

LOCAL CULINARY DEVELOPMENT STRATEGY AS A TOURIST ATTRACTION IN YOGYAKARTA

Suci Sandi Wachyuni¹⁾ Yudha Dwi Saputro²⁾

- 1) Departement of Hotel, Sahid Polytechnic, Indonesia
Email: sucisandi@stpsahid.ac.id
- 2) Departement of Hotel, Sahid Polytechnic, Indonesia
Email: saputroyudha24@gmail.com

ABSTRACT

Local Culinary Development Strategy as a Tourist Attraction in D.I Yogyakarta. This arrangement aims to answer the question in this study to find out local tourist perceptions about local culinary in D.I Yogyakarta, and the strategy of local culinary development as a tourist attraction. This research methodology is qualitative research. The collection data for this study used direct field observations, interviews and documentation studies, while data analysis used a SWOT matrix for getting alternative strategies. Respondents in this study amounted to 12 people consisting of the regional tourism government, culinary entrepreneurs, and local tourists. In the pre-study, researchers conducted a survey of local tourist's perceptions of local culinary for 20 local tourists. The results showed that the perception of local culinary in the D.I Yogyakarta in general was good in the indicators of traditional food quality, traditional food portions, menu variations, traditional food hygiene, traditional presentation, traditional food prices, service quality, eating place atmosphere, and provision of entertainment in eating places. The results of the SWOT analysis show a number of alternative strategies that can be applied in developing local culinary in D.I Yogyakarta. There are divided by four strategy. The first one is SO (Strength-Opportunity) strategy is selling traditional food at tourist attractions, airports, and stations. The WO (Weakness-Opportunity) strategy is infrastructure development, culinary product innovation, and promotion. ST (Strength-Threats) strategy is to develop culinary place more comfortable and maintain local culinary quality. And for the WT (Weakness-Threat) strategy, product diversification adjusts to trends, enhances culinary facilities, and increases human resources in the culinary sector. The conclusion that can be taken is that local culinary can be one of the attractions in the tourism sector in Yogyakarta. But it needs to be developed more in order to attract tourists to come to D.I Yogyakarta.

Keywords: Local Culinary, Strategy, Tourist, Perception, Yogyakarta

A. INTRODUCTION

Tourism is a service industry that has a complex regulatory mechanism because it involves several supporting tools, such as transportation, lodging, restaurants, tour guides, and others. According to Government Law No. 10 of 2009 concerning tourism, the notion of tourism is "various kinds of tourism activities supported by various facilities and services provided by the community, business people, the Government and Local Governments". The tourism industry itself plays a very important role in the development of tourism, the tourism sector can also be a booster of economic growth in a country for the better as in Indonesia. In tourism it is inseparable from culinary tourism in the area. Culinary tourism or food tourism is very encouraging as a tourist attraction in an area. five cities in Indonesia set as a National Culinary Tourism Destination at the Wonderful Indonesia Culinary and Shopping Festival (WICSF) 2017 event. The five cities are Bali, Bandung, Yogyakarta, Solo and Semarang (Lisnawati, 2017). Yogyakarta Special Region is one of Indonesia's leading tourist destinations.

Yogyakarta has many tourist destinations. From its natural beauty, culinary tastes, and unique cultural arts. Some of the tourist destinations that are already very popular for foreign tourists. This potency can be used as the main capital for the development of local cuisine as a tourist attraction. The variety of food in

D.I Yogyakarta makes favorite destination for tourist who interest with culinary. For example, Gudeg, Brongkos, Javanese noodles, and Mangut Lele. In addition, D.I Yogyakarta is famous for its various unique snacks such as Lupis, Klepon, and Jadah tempeh. D.I Yogyakarta also has a variety of food as souvenirs, such as Bakpia, Yangko, and Eel Chips.

Based on number of tourists visiting D.I Yogyakarta can be seen that every year the number of tourists is increasing. tourist growth in 2012 is very significant, amounting to 46.80% up from 2011. Based on statistical data of tourist visits to Yogyakarta. Domestic and foreign tourists usually visit D.I Yogyakarta for a vacation or to visit historical and cultural tourist destinations, museums, tourist villages and other tourist attractions, but it has not been identified about purpose of tourists visiting culinary tourism in Yogyakarta.

