



Combining Foodscape and Touristscape: International Tourism Marketing for Singapore and Batam

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ABSTRACT

The cities of Batam and Singapore are centers for tourist lovers, but official government authorities and destination marketing organizations tend to underestimate the potential of these destinations to be revisited by international tourists. In particular, there is little empirical research on international tourism, culinary tourism, and international marketing. This article aims to explore the scope of promotion of Batam and Singapore as culinary destinations. For the purpose of this research, A descriptive qualitative methodology using content analysis was developed to ascertain the relationship between food and tourism in the two places observed. using content analysis was developed to ascertain the relationship between food and tourism in the two observed places. The research method was carried out by conducting interviews and field observations. Data sources were obtained from interviews with Pokdarwis in Batam and tourists in Singapore. The research results stated the integration of Foodscape and Touristscape presents a promising avenue for international tourism marketing in both Singapore and Batam. These destinations possess rich culinary landscapes and diverse attractions that appeal to a wide range of travelers. By leveraging the synergy between Foodscape, which encompasses the culinary offerings reflective of their multicultural societies, and Touristscape, which includes the physical environment and attractions, Singapore and Batam can create compelling marketing strategies to attract international tourists. The combination of authentic culinary experiences, vibrant cultural attractions, and modern amenities positions both destinations as premier tourist destinations in the region.

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INTRODUCTION

Batam is one of the islands in the Riau Archipelago group. It is among 329 islands located between the Straits of Malacca and Singapore, collectively forming the Batam region. Despite limited written records about this island, one notable mention is in the Treaty of London, which regulated territorial division between the Netherlands and England. Chinese cruisers suggest that Batam has been inhabited since 231 M, when Singapore was known as Pulau Ujung. Before gaining attention from the central government, Batam was a desolate island with minimal signs of life, although some groups of people, mainly fishers and farmers, had settled there. These inhabitants had little impact on altering the island's natural landscape, which remained predominantly wild.

Indonesia is situated in Southeast Asia, alongside Malaysia and Singapore, which share similar geographical features. Among Indonesia's islands, Batam Island stands out for its proximity to and direct borders with Singapore and Malaysia, making it a strategically located city on international shipping routes. Batam has experienced rapid growth, with its population increasing significantly over the years. Initially housing only around 6,000 residents in the 1970s, Batam's population has surged to 1,164,352 people as of 2015. Besides geography, other factors like history, politics/military, and economics are used to assess regional similarities. An economic region is identified based on trade patterns and economic ties between countries within it. Tourism encompasses all aspects related to tourist attractions and businesses in the sector. Developing tourism is crucial for boosting Regional Original Income and enhancing people's welfare. Many countries prioritize tourism as a key sector for economic growth, utilizing it for foreign exchange earnings, job creation, and poverty alleviation. The World Tourism Organization (WTO) projects tourism to become the world's largest industry, with an estimated 9.108 billion tourists in 2020 generating US\$ 6.4 trillion in foreign exchange earnings and providing employment for 250 million people globally. Tourism not only showcases Indonesia's natural beauty and culture but also boosts its popularity as a top tourist destination. Indonesia boasts vast tourism potential, spanning from Nangroe Aceh Darussalam Province to Papua Province, offering diverse attractions and cultural experiences. With proper infrastructure and facilities, Indonesia aims to attract more foreign exchange through tourism, contributing to economic growth. Additionally, Law no. 25 of 2000 on the National Tourism Planning Program has been revised to expedite national economic recovery and enhance Indonesia's international image.

The recent surge of culinary tourism and its significance as a specialized sector in urban tourism (McKercher, 2008). On the supply side, the emphasis on local cuisine has grown within eateries and culinary experts (Roy, 2017). Cities are realizing the value of dining experiences for specialized tourist groups, offering unique events (Vanolo, 2015), promoting creative tourism (Richards, 2012), and showcasing regional culinary heritage (Okumus, 2018) Food, as an intangible cultural heritage and attraction, plays a vital role in global travel (Kim, 2012). With a rich tapestry of culinary traditions, there is untapped potential in promoting Batam and Singapore through their cuisine to the international tourism market. However, existing marketing efforts fail to highlight the culinary heritage of Batam and Singapore, particularly in international tourist hubs. Current studies acknowledge the disconnect between the culinary perception of Batam and Singapore among international visitors and the reality on the ground (Shivam & Singh, 2015). Orientalist portrayals contrast the varied experiences that foreign visitors encounter when exploring the region (Hubner et al., 2020)

This study illustrates literature on city branding, touristscapes, and foodscapes, presenting the research conceptual framework. It then outlines the methodology and data analysis approach, introducing the context of Batam and Singapore. The findings from data collection and coding are discussed in relation to existing knowledge. The study concludes with recommendations for promoting food experiences in tourism and suggests areas for further research. The article aims to explore the promotion of Batam and Singapore as culinary destinations.

