



TOURIST MOTIVATION TO ENJOY CULINARY TOURISM IN JIMBARAN BEACH BALI

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Abstract

This study aims to examine the factors that motivate tourists to enjoy culinary tourism at Jimbaran Beach Bali. The main theory used is the push factor and the pull factor theory from Bureau for tourists to visit tourist destinations. The number of samples used are 200 tourists who have ever enjoyed the culinary tour. Data collection techniques using questionnaires, interviews, observation and documentation. This study uses a mixed method. The quantitative technique used is factor analysis, while qualitative techniques are in-depth interviews with culinary tourism stakeholders in Jimbaran. The results showed there are four main factors that cause tourists to enjoy the culinary tour at Jimbaran Beach. The four factors are; (i) product quality (ii) menu (iii) challenge of culinary adventure (iv) location. The theoretical implication of this research is the contribution of thought to a specific tourist motivation theory, namely the four factors of the results of this study. The practical implication of this research is the manager to pay attention and improve the quality of the product and the menu. Environmental hygiene and sanitation, the quality of foodstuffs is the main key that can affect the motivation of tourists. The weakness of this study is to use only twenty dimensions to form factors. Future research is expected to use more dimensions for factor analysis based on Tikannen theory, such as; (i) Food as a special attraction, (ii) Food ingredients as products that are purchased and consumed by culinary tourists, (iii) Search for valuable food experiences, (iv) Food is viewed and assessed as a cultural phenomenon and seeking and (v) appreciating linkage between tourism and food production

Keywords: Culinary Tourism, pull factor, push factor, Tourist Motivation



Background

Bali as one of the international tourist destinations has established a concept of tourism namely cultural tourism, as stated in the Regional Regulation (Perda) No 2 of 2012. In the Regional Regulation, 11 cultural elements are included which can attract tourists, one of which is food or culinary. Culture related to food is certainly related to the use of ingredients, processing methods, taste and presentation of food and the procedures for eating local residents or local residents (Spillane 2003, dan Ardika, 2011).

The importance of the role of food in tourism has motivated local and international researchers to continue to examine the relationship between food and tourism. Ardika (2003) for example, has identified food as a cultural element that is used as a tourist attraction visited by tourists and also as a tourist attraction that motivates tourists to visit and enjoy the food served. This is in line with the opinion of Jones and Jenkins (in Nurhidayati, 2013) which states that food is not only a basic need for tourists, but also a positive cultural element to introduce a tourist destination. Similar opinion was also expressed by Besra (2012) who said that culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism. This culinary tour is part of the type of tourism that exists, because it is not complete if tourists who come do not try typical culinary in the area visited. Local culinary activities in particular have been able to match other types of culinary in Ubud such as; Bu Mangku's chicken rice at Kedewatan, Bu Oka's Suckling Pig, Bebek Bengil and cooking class activities in Paon Bali.

Besides Ubud area, one of the famous culinary areas and one of the places to visit is the Jimbaran Badung Bali beach area, located south of Kedonganan Beach about 7 km south of Ngurah Rai Airport, Tuban. At Jimbaran Beach, currently 28 cafes have varied management, namely 9 cafes on Jimbaran beach owned by individuals who are pioneers in the area who on average are fishermen. Meanwhile, the 19 Cafés are located in Muaya Jimbaran Beach with details of 14 cafes managed by the banjar in the Jimbaran traditional village which are carried out by tender mechanism every 5 years, and 5 Cafes are managed by a group of fishermen who also go through a tender process among the fishermen groups. The existence of culinary tourism in the form of Café / or stalls of grilled fish that has been developed so surely is expected to



be able to continue to survive or sustain for it, management creativity needs to be continuously improved, one of them is by properly managing the needs and desires of guests or customers. Based on the background and reviews above, it is interesting to study and research more deeply, the development of culinary tourism in the Jimbaran Beach area, in order to accommodate the needs of customer so that it can still survive or sustain

Formulation of the problem

Based on the background of the problem above, the formulation of the problems are:

1. What are the factors that motivate tourists to visit the culinary tourism at Jimbaran Beach?
2. What factors are most important in shaping the tourist motivation to visit a culinary tourism at Jimbaran Beach?