Tourism statistics data stating that Gembira Loka is the most popular tourist attraction by tourists with the number of tourists in 2016 reaching 1,657,431 domestic and foreign tourists (DIY Tourism Office, 2016: 42).

Increasing the number of tourists in D.I Yogyakarta is a big opportunity in introducing diversity of Yogyakarta local culinary and then local culinary can be developed as a tourist attraction in Yogyakarta. This study aims to determine how tourists' perceptions of local culinary in D.I Yogyakarta and how the strategy of developing local culinary as a tourist attraction in D.I Yogyakarta.

B. LITERATURE REVIEW

1. Local cuisine

The definition of culinary is a product in the form of side dishes, snacks and drinks. Culinary cannot be separated from cooking activities which are closely related to daily food consumption. Culinary means related to cooking (Arudam, 2015). Whereas local culinary is food and drink, including snacks and mixed ingredients that are used traditionally and have been specifically developed in Indonesian regions or communities. Usually local culinary is processed from recipes that have been known by the local community with ingredients from local sources that have flavors that are relatively in accordance with the tastes of the local community. Thus what needs to be understood here is related to the term local food that is on local raw materials, processing methods, recipes, and flavors that are appropriate to the local community and have been passed down from generation to generation (Ministry of Agriculture, 2002).

Local cuisine is often called traditional food. According to Muhilal (1995), traditional food is inherited food and has been entrenched in Indonesian society, concentrated with local traditions (Winarno, 1993). Meanwhile, according to Sastroamidjojo (1995), traditional food can also be defined as general food that is commonly consumed for several generations, consisting of dishes that are in accordance with human tastes, not contrary to the religious beliefs of local communities. Meanwhile, according to Hadisantosa (1993), defining traditional food as food consumed by ethnic groups and specific regions, is processed based on a hereditary recipe. The raw materials used are from the local area so the food produced is also in accordance with the tastes of the community.

2. Tourist Attraction

Tourism activities in an area are not complete without tourist attractions or called tourist attractions. Tourist attractions are the main focus of tourism drivers in a destination. In a sense, tourist attraction as a prime mover motivates tourists to visit a place.

According to Ismayanti (2010) a special interest tourism attraction business that utilizes nature and culture as a background. However, its activities are created with specific challenges and concerns that give rise to special attractions and interests as tourist destinations. Some forms of special interest tours include:

- 1) Sports tourism
Sports activities combined with tourism, such as golf tours and surfing tours
- 2) Culinary tourism
The attractiveness of cuisine is driving some special interest tourists to come to an area. Culinary tourism is a gastronomic tour.

- 3) Religious tourism
Activities to rely on everything that is religious
- 4) Agro tourism
A form of tourism activity that utilizes agro-business (agribusiness) as a tourist attraction with the aim of expanding knowledge, experience, recreation and business relationships in agriculture.

3. Tourists

The term "tourist" have variety of definitions, but in principle has the same meaning according to the UN definition. Convention Concerning Costums Facilities for Touring (in Irawan, 2010: 12), "*every person who comes to a country for legal reasons, other than to immigrate and who stay for at least 24 hours and for as long as 6 months in the same year*".

UU no. 10 of 2009 clause 1 explains that tourists are people who travel.

It can be concluded that definition of a tourist is someone who travels for a while and has a goal to do tourist activities.

Meanwhile, according to Pendit (2006), local tourists or domestic tourists are tourists who come from within the country or tourists who only move within the territory in their own country for a while.

C. METHOD

The research design used in this study is mixed method. To get information about tourist perceptions of local culinary in Yogyakarta, researchers quantitatively calculated perceptions through questionnaires distributed to local tourists as many as 30 people, using a Likert scale in their measurements. According to Roscoe (1975) in Sekaran (2006), a sample size of more than 30 and less than 500 is appropriate for most studies. Furthermore, in determining alternative strategies in developing local culinary in D.I Yogyakarta, researchers used a qualitative method through a Focus Group Discussion (FGD) with 12 interviewees including the local Tourism Office of 2 people, 4 culinary entrepreneurs, and 6 local tourists. Then the data obtained were analyzed using SWOT analysis.