A brand is a recognizable sign or identifier of a specific product or service (Juliana et al., 2023) and plays a central role in modern consumer behavior (Juliana, 2019). Generally, a brand symbolizes a company and mirrors its fundamental values and philosophy towards competitors (Djakasaputra et al., 2018; Juliana et al., 2022). Polat and Cetinsoz (2021) suggests that the concept of a brand can also be extended to places, triggering emotions, raising awareness, and influencing behavior (Kakhaber Djakeli, 2012). In terms of local food, branding can streamline the process for potential consumers to discover and assess various products (Henderson, 2016b) reshaping the image of cities as hubs for leisure and tourism (Katz-Gerro, 2011; Marshall, 2023)

City branding is a key aspect of the contemporary global economy (Amore, 2019; Richards, 2011). The correlation between place and branding is extensively studied in the field of tourism, capturing the interest of scholars and policymakers (Ketonen-Oksi et al., 2016; Ribeiro et al., 2014). Cities can leverage branding to rally tourism-related stakeholders around a fresh and competitive identity (Ruiz-Real et al., 2020), and convey their message to the target demographic (Azis et al., 2020) According to Sahin (2014) ; Vanolo (2017) city branding is a tool that mirrors a place's perception, identity, and potential, while (Dinnie, 2019; Tsai & Wang, 2017) asserts that city branding can generate economic value, along with political and cultural significance.

The marketing literature primarily focuses on brand management complexity and the need to cater to various segments, such as tourists (Kavaratzis & Hatch, 2013), sports fans (Lucarelli, 2011; Zhang, 2009), fashion (Luck et al., 2014) and future residents (Dwiputrianti & Saragih, 2015; Gómez et al., 2018). Studies have also identified different types of city branding: innovative and creative cities, which are the opposite of stressful cities (Lindberg et al., 2020; Marceau, 2008), and cultural cities that emphasize culture and festivals (Kipnis et al., 2013; Löhndorf & Diamantopoulos, 2014) Cities mainly concentrate on cultivating a unique brand attitude and image, offering memorable experiences, and fostering positive word-of-mouth branding (Löhndorf & Diamantopoulos, 2014). The phenomenology of the urban tourism experience is intricate, involving individual experiences, learning, social interactions, and intersubjective knowledge mediated by official venues (Thees et al., 2020) Urban marketing and repositioning are key areas of research in tourism and destination management literature (Heeley, 2015) but there is a growing concern about whether urban marketing and tourism are effectively achieving their goals (Pearce, 2015). Similar to brand image, destination image is a focal point in tourism research (Juliana et al., 2022; Juliana et al., 2023). Destination image encompasses the sum of impressions, beliefs, attitudes, and ideas that individuals hold about the attributes and activities available at a destination (Hallmann et al., 2013; Pike et al., 2018). It plays a crucial role in decision-making, particularly for first-time visitors lacking familiarity with the destination.

Food and gastronomy have emerged as integral components of a destination's image and significant factors in tourists' decision-making processes (Naruetharadhol, 2020) Food has

become a potent tool in destination marketing and branding. Studies indicate that destinations can differentiate themselves by promoting local food consumption and experiences (Björk & Kauppinen-Räsänen, 2019; Bu et al., 2020). Local food consumption in Indonesia, for example, influences tourist decisions and consumer behavior (Thomas-Francois et al., 2017). International tourists visiting South Korea, for instance, are swayed by cognitive and affective images of dining establishments, shaping their preferences for culinary tourism in the country (Seo et al., 2017). Similarly, tourists seek culinary experiences mirroring their home leisure habits, as observed among Slow Food members enjoying similar cooking activities and meals while on vacation (Vanolo, 2015). Promoting traditional foods and culinary experiences in specific destinations can be a compelling marketing strategy (Chatzinakos, 2016; Movahed et al., 2020).