Research purposes

Based on the formulation of the problem above, the research purposes of this research are :

1. To analyze motivation that encourages and attracts domestic and foreign tourists to visit culinary tourism at Jimbaran Beach.
2. To analyze the factors that are most important in shaping the tourist motivation to visit a culinary tourism at Jimbaran Beach.

Literature Review

The research conducted by Sudana, (2010) under the title Marketing Strategy of café industry at Kedonganan Beach Tourism to Overcome The Global Crisis. The research aims to solve the marketing problems faced by the managers of the café on the beach of Kedonganan because of the rapid level of competition caused by the crowded number of cafes around Kedonganan beach . The research has recommended a grand strategy that allows it to be applied in the marketing of cafe industry products, namely, market penetration strategies, market development strategies and product development strategies. In addition, it is recommended that training of excellent services be provided to servants or waitresses employed in cafes are able to improve the quality of service and at the end improve customer satisfaction.



The research was conducted by Gusman and Canizares (2010) entitled Culinary Tourism in Cordoba (SPAIN) where the purpose of the research was to analyze how culinary can be a key factor in consolidating a tourist destination, thus can be used as a tool in promoting the city of Cordoba as a culinary tourism destination. From this study, some information is obtained as a result of research, among others, that culinary tourism actors have a high level of education, the length of stay is generally dominated by foreign tourists and has a high level of satisfaction with local food and other attractions offered in the city of Cordoba. There is an opportunity to develop culinary tourism to attract tourists and culinary tours can also be used as a tools of promotion. Cordoba as a center of culinary tourism in Spain. The research is more focused on exploring the potential of culinary tourism in order to increase tourist visits to Cordoba. The data is only collected from several restaurants without seeing where tourists visit other culinary tourism activities such as those who visit culinary festivals which generally do not only want to enjoy or taste food but also want to see how the food is made or prepared and what cultural values are contained in it.

Another study conducted by Steinmetz (2010) with the title Food Tourism and Destination: The Case of Rotorua, New Zealand. This study seeks to see the importance of the relationship between food and tourism to create a value differentiator with existing competitors and its role in boosting economic growth in Rotorua. The contribution of food factors in tourism has not been deeply concerned, especially by the tourism actors in Rotorua. Furthermore, the researcher argued that the local food / serving for tourism interest in this area will give or show the high potential for tourism development and economic growth, after doing content analysis and also indepth interview to 50 tourists and food industry experts then some things underlined to later be followed up for tourism development in Rotorua, among others; there is little difference in perceptions about regional food in Rotorua, as well as lack of communication between local food business managers and tourism actors and lack of effective networking. For this reason researchers have suggested the importance of developing networking groups for local food and linking local food management with tourism development strategies. The potential for better development in particular shows the dimensions of the authenticity of the food. The study also shows that there is potential to use food as a means to create



different values for Rotorua's regional tourism and regional development destinations.

Both of the above studies have similarities in trying to make local culinary tourism as one of the potentials worthy to be developed in order to increase tourist visits to their respective regions, but what distinguishes the research conducted by Gusman and Canizares (2010) in the city of Cordoba, the respondents only focus on visitors some restaurants are different from the research conducted by Steinmetz (2010) in the city of Rotorua, the respondents are more varied than the various components of both tourists and culinary actors themselves. However, the two studies did not clearly explain how the development of culinary activities became an attractive activity for tourism activities and also did not explore what motivated tourists in visiting existing culinary activities. This will distinguish from this research that will explore the development of culinary tourism activities and explore the motivation of tourists in visiting culinary activities and see the impact of culinary tourism on the area for economic, social-cultural life and its impact on environmental conditions. In addition, the two studies above were carried out in a wide enough area, namely a city with a variety of menus offered, while this research was carried out in culinary areas that were classified as small and with a limited variety of menus, namely menus made from seafood or Seafood.