D. RESULTS AND DISCUSSIONS

1. Results

a. Local Cuisine in D.I Yogyakarta

D.I Yogyakarta is one of the leading tourist destinations in Indonesia. D.I Yogyakarta has varied tourist destinations. From its natural beauty, culinary tastes, and unique cultural arts. Some of the tourist destinations that are already very popular foreign tourists. This potency can be used for the development of local cuisine as a tourist attraction. The variety of specialties D.I Yogyakarta makes a favorite destination for culinary lovers. Gudeg, Brongkos, Javanese noodles, and Mangut Lele. In addition, D.I Yogyakarta is famous for its various unique snacks. Lupis, Klepon, and Jadah tempeh. D.I Yogyakarta also has a variety of food as souvenirs. Starting from Bakpia, Yangko Cake, and Eel Chips.

Researchers observed and invited the owner of this restaurant in a Focus Group Discussion (FGD) regarding the strategy of developing local culinary in Yogyakarta. Some restaurants that sell local cuisine are :

- 1) Gudeg Bu Nur Jalan Wijilan No. 35-19 Penembahan, Kraton, Yogyakarta City, Special Region of Yogyakarta 55131. Gudeg Bu Nur has a branch in Magelang, Plengkong. The menu in this place is Gudeg. The restaurant has parking, seating or toilet facilities and toilets. Open 24 hours.
- 2) Gudeg Bu Tjitro 1925, Jalan Janti No.330, Modalan, Banguntapan, Bantul, Special Region of Yogyakarta 55281. It has been 70 years since this Gudeg has been established and now a fourth

- generation is running this business. The mainstay menu in this warm is warm and warm Tjitro is a pioneer of Warm Gudeg. The restaurant has ample parking facilities and an easily accessible location.
- 3) Mangut Lele mbah marto Ngireng-ireng, Panggunharjo, Sewon, Bantul, Special Region of Yogyakarta 55188. Mangut Lele Mbah Marto doesn't have branches. The uniqueness from this mangut lele is we can see the manufacturing process in the kitchen. Parking area that is not so large and the capacity of the restaurant is not too big, but the price is quite affordable.
 - 4) Sate Klathak Pak Pong ,East Imogiri street KM.10 Wonokromo Pleret, Jejeran II, Wonokromo Special Region of Yogyakarta. This is the pioneers satay klathak in Yogyakarta. The uniqueness of this satay klathak is in the stick and the meat. His skewer was from the bicycle bars and have big cut of lamb. Besides satay, this restaurants also provides another favorite menu, which is lamb tengkleng and food based lamb as main ingredient. Klathak Pak Pong Satay is always fully booked so customer need to queue to eat it.

b. Tourist Perception Data on Local Cuisine in D.I Yogyakarta

Researchers conducted a survey of the perception of tourists with local tourists visiting D.I Yogyakarta as many as 30 people. Mean value of tourist perception can be seen in Table 01.

Tabel 01. Mean value of local tourist perception towards local culinary in D.I Yogyakarta

| No | Indikator | Nilai Rata-Rata | Keterangan |
|----|----------------------------------|-----------------|------------|
| 1 | Local Food Quality | 3,73 | Good |
| 2 | Local Food Portion | 3,83 | Good |
| 3 | Menu Variations | 4,14 | Good |
| 4 | Food Hygiene | 3,63 | Good |
| 5 | Local Food Presentation | 4,03 | Good |
| 6 | Local Food Price | 4,30 | Good |
| 7 | Local Food Promotion | 3,36 | Average |
| 8 | Service Quality | 3,90 | Good |
| 9 | The Atmosphere of Dining Area | 4,10 | Good |
| 10 | Entertainment in the Dining Area | 3,56 | Good |

Source : *Processed Data, 2018*

The results of the perceptions of local tourists towards local cuisine as a tourist attraction show good results on indicators of food quality, food portions, menu variations, food hygiene, food serving, food prices, service quality, atmosphere at the dining venue, and entertainment in the dining area. However, on the indicator of traditional food promotion, the perception is average.

c. SWOT Analysis

1) IFAS and EFAS Matrix

After researching the key factors of internal and external culinary factor analysis as an attraction in the city of Yogyakarta, the IFAS (Internal Factor Analysis Strategy) value can be seen in Table 02 and the value of EFAS (External Factor Analysis Strategy) can be seen in Table 03