Destination Marketing Organizations (DMOs) often overlook the promotion of local food and culinary offerings (Indra, 2021; Nicoletti et al., 2019). Although food may not always be the primary motivator for visiting a destination, it plays a significant role in shaping the overall travel experience (Lau, 2019). Food enthusiasts, known as food neophiles, play a crucial role in driving travel decisions, as they seek out new culinary experiences and appreciate the global diversity of cuisines (Lin & Mao, 2015). While food neophobia can influence the travel experience negatively (Pu, 2019), it can also lead to a reluctance to try new local foods or cuisines at the destination (Verneau, 2014). Food and beverage consumption plays a vital role in the recreational experience and can significantly influence travel decisions. The United Nations World Tourism Organization defines gastronomic or food tourism as a type of tourism where travelers plan their trips with the primary intention of sampling the local cuisine or engaging in gastronomy-related activities. This includes exploring local and international food, participating in food festivals, savoring local and international dishes, or trying a specific chef's creations. For tourists, immersing themselves in local culture and cuisine adds an intriguing dimension to their travel adventures. The culinary landscape of a destination reflects its unique identity, blending food and dining experiences with the cultural, political, and historical fabric to create a "foodscape."

The concept of foodscape underscores how social customs and cultural institutions, such as mass media, shape our perceptions of food and food systems. From a regional development standpoint, food and tourism are interconnected elements that contribute to the social, environmental, and economic well-being of destinations. Studies focusing on Batam and Singapore reveal that tourists often associate these places with their local cuisine and food establishments, highlighting the significance of food in shaping a destination's brand and positioning.

Foodscaapes and touristscaapes serve as reflections of a destination's image and play a role in promoting culinary tourism. Food and dining experiences are categorized as primary or secondary elements in urban tourism promotion, while induced images are crafted through promotional materials like brochures, guidebooks, and websites to influence travelers' decisions. These induced images are particularly effective in enticing potential culinary tourists, shaping their consumer behavior (Henderson et al., 2011; Richards, 2021).

The purpose of a visit is a crucial factor in tourist decision-making and consumer behavior, especially in culinary tourism where the primary motive is often centered around dining experiences. The importance of food consumption as a travel motivator varies, leading to distinct tourism market niches such as gastronomic tourism, culinary tourism, and food tourism.

Consequently, gastronomy, culinary tourism, and culinary experiences have emerged as key drivers for regional development.

The research framework developed in this study offers three main analytical implications. Firstly, it enables a comparative analysis of culinary tourism in different locations. Secondly, it acknowledges the role of destination image induction in the trend towards co-marketing in destinations. Lastly, it facilitates a comparative examination of foodscapes and touristscapes in the two locations, paving the way for further research and exploration in the field.

METHODS

Culinary imagery impacts international tourists in their decision-making and behavior at the destination (Seo et al., 2017). Gastronomy plays an increasingly vital role in the tourist experience. Research on gastronomic experiences in tourism reflects the shift in management and marketing theory from rational information processing to emotional and hedonistic approaches, as well as the analysis of relationality and co-creation (Richards, 2021).

For this study, data was gathered from popular media sources, which continue to significantly shape destination images (Naumov & Dutta, 2020). Building upon previous research (Lin et al., 2011), a case study methodology utilizing content analysis was employed.

According to Neuman (2011) content analysis serves as a method for collecting and examining the content of interview and observation texts (Creswell, 2016). This approach helps to reduce the researchers' influence (Neuman, 2014) enabling the organization and interpretation of data based on predetermined themes and codes (Creswell, 2016). In this study, the author collected data from the Batam tourism village pokdarwis and tourists from Singapore, focusing on the narratives provided rather than just frequency in the context of broader international tourism promotion.

RESULTS AND DISCUSSION

Based on the results of analysis and interviews as well as conducting focus group discussions, research results were obtained.

Table 1. Interview Result

Question	Batam	Singapore
Is the type of food/culinary that develops in your area (Batam or Singapore) related to how people relate to their environment? Socially, economically, and culturally. How is it related?	seafood, such as fish, shrimp, crab and shellfish, is an important part of the local cuisine. Malay cuisine, street food, chinese and Indian food	Hawker food, Malay, Chinese, Indian and peranakan cuisine (chinese-malay mixed), street food, and ecofriendly food.
Is the experience of tourists who come influenced? by the beauty/design of the city, the availability of facilities and infrastructure the quality /	Beauty and City Design, Availability of Facilities and Infrastructure, Quality / Luxury of Hotels, Malls and Restaurants	Availability of Facilities and Infrastructure, Quality / Luxury of Hotels, Malls and Restaurants, other factors.