Furthermore, another study conducted by Sohn and Yuan (2013) by observing the Food and wine festival at the First Lubbock wine festival in the city of Texas, USA. This study aims to explore various activities related to culinary tourism and furthermore is expected to prepare or make hypotheses or predictions in subsequent studies. This study also aims to learn better understanding or understanding of psychographic behavior of culinary tourists so that it can help marketers and managers to focus on developing and marketing to tourists a unique tourist attraction and impressing on the experience of enjoying food and drinks. The findings of this study include that there are 5 motivational factors namely idealist, achiever, explorer, Belonger and innovator. Furthermore, the Motivation of the Ideals Group was identified as idealist and Belonger. Generally, this group is conservative and prefers to interact with local communities and prefers festivals on a small scale or far from the impression of luxury, but the motivation group self-expression which is identified as explorer and innovator



prefer to try new culinary activities or experiences or something that is up to date or what is more trendy and likes at large-scale festivals.

Meanwhile the achievement motivation group identified with achiever is not explained specifically by its characteristics. The study looked at the behavior and motivation of visitors when visiting activities related to culinary which in this case is a food and wine festival that does not explicitly see the local cultural factors that exist in the activity. The above research has in common with this study in terms of seeing the motivation of tourists in visiting culinary tourism which has implications for marketing policies which can be carried out by culinary tourism managers in terms of Wine and Food Festival, but do not see a wider impact on local communities.

Motivation Theory

The desire of a person to perform an activity or action of course because there is something to be achieved or obtained or often known as motivation. Motivation is the driving force that forces one to take action It implies that the motivation of moving a person to do Motivation is thus the basis of all behaviors including travel. (Schiffman and Kanuk, 2004, Ryan and Deci, 2000, Fodness, 1994, and Lien, 2010.).

According to Fridgen (1990) within an individual motivation is Force which causes him to do something to fulfill a biological need or psychological desire or in his free translation that, motivation is an urge in an individual that causes a person to do something to fulfill his biological needs or psychological desires. The human body when feeling hungry or thirsty then naturally the brain will hints the need for food or beverage, thus Food and drink become one of the main human bilogis needs. Speaking of motivation in meeting the needs, Abraham Maslow, a physocologist, stated about Maslow's hierarchy of need, which explains that everyone has a complex set of needs which are described in a hierarchical manner, where the needs in the lowest hierarchy have been fulfilled or are satisfied trying to meet the next needs or needs in the next hierarchy. The hierarchy starts from the first physical needs / physic needs which are basic needs such as food, clothing and shelter, second is the need for a sense of security / security need which includes comfort, stability, freedom from fear or threats and disease, the third need for hanging out or dealing with other people



/ affiliation need needs is related to the need to have friends or to be part of someone else, to be loved or loved by someone, fourth is the need for appreciation or esteem need needs for self-esteem or recognition from others will ability possessed.

In order to meet this need people seek opportunities to gain awards, promotions, prestige, social status as well as recognition of their ability or competence. The last need or the one in the highest hierarchy is self-actualization, this need is related to the need to show personal growth or personal growth, self-actualization is also a desire to obtain satisfaction with oneself (self fulfillment), to show all his potential, to be whatever he can do, and to be creative and free to reach the peak of his potential accomplishments. A person who can attain this level of self-actualization feels to be a complete human being, gaining the satisfaction of needs that other people do not even realize there is such a need. (Hellriegel and Slocum, 1991: 433-434).