Table 02. IFAS Matrix

| | INTERNAL FACTORS | WEIGHTH | RATING | SCORE |
|-----------|---|----------------|---------------|--------------|
| No | STRENGTH | | | |
| 1 | Yogyakarta as culinary tourism destination | 0,15 | 4 | 0,60 |
| 2 | Local culinary of D.I Yogyakarta has been popular | 0,15 | 4 | 0,60 |
| 3 | Local Culinary doesn't use food preservations and the appearance still maintained | 0,10 | 4 | 0,40 |
| 4 | Many various local culinary sold at along the way D.I Yogyakarta | 0,10 | 3 | 0,30 |
| 5 | The price is cheap | 0,10 | 3 | 0,30 |
| | Subtotal | 0,60 | | 2,20 |
| 1 | Lack of supporting facilities for tourist like toilets and parking area | 0,10 | 3 | 0,30 |
| 2 | Lack of promotional media to support local cuisines | 0,05 | 2 | 0,10 |
| 3 | Human resources doesn't enough in this field | 0,15 | 3 | 0,45 |
| 4 | Local food as souvenir has short shelflife | 0,05 | 2 | 0,10 |
| 5 | How to serve food is less varied | 0,05 | 2 | 0,10 |
| | Subtotal | 0,40 | | 1,05 |
| | Total | 1,00 | | 3,25 |

Table 03. EFAS Matrix

| | EXTERNAL FACTORS | WEIGHTH | RATING | SCORE |
|-----------|---|----------------|---------------|--------------|
| No | OPPORTUNITY | | | |
| 1 | Yogyakarta as centre of tourism development in Indonesia | 0,20 | 4 | 0,80 |
| 2 | High number of tourists want to visit Yogyakarta for culinary tourism | 0,20 | 4 | 0,80 |
| 3 | Tourism is source of income for Yogyakarta and local community in that area | 0,15 | 3 | 0,45 |
| 4 | Easy transportation to go to Yogyakarta | 0,15 | 2 | 0,30 |
| 5 | Yogyakarta as student city | 0,10 | 2 | 0,20 |
| | Subtotal | 0,80 | | 2,55 |
| 1 | Already a lot of fast food in Yogyakarta | 0,05 | 3 | 0,15 |
| 2 | Not many culinary places for tourists to visit | 0,02 | 2 | 0,08 |
| 3 | Unstable price | 0,05 | 3 | 0,15 |
| 4 | Local culinary competition in term of service, taste, unvaried presentation | 0,05 | 2 | 0,10 |
| 5 | Many other specialties restaurant sold at Yogyakarta and the price of local food sometimes more expensive | 0,03 | 2 | 0,06 |
| | Subtotal | 0,20 | | 0,54 |
| | Total | 1,00 | | 3,09 |

Source : Processed Data, 2018

2) Cartesius Diagram

Strength : 2,20
 Weakness : 1,05
 Opportunity : 2,55
 Threat : 0,54

Then it is known the difference in value between Strength and Weakness is (+1,15) And the difference in Opportunity and Threat value (+2,01) from the identification of these factors, it can be illustrated in the Cartesian SWOT diagram in Figure 01.