Question	Batam	Singapore
luxury of hotels, malls, restaurants and others? and how to implement. It for Singapore and Batam?		
How does the combination of Foodscape and Touristscape affect tourists' experiences when visiting Batam or Singapore?	Cultural Immersion, Unique Dining Experiences, Social Interaction, Economic Impact	Interactions create memorable moments, diverse foodscape, multicultural society, immersive experience
What factors influence the choice of places to eat and visit in Singapore and Batam?	The type of cuisine, the reputation and recommendations from locals or online reviews influence decision-making, ambiance setting	The diversity of cuisines, accessibility and convenience are key factors, ambiance and atmosphere
What is the role of the combination of Foodscape and Touristscape in creating a distinctive and unique identity for Batam and Singapore?	Encompasses its natural beauty, cultural landmarks, and hospitality, complements the Foodscape by providing immersive experiences for visitors.	Creates a unique identity as a global hub for gastronomy and tourism, attracting visitors with its culinary excellence, cultural diversity, and modern amenities.
Does it also affect international marketing (increasing foreign tourists) to Batam and Singapore?	Promoting scenic beauty, diverse cultural experiences, recreational activities, and accessibility	Emphasize its world-famous attractions, including iconic landmarks such as Marina Bay Sands and Gardens by the Bay, dynamic multicultural experiences, culinary delights and shopping opportunities
Are local people aware of the influence of the foodscape and touristscape in increasing international marketing? What is the awareness in using sustainable natural resources and developing environmentally friendly tourism in Singapore and Batam?	Batam is adopting eco-friendly tourism practices to preserve its natural beauty and biodiversity, through measures such as eco-friendly resorts and community-based conservation projects.	Actively promotes sustainability across sectors, including tourism, with initiatives like Gardens by the Bay showcasing its commitment to environmental conservation.
What is the role of the combination of Foodscape and	Renowned for its diverse culinary scene and dynamic	Collaborative efforts between food

Question	Batam	Singapore
Touristscape in creating collaboration between the food and tourism industries in the two cities?	appeal, the perfect blend of culinary options and exploration creates an exciting offer for visitors seeking an authentic culinary experience	establishments and tourism operators capitalize on the island's culinary diversity to complement its tourism attractions
What is the role of the combination of Foodscape and Touristscape in creating better relations between the two cities in international tourism marketing?	Alongside Batam's culinary delights and natural beauty, highlighting the seamless travel experiences between the two destinations.	Reowned foodscape, with its hawker centers and Michelin-starred restaurants, can be positioned

Discussion

From the interview results in the table above, it can be explained as follows:

Is the type of food/culinary that develops in your area (Batam or Singapore) related to how people relate to their environment? Socially, economically, and culturally. How is it related?

Batam, situated in the Riau Islands, thrives on its marine resources, with seafood becoming a staple in the local cuisine. Economic activities revolve around fishing and marine industries, crucial for coastal communities' livelihoods. However, sustainability concerns regarding marine resources underscore the need for environmental conservation (Sari & Muslimah, 2020).

Malay cuisine holds significant cultural importance in Batam, featuring dishes like nasi lemak and rendang, using locally sourced ingredients like coconut and spices. This reflects the strong connection between locals and their natural surroundings, preserving traditional culinary heritage (Li, 2020).

Street food culture flourishes in Batam, fostering social connections between small traders and the community while contributing to the local economy. Additionally, the city's ethnic diversity enriches its culinary landscape, with Chinese and Indian cuisines complementing the Malay fare, showcasing inter-ethnic tolerance and harmony. Similarly, Singapore boasts a vibrant food scene, with hawker food being integral to its dining culture. The city's multicultural society is evident in its diverse cuisine, including Malay, Chinese, Indian, and Peranakan dishes. Street food markets serve as hubs for social interaction and economic activity, mirroring Batam's street food culture (Henderson, 2019; Tarulevicz & Ooi, 2021).