Another opinion says that motivation can be divided based on the effects of purchase, namely: rational motivation and emotional motivation. Rational motivation is a motivation that invites consumers to think in a ratio based on reality - the reality in understanding every alternative in choosing a product that according to the consumer can provide the best quality, while emotional motivation is the motivation that leads consumers to make purchases based on feelings, fun cannot be expressed by the five senses, for example the role of the brand makes the buyer show his economic status. Swastha and Handoko in Geovani and Therressa (2015). Of the three opinions above and when associated with the context of this study it can be concluded that motivation has a big share for customers in making purchasing decisions.

According to Macintos in Yoeti (1996: 85) and Utama (2017: 113-14) say that a person traveling is influenced by various motivations and goals. Motivation of travel can be grouped as follows namely :

1. Physical Motivation, isrelated to the desire to restore physical condition, rest, relax, exercise, or maintain health so that excitement arises.
2. Cultural Motivation, is closely related to someone's personal desire to travel in order to be able to see and know other places, their inhabitants, their way of life and customs that are different from other places.

3. Interpersonal Motivation is a motivation that is driven by the desire of someone to visit relatives, friends, or want to avoid the work environment, want to find new friends and others.
4. Status and Prestige Motivation is the motivation of someone who wants to show who he is, his position in a particular society for his personal prestige.

Bureau in Utama (2017: 114-17) explains that motivation is influenced by two factors which are often known as the Push Factor and Pull Factor concepts. The driving factor in question is an internal drive or internal self while the pull factor is the attraction of the destination. Push Factor consists of;

1. Psychological Factors consisting of want to be alone, want rest or relaxation, and maintain dignity or prestige, health and fitness, adventure, social interaction, seek benefits, special interests and self-esteem.
2. Socio-economic and demographic factors consisting of age, gender, income, education, family development, ethnic group and occupation or profession.

Pull factor consists of;

1. Destination attributes and facilities related to climate, natural beauty, cultural events or events, food, hospitality of locals, history and recreational facilities.
2. Accessibility and image related to the positive or negative image of the destination, quality of service and quality of facilities prepared.

So if it is associated with the topic discussed then what is meant by the motivation of tourists in this case is what encourages or attracts tourists in visiting or doing culinary activities in the Jimbaran Coast Area.

Conceptual framework

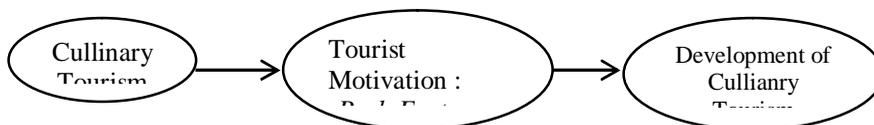


Figure 1. Conceptual Framework of Culinary Tourism Development



Culinary tourism in the Jimbaran beach area can develop due to continuous tourist visits, whether driven by their own desires or also because of the special attraction of the Jimbaran Beach area. It is important to know well what motivates tourists to visit culinary in the Jimbaran Beach area. By knowing the desires and needs of tourists well, it can maintain and even increase tourist visits to enjoy the culinary area of Jimbaran beach.

Research methods

Based on the level of Explanation, this research is associative research, because it aims to determine the relationship between two or more variables. By connecting these two variables, a theory or concept can be formulated that can be useful to explain or predict and control a phenomenon, (Kasim, 2011). Meanwhile, from the type of data and analysis, this research is a quantitative research

Research Location

This research was conducted in the area of Jimbaran Beach, which is located in Jimbaran Village, South KutaBadung Regency. There are two beaches that are used as research locations, namely: Muaya Beach and Jimbaran Beach. The choice of this location is partly because the food served in the area of this beach is very well known among the tourism community in Indonesia and Bali in particular and has a fairly well-known trade mark namely "Ikan Bakar Jimbaran".