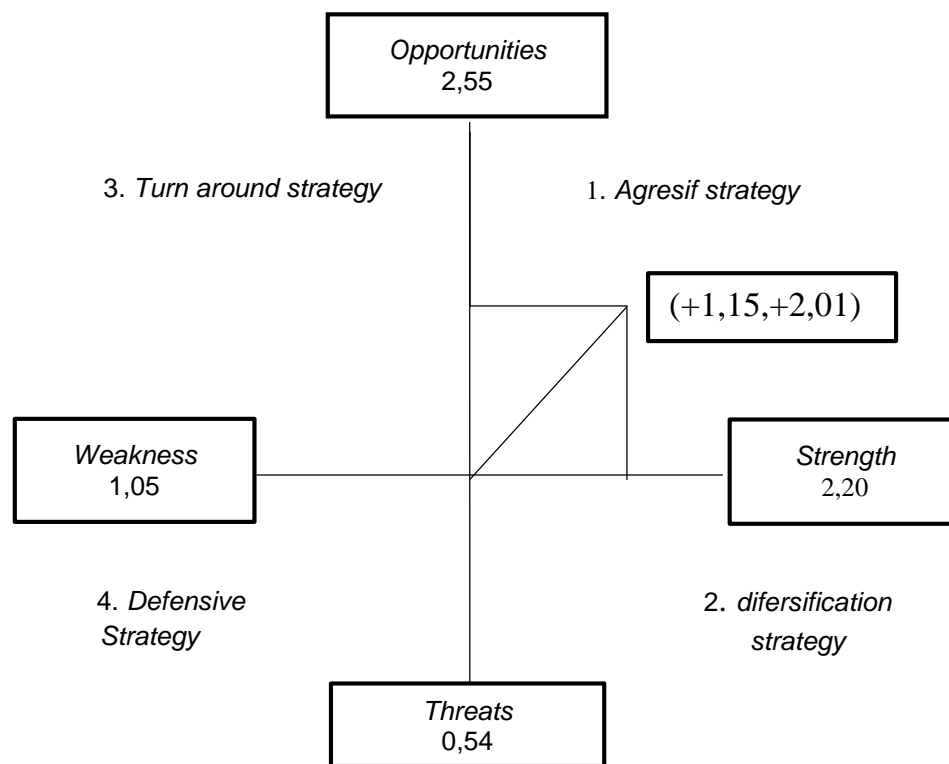


Figure 01. Cartesius Diagram
 Sumber : Processed data, 2018

From the Cartesian diagram in Figure 01, the strategy proposed in the development of local culinary in D.I Yogyakarta is an Aggressive Strategy.

3) Alternative Strategies for the SWOT Matrix

Alternative Strategy is a formulation that arranged by the parties in the FGD. Strategies are based on internal and external factors. Alternative strategies consist of SO (Strength-Opportunity), WO (Weakness-

Opportunity), ST (Strength-Threat), and WT (Weakness-Threat) strategies. Alternative strategies can be seen in Figure 02.

Table 04. SWOT Matrix-Alternative Strategy

| | | |
|---|---|--|
| Internal | Strengths (S) 1. Yogyakarta as culinary tourism destination 2. Local culinary of D.I Yogyakarta has been popular 3. Local Culinary doesn't use food preservations and the appearance still maintained 4. Many various local culinary sold at along the way D.I Yogyakarta 5. The price is cheap | Weakness (W) 1. Lack of supporting facilities for tourist like toilets and parking area 2. Lack of promotional media to support local cuisines 3. Human resources doesn't enough in this field 4. Local food as souvenir has short shelflife 5. How to serve food is less varied |
| External | (SO) 1. Local culinary or special food D.I Yogyakarta sold in places - tourist attractions 2. Sell local culinary at arrival or departure places such as stations, airports and terminals. | (WO) 1. By continuing to improve infrastructure and build infrastructure with all its facilities. 2. Local culinary promotion by using social media, mass media and word of mouth. 3. By making innovations in the presentation that makes an interest in a product |
| Opportunity (O) 1. Yogyakarta as centre of tourism development in Indonesia 2. High number of tourists want to visit Yogyakarta for culinary tourism 3. Tourism is source of income for Yogyakarta and local community in that area 4. Easy transportation to go to Yogyakarta 5. Yogyakarta as student city | (ST) 1. Selling local food in comfortable and safe place 2. Keeping the local culinary taste and continue to innovate to create something new. | (WT) 1. Make facilities improvements in places that provide local cuisine 2. Increasing the capacity of human resources in the culinary field 3. Doing local culinary innovation in a modern way 4. Serving local cuisine uniquely but still maintaining local taste |
| Threats (T) 1. Already a lot of fast food in Yogyakarta 2. Not many culinary places for tourists to visit 3. Unstable price 4. Local culinary competition in term of service, taste, unvaried presentation 5. Many other specialties restaurant sold at Yogyakarta and the price of local food sometimes more expensive | | |

Source : Processed Data, 2018

2. DISCUSSION

a. Tourist Perceptions of Local Cuisine in D.I Yogyakarta

Based on the results of the recapitulation of the questionnaire regarding the perceptions of local tourists towards local culinary in Table 01, the majority of indicators assessed are good, ranging from food quality, food portions, menu variations, food hygiene, food serving, food prices, service quality , the

atmosphere at the dining area, and entertainment in the dining area. However, the traditional food promotion indicators are still average good categorized, so an increase is needed in this part. For Promotion, we can provide educative information about the local culinary in restaurants, starting from the origin of food names, history, food composition, and culture that follows. Besides that, promotion can be done through Tourist Information Center, social media (Blog, Instagram, Facebook, Vlogger) and Local Government websites.