Moreover, Singapore emphasizes sustainability in its food industry, promoting the use of local and organic ingredients and eco-friendly practices. This reflects societal awareness of environmental issues and efforts towards maintaining a healthy ecosystem. Overall, Batam and Singapore share similarities in their culinary diversity and street food culture, reflecting their respective cultural and social fabric while emphasizing sustainability and community well-being (Handani et al., 2022; Xiong & Brownlee, 2018).

Is the experience of tourists who come influenced? by the beauty/design of the city, the availability of facilities and infrastructure, the quality/luxury of hotels, malls, restaurants and others? and how to implement it for Singapore and Batam?

The beauty and well-designed urban landscape in Batam plays a crucial role in shaping tourists' first impressions. This encompasses aesthetic urban planning, preservation of natural and cultural heritage, and scenic landscapes. Local authorities can enhance this by developing attractive city parks, ensuring cleanliness, and promoting local arts and culture through public installations and festivals.

Adequate facilities and infrastructure are vital for enhancing the tourist experience in Batam. This involves accessible transportation, well-maintained roads, efficient public transit, and essential amenities like public toilets and rest areas. Local governments can achieve this by improving inter-island transportation, upgrading roads and bridges, and providing clean and safe public facilities (Yan, 2019).

The quality and luxury of accommodations, shopping centers, and dining establishments significantly impact tourists' experiences. High-end hotels, upscale malls, and restaurants with breathtaking views enhance the allure of tourist destinations. The private sector can contribute by constructing top-tier hotels and malls, delivering exceptional service, and offering diverse culinary experiences. Singapore's reputation for modern, clean, and visually appealing cityscapes, including landmarks like Marina Bay Sands and Gardens by the Bay, elevates the tourist experience. Urban planning, green initiatives, and attractive public spaces are key components of this design approach (Moon & Han, 2019; Rousta & Jamshidi, 2019).

Singapore's robust infrastructure, including efficient public transport and comprehensive facilities, contributes to a seamless tourist experience. Investments in mass transit systems, road maintenance, and public amenities ensure accessibility and convenience for visitors.

Luxurious accommodations, upscale shopping, and international cuisine options characterize Singapore's hospitality sector. Maintaining high service standards, efficient management, and culinary innovation are crucial for sustaining quality tourism experiences (You, 2023).

Factors like safety, cleanliness, local hospitality, and communication ease also influence tourists' experiences. Maintaining city safety and cleanliness, training tourism personnel, and providing tourist-friendly services are essential implementation strategies.

In summary, the beauty, infrastructure, and hospitality standards in Batam and Singapore significantly shape tourists' perceptions and experiences, underscoring the importance of well-planned urban environments and quality tourism services (Lim et al., 2019)

How does the combination of Foodscape and Touristscape affect tourists' experiences when visiting Batam and Singapore?

Batam's Foodscape presents a rich tapestry of culinary offerings that reflects the multicultural heritage of the region, allowing tourists to delve into the local culture through traditional Malay cuisine, street food stalls, and influences from Chinese and Indian culinary traditions. This immersion fosters an authentic tourist experience, forging connections with the local community and its heritage. The fusion of Foodscape and Touristscape in Batam offers tourists unique dining adventures, from relishing freshly caught seafood by the beach to indulging in street food delights at vibrant night markets, enriching their overall gastronomic journey. Moreover, this convergence facilitates social interactions among tourists and locals, as they share stories and recommendations over communal meals, fostering a sense of camaraderie

and belonging. Furthermore, the integration of Foodscape and Touristscape fuels the local economy by driving demand for local food products, bolstering small businesses, and generating employment opportunities in the food and hospitality sectors. As a result, tourists contribute to Batam's economic vibrancy while savoring its culinary delights, sustaining livelihoods and fostering economic growth in the region (Reddy & van Dam, 2020; Yang et al., 2022).