Research Instrument

This study uses a questionnaire with statement items as in Table 1 below:



Table 1
Push and Pull Motivation indicator

No	Push	No	Pull
1	Want to try a new menu	1	Affordable / reasonable food prices
2	Want to enjoy togetherness with family or friends	2	Diverse Seafood Menu Options
3	Get Fresh and Healthy Quality of Seafood	3	Delicious and Typical Food Taste
4	Experience Culinary Adventure	4	Easy to reach place
5	Increase self-esteem (prestige)	5	Appearance / Serving interesting food
6	Invitation from friends / friends	6	Friendly and Fast Service
7	Clean and Healthy Places to Eat	7	A pleasant dining atmosphere
8	Want to try eating with Local flavors	8	Famous dining area / area
9	Want to interact with the local community	9	The interior and the traditional exterior of the Café
10	Want to prove information received from the media / friends / relatives	10	Entertainment is available such as vocal group / group singer

Source : Bureau in Utama (2017)

This study uses questionnaires used to collect data on the motivation of tourists to enjoy culinary tourism in the area of Jimbaran Beach. The questionnaire was designed with 4 parts, the first part of the question about the demographics of respondents concerning gender, age, education, marital status, time of visit and partner or companion on the way. The second part is the question of whether there is a desire to come back and recommend to others. The third part is 10 item question for push factor, and the fourth part 10 item question for pull factor. Before being used to collect data on a number of respondents



who have been determined, this questionnaire will be distributed first to approximately 30 samples of respondents to test the level of validity and reliability.

The respondent and sampled in this study are all tourists who come from abroad or the archipelago who enjoy culinary tourism in the Jimbaran Beach area, the sampling technique used is incidental sampling, according to Sugiono, (2013) incidental sampling is a sample based determination technique coincidentally, that anyone who accidentally / incidentally meets a researcher can be used as a sample if it is considered suitable as a chopstick.

Factor analysis used in this study, the recommended sample size is no less than 50 observations, and a sample size of 100 or more is recommended. As a general rule, some researchers recommend a 10: 1 or 20:1 case ratio for each variable (Hair, et al, 2006: 98-99). It is intended that if the questionnaire item is designed as many as 20 items, then the minimum sample size is $20 \times 10 = 200$.

Data Analysis

To analyze the data obtained in this study, the data analysis technique used was descriptive qualitative and factor analysis, with the following stages (Ghozali, 2016): (i) data feasibility checks, (ii) testing the feasibility of variables, the process of factor analysis based on the correlation between variables or objects. Factors formed or estimated are variables or objects that have a significant correlation. Feasibility testing of variables used using KMO (Kaiser-Mayer-Olkin) and Barlett's tests, and MSA (Measure of Sampling Adequacy) variables are declared feasible if the Kaiser Mayer Olkin results are above 0.50 and Barlett's test is also significant at 0.05, (iii) Principal Component Analysis, (iv) determine the number of factors, the question that arises in factor analysis is that a number of variables are reduced to several factors. Which can be seen from the value with eigenvalue 1 or more can be maintained as a factor that can be used for further analysis, (v) factor rotation, using varimax rotation rotation technique, (vi) naming factor, (vii) determining the accuracy of factor analysis models, the next step in factor analysis is to detect whether the formed factor is fit.

Results

Before the questionnaire was distributed to all respondents, the validity and reliability were tested first to 30 respondents. The results



show that the questionnaire is valid and reliable, with cronbach alpha value of 0.908 for questionnaire 1 (pull motivation) and 0.780 for questionnaire 2 (push motivation). Similarly the Pearson correlation value for each indicator is above 0.3.

The questionnaire was then distributed to the questionnaire. Table 2 shows the characteristics of respondents in this study.