b. Efforts to Increase the Potential of Local Culinary as a Tourist Attraction through 3A (Attraction, Accessibility, Amenities)

Based on the observation of the researchers to the four restaurants that sell local culinary, in terms of accessibility it is easy to reach. According to the data obtained by the author in the field, road conditions are good and damaged roads also be repaired. Many kind of transportation that can be used for tourists such as bus called *transjogja* or traditional vehicles such as pedicabs and delman. But it still needs improvement in terms of attractions and facilities. For attractions, serving local dishes using local wisdom will be very good, for example food served on the banana leaves, crockery, etc. Another way to attract tourist is showing up the cooking process. Mangut lele Mbah Marto restaurant has provided attractions to visitors who come with the open kitchen concept. Beside that, local cuisine can be showed up in traditional ceremony, so tourists can get unique experience while enjoying it. Exhibitions and local culinary festivals of D.I Yogyakarta which have been held at the end of each year must be maintained because it can be promotion for local food entrepreneur of D.I Yogyakarta while providing knowledge of D.I Yogyakarta special food to the public or tourists. In terms of amenities or facilities, from several observed restaurants, it still needs to be improved, especially parking facilities, because often there are many tourist refuse to visit because of the lack of parking spaces. Other facilities also need to be improved so that tourists are more comfortable in enjoying meals such as free wi-fi, seats, sitting area, electricity, clean toilets, prayer rooms, and nursery rooms.

c. Local Culinary Development Strategy as Tourist Attractions in D. I Yogyakarta

Based on IFAS and EFAS weighting stages analysis and cartesius diagrams, the position of local culinary as a tourist attraction in D.I Yogyakarta is in Quadrant I. This is a very good. According to Rangkuti (2011), if it's located in quadrant I, then local culinary has opportunities and strengths that can take advantage of existing opportunities. With the popularity of D.I Yogyakarta as a tourist destination, the opportunities for developing local culinary of D.I Yogyakarta was very great. Local cuisine can be sold at destinations, or at arrivals, stations, airports and terminals. It is also a preservation way of local cuisine in D.I Yogyakarta.

The formulation of alternative strategies can be used by government, and local food entrepreneurs in developing local culinary. According to Rangkuti (2011), the SO Strategy (Strength - Opportunity) can be implemented by utilizing internal strength to take advantage of the external, in this case local culinary or traditional foods of DI Yogyakarta can be sold in tourist destinations and in places visited such as stations ,airport, terminal, and hotel. Furthermore, the WO (Weakness - Opportunity) Strategy correcting internal weaknesses by exploiting external opportunities. Keep on making efforts improve and build infrastructure with all its facilities, and use social media, the mass media and word of mouth as a promotional tool. Create innovation of product will be able to maximize the opportunities. In the ST Strategy (Strength - Threat), internal forces are used to avoid external threat. Selling local food in comfortable and safe place also maintains local culinary tastes. Keep being innovated to create something new is expected to be able to compete with restaurants that sell modern food, fast food restaurants or specialties restaurant. While the WT (Weakness - Threats) Strategy is a defensive tactics aimed to reduce internal weaknesses and avoid external defenses. Make facilities improvements in places that provide local cuisine. Increasing the capacity of human resources in the culinary field, carrying out local culinary innovations in a modern way and way of presenting unique local culinary but still maintaining local tastes.

E. CONCLUSIONS AND RECOMMENDATIONS

Local tourist perceptions about local culinary of D.I Yogyakarta are good in majority, but in promotion part it must be improve more. Local culinary is very potential as tourist attractions with improvement in 3 aspects of tourist attractions (3A), Attractions, Aecessibility, and Amenities. For now, this is good, but need special attentions and stakeholders. Based on the results of the SWOT analysis, strategies that can be used for local culinary entrepreneurs in D.I Yogyakarta is aggressive strategy. Development can be done by implementing alternative strategies that have been formulated, that are SO, WO, ST, and WT strategies. Recommendations for local culinary businesses in D.I Yogyakarta are continue to preserve and maintain local culinary characteristics in innovation. Always improve the quality of products and services, conduct promotions, and improve dining facilities. For the government of the City of D.I Yogyakarta keep on improving infrastructure, and promotion through tourist Information centre. And For further researchers, it can be further investigated about the factors that influence local tourists in consuming local cuisine and Analyzing tourist behavior in culinary or gastronomic tourism and their development strategies.

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