The combination of Foodscape and Touristscape significantly enhances tourists' experiences when visiting Singapore. Singapore's diverse foodscape, featuring a wide array of cuisines influenced by its multicultural society, offers tourists a rich gastronomic journey. From hawker centers serving authentic local delights to upscale restaurants offering international cuisine, tourists can explore Singapore's culinary landscape, immersing themselves in its vibrant food culture. This culinary diversity not only tantalizes the taste buds but also provides insight into Singapore's multicultural heritage, enriching the overall tourist experience. Moreover, the integration of Foodscape and Touristscape fosters social interactions among tourists and locals, as they dine together at bustling food markets or share food recommendations. These interactions create memorable moments and deepen tourists' connections with Singapore's local community. Additionally, Singapore's well-developed Touristscape, characterized by modern infrastructure, efficient transportation, and world-class attractions, complements its Foodscape, ensuring seamless navigation and accessibility for tourists. Overall, the combination of Foodscape and Touristscape in Singapore creates a dynamic and immersive experience for tourists, offering them a taste of Singapore's rich cultural tapestry while providing the convenience and comfort necessary for an enjoyable visit (Bertella, 2020; Björk & Kauppinen-Räsänen, 2019; Naumov & Dutta, 2020).

What factors influence the choice of places to eat and visit in Singapore and Batam?

Several factors influence the choice of places to eat and visit in Singapore. Firstly, the diversity of cuisines plays a significant role, as Singapore is known for its multicultural culinary scene. Tourists often seek out authentic local dishes such as Hainanese chicken rice, laksa, and chili crab, as well as international cuisines such as Chinese, Indian, Malay, and Western. Second, the reputation and reviews of restaurants and food establishments heavily influence decision-making. Tourists rely on recommendations from friends, family, and online platforms such as review websites and social media to choose dining spots. Thirdly, the ambiance and atmosphere of the dining venue are important considerations. Whether it's dining at a hawker center for a casual experience or opting for a fine dining restaurant for a special occasion, tourists prefer venues that offer a comfortable and enjoyable environment. Fourthly, accessibility and convenience are key factors, with tourists often opting for eateries located near tourist attractions or easily accessible via public transportation. Finally, the price point and value for money also influence tourists' choices, with options ranging from budget-friendly hawker stalls to high-end restaurants catering to different preferences and budgets (Aik et al., 2018; Ferzacca et al., 2013; Tarulevicz & Ooi, 2021).

Several factors influence the choice of places to eat and visit in Batam. Firstly, the type of cuisine available plays a significant role, with tourists often seeking out local specialties such as seafood dishes, Malay cuisine, and street food offerings. Second, the reputation and recommendations from locals or online reviews influence decision-making. Tourists may rely on word-of-mouth recommendations or online platforms to discover popular dining spots. Thirdly, the ambiance and setting of the dining venue are important considerations, with tourists preferring venues that offer a pleasant atmosphere and scenic views, especially those located

near beaches or waterfronts. Fourthly, affordability and value for money are key factors, as tourists may opt for budget-friendly options such as street food stalls or mid-range restaurants that offer good quality meals at reasonable prices. Finally, accessibility and convenience also play a role, with tourists choosing eateries that are easily accessible from tourist attractions or accommodations and offer convenient transportation options (Anggraini & Idris, 2023; Harrington et al., 2011).

What is the role of the combination of Foodscape and Touristscape in creating a distinctive and unique identity for Batam and Singapore?

The combination of Foodscape and Touristscape plays a crucial role in shaping the distinctive identity of Batam. Batam's foodscape, characterized by its diverse culinary offerings, reflects the region's multicultural heritage and societal fabric. From traditional Malay dishes to street food specialties and influences from Chinese and Indian cuisine, Batam's culinary landscape represents a fusion of flavors that showcases the richness of its cultural diversity. This culinary diversity not only tantalizes the taste buds of visitors but also serves as a mirror reflecting Batam's multicultural society and historical heritage. Additionally, Batam's Touristscape, which encompasses its natural beauty, cultural landmarks, and hospitality, complements the Foodscape by providing immersive experiences for visitors. From pristine beaches to vibrant markets, Batam's Touristscape offers opportunities for travelers to engage with the local community and explore the region's unique attractions, further enhancing its identity as a welcoming destination for authentic cultural experiences and culinary adventures (Isa et al., 2020; Reddy & van Dam, 2020).

