist of similar scholars with the same backgrounds and who reside in a similar educational institution, the Faculty of Social & Political Sciences of Universitas Sultan Ageng Tirtayasa.

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