Table 2
Characteristics of Respondents

No	Characteristics of Respondents	Highest frequency 1	Quantity (Person)	Lowest frequency	Quantity (Person)
1	Age	21-30 years old	78	More than 60 years	3
2	Sex	Man	105	Woman	95
3	Education	Diploma	106	Ph.D	1
4	Marital Status	Married	119	Forget the year of the visit	1
5	Times to Visit Jimbaran	More than 3 times	97	third times	18
6	Travel companion	Family and friends	94	Following tour package	12
7	Willingness to visit	Will	196	Unwill	4
8	Willingness to recomend	Will	194	Unwill	6
9	Nationality	Indonesia	140	Polandia	2

Source : Research Result, 2018



Table 2 shows that most respondents aged 21-30 years, men, diploma education, married, visited Jimbaran more than three times. Respondents come with family and friends, they want to visit again and recommend. Most of them came from Indonesia, only 60 people (30%) came from abroad.

Response of respondents as in Table 3 to all indicators of motivation and pull motivation showed average above 3.00. In push motivation, the highest average on the second indicator, namely the desire to eat with family (4.67). The lowest average on the sixth indicator, ie the invitation of friends / friends (3.85).

Table 3
Respondents Answer Average

No	Push	Average	No	Pull	Average
1	Want to try a new menu	4,26	1	Affordable / reasonable food prices	3,64
2	Want to enjoy togetherness with family or friends	4,67	2	Diverse Seafood Menu Options	4,15
3	Get Fresh and Healthy Quality of Seafood	4,25	3	Delicious and Typical Food Taste	4,26
4	Experience Culinary Adventure	4,21	4	Easy to reach place	4,04
5	Increase self-esteem (prestige)	3,89	5	Appearance / Serving interesting food	3,94
6	Invitation from friends / friends	3,85	6	Friendly and Fast Service	4,32
7	Clean and Healthy Places to Eat	3,94	7	A pleasant dining atmosphere	4,23
8	Want to try eating with Local flavors	4,40	8	Famous dining area / area	3,95
9	Want to interact with the local community	3,95	9	The interior and the traditional exterior of the Café	4,00
10	Want to prove	4,09	10	Entertainment is available such as vocal group / group singer	



information received from the media / friends / relatives				
Total Average	4,15		Total Average	4,08

Source : Research Result, 2018

In pull motivation, the highest average in the third indicator is the typical food taste (4.26). The lowest average in the first indicator, namely the price of affordable food (3.64). Overall, the total push average is 4.15 and the pull is 4.08 which shows the attitude of agreeing to the statement on the questionnaire.

Next in Table 4 the KMO value is above 0.5 with a significance of 0.00 indicating that the entire data is feasible to proceed at the factor analysis stage.

Table 4
KMO and Bartlett's Test

		Push Motivation	Pull Motivation
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,844	0,909
Bartlett's Test of Sphericity	Approx. Chi-Square	587.415	742.674
	df	45	45
	Sig.	0,000	0,000

Source : Research Result, 2018

Table 5 shows the factors that are formed in push motivation by two factors, with the lowest eigen value above one at 1.167. While the pull motivation is formed by two factors with the lowest eigen value above one at 1.059.



Table 5
Total Variance Explained

Component	Push Motivation			Pull Motivation		
	Initial Eigenvalues			Initial Eigenvalues		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.998	39.981	39.981	4.696	46.957	46.957
2	1.167	11.668	51.649	1.059	10.590	57.547
3	.986	9.860	61.509	.834	8.344	65.891
4	.824	8.241	69.750	.688	6.878	72.770
5	.772	7.725	77.475	.593	5.931	78.700

Extraction Method: Principal Component Analysis.

Source : Research Result, 2018

Table 6 shows that the two factors that are formed in push motivation consist of: (i) factor 1: want to try a new menu, want to enjoy togetherness, (ii) factor 2: get fresh and healthy food quality, experience culinary adventure, self-esteem, invite friends, clean place, local taste, interaction, proof. Factor 1 is called the Menu factor, with consideration of loading the highest factor on the first indicator (want to try the new menu) with a value of 0.872. Factor 2 is called the Culinary Adventure Experience because the indicator composing this factor emphasizes more on experience, proof, and something new.

Two factors are formed in pull motivation, consisting of: (i) factor 1: price, menu choice, taste of food, presentation, service. This