Similarly, in Singapore, the synergy between Foodscape and Touristscape contributes significantly to the creation of its distinctive identity. Singapore's Foodscape presents a diverse array of culinary offerings that reflect the multicultural fabric of the nation. From hawker centers serving local delights to upscale restaurants showcasing international cuisines, Singapore's culinary landscape epitomizes the fusion of flavors from various cultural influences. Complementing the Foodscape is Singapore's Touristscape, characterized by its modern infrastructure, iconic landmarks, and vibrant cultural attractions. From the futuristic skyline of Marina Bay Sands to the cultural enclaves of Chinatown and Little India, Singapore's Touristscape offers visitors a blend of urban sophistication and cultural richness. By integrating Foodscape and Touristscape, Singapore creates a unique identity as a global hub for gastronomy and tourism, attracting visitors with its culinary excellence, cultural diversity, and modern amenities. This harmonious blend solidifies Singapore's position as a premier destination on the world stage, reinforcing its distinct identity as a melting pot of cultures and a beacon of culinary innovation (Lin et al., 2011).

Does it also affect international marketing (increasing foreign tourists) to Batam and Singapore?

Yes, international marketing plays an important role in increasing foreign tourists to both Batam and Singapore. Effective marketing strategies can increase awareness of the destination, highlight its unique attractions, and influence tourists' decisions to visit. For Batam, international marketing efforts may focus on promoting scenic beauty, diverse cultural experiences, recreational activities, and accessibility, especially from neighboring countries such as Singapore and Malaysia. Highlighting its proximity to Singapore and positioning it as a convenient and affordable holiday destination could attract more foreign tourists seeking recreation and relaxation (Sung et al., 2016).

Likewise, Singapore's international marketing campaigns often emphasize its world-famous attractions, including iconic landmarks such as Marina Bay Sands and Gardens by the Bay, dynamic multicultural experiences, culinary delights and shopping opportunities. Marketing initiatives targeted at key source markets, such as China, Indonesia, Malaysia and India, can demonstrate Singapore's attractiveness and encourage more foreign tourists to visit.

In addition, factors such as visa policies, transportation connectivity, perceptions of safety, exchange rates, and global economic conditions also influence international tourist arrivals to these two destinations. Therefore, coordinated efforts across multiple sectors, including tourism boards, the hospitality industry, transportation providers, and government agencies, are critical to increasing the effectiveness of international marketing and attracting more foreign tourists to Batam and Singapore (Lim & Zhu, 2018; Tan & Tan, 2014).

Are local people aware of the influence of the foodscape and touristscape in increasing international marketing? What is the awareness in using sustainable natural resources and developing environmentally friendly tourism in Singapore and Batam?

Awareness of the influence of foodscape and touristscape on international marketing varies between Singapore and Batam. In Singapore, where tourism plays a vital role in the economy, there is a heightened awareness of the significance of culinary experiences and tourism attractions in attracting global visitors. The diverse foodscape, including Hawker Centers and Michelin-starred restaurants, is prominently featured in marketing campaigns targeting international travelers. Similarly, in Batam, stakeholders recognize the importance of the foodscape and touristscape in enhancing the destination's appeal to foreign visitors, leveraging its proximity to Singapore and natural beauty to promote culinary offerings and unique attractions (Sung et al., 2016; Tarulevicz & Ooi, 2021)

Moreover, sustainable natural resource usage and environmentally friendly tourism development are increasingly prioritized in both Singapore and Batam. Singapore, as a densely populated urban hub, actively promotes sustainability across sectors, including tourism, with initiatives like Gardens by the Bay showcasing its commitment to environmental conservation. Similarly, Batam is adopting eco-friendly tourism practices to preserve its natural beauty and biodiversity, through measures such as eco-friendly resorts and community-based conservation projects. Overall, while awareness levels may differ, there is a growing recognition of the importance of sustainable tourism practices, necessitating collaborative efforts among governments, businesses, communities, and tourists to ensure the long-term viability of tourism in these destinations (Azam et al., 2018; Katircioğlu, 2014).

What is the role of the combination of Foodscape and Touristscape in creating collaboration between the food and tourism industries in the two cities ?

The integration of Foodscape and Touristscape in Singapore and Batam fosters collaboration between the food and tourism industries, enhancing the overall visitor experience. In Singapore, renowned for its diverse culinary scene and vibrant tourism attractions, the seamless blend of food options with sightseeing creates an attractive proposition for visitors seeking authentic culinary experiences (Naumov & Dutta, 2020). This integration leads to partnerships and joint marketing initiatives that showcase Singapore's unique Foodscape within its dynamic Touristscape, driving visitor satisfaction and economic growth. Similarly, in Batam, where natural beauty and proximity to Singapore are key draws, collaborative efforts between food establishments and tourism operators capitalize on the island's culinary diversity to complement its tourism attractions. By leveraging the synergy between Foodscape and

Touristscape, both cities can maximize their appeal to visitors, foster sustainable growth in the hospitality industry, and solidify their positions as top tourist destinations in the region (Azam et al., 2018; Ferzacca et al., 2013; Kurniawan et al., 2020; Trishananto et al., 2021).

What is the role of the combination of Foodscape and Touristscape in creating better relations between the two cities in international tourism marketing ?

The integration of Foodscape and Touristscape enhances the relationship between Singapore and Batam in international tourism marketing. By showcasing the distinct culinary experiences and diverse attractions of both cities, the marketing campaign emphasizes the complementary nature of their tourism offerings. Singapore's renowned culinary scene, including hawker centers and Michelin-starred restaurants, is paired with Batam's culinary delights and natural beauty, creating a seamless travel experience between the two destinations. This collaborative approach not only increases the attractiveness of both cities for international tourists but also fosters cooperation, increasing the perception of the region as a dynamic and diverse tourist destination (Henderson, 2016a; Trishananto et al., 2021).

Furthermore, the integration of Foodscape and Touristscape in international tourism marketing enables cross-promotional opportunities and collaborative initiatives between Singapore and Batam. By capitalizing on their respective strengths and attractions - Singapore's urban sophistication and Batam's scenic beauty - these cities can craft engaging narratives that resonate with global travelers. Joint marketing endeavors, such as themed culinary tours spanning both destinations or collaborative promotional campaigns showcasing travel packages incorporating experiences in both Singapore and Batam, can enhance visibility and showcase the unique offerings of each city. This not only fosters a stronger connection between the two cities but also solidifies their status as complementary destinations in the global tourism arena, ultimately driving growth in visitor numbers and economic advantages for both Singapore and Batam (Horng & Tsai, 2012; Lee et al., 2013).

CONCLUSION

From the results and discussion of this research, conclusions can be made:

The integration of Foodscape and Touristscape presents a promising avenue for international tourism marketing in both Singapore and Batam. These destinations possess rich culinary landscapes and diverse attractions that appeal to a wide range of travelers. By leveraging the synergy between Foodscape, which encompasses the culinary offerings reflective of their multicultural societies, and Touristscape, which includes the physical environment and attractions, Singapore and Batam can create compelling marketing strategies to attract international tourists. The combination of authentic culinary experiences, vibrant cultural attractions, and modern amenities positions both destinations as premier tourist destinations in the region.

Suggestion for the research To capitalize on the potential of combining Foodscape and Touristscape for international tourism marketing, several strategies can be implemented: Develop integrated marketing campaigns that highlight the unique blend of culinary experiences and tourist attractions in Singapore and Batam. Utilize digital platforms, social media influencers, and targeted advertising to reach international audiences. Collaborate with local culinary experts, chefs, and food enthusiasts to curate culinary tours, food festivals, and gastronomic events that showcase the diverse flavors and cultural heritage of Singapore and Batam. Invest in the development of tourism infrastructure, including transportation networks, accommodation

facilities, and cultural attractions, to enhance the overall visitor experience and accessibility in both destinations. Foster collaborations between tourism boards, hospitality industry stakeholders, and culinary establishments to cross-promote attractions, dining experiences, and tour packages that combine Foodscape and Touristscape elements. Emphasize sustainability and responsible tourism practices in marketing initiatives, highlighting efforts to preserve cultural heritage, support local communities, and minimize environmental impact in Singapore and Batam.

By implementing these strategies, Singapore and Batam can effectively position themselves as leading destinations for international tourists seeking authentic culinary experiences, cultural immersion, and memorable travel experiences.

The successful implementation of these strategies can have significant implications for the tourism industry in Singapore and Batam. By leveraging the combined strengths of Foodscape and Touristscape, these destinations can enhance their competitive edge in the global tourism market, attract a diverse range of visitors, and stimulate economic growth. Moreover, promoting culinary tourism and cultural immersion experiences can contribute to the preservation of local heritage, foster cross-cultural understanding, and promote sustainable development in both destinations. Overall, the integration of Foodscape and Touristscape offers a promising framework for international tourism marketing, with far-reaching implications for the future success and sustainability of Singapore and Batam as leading tourist destinations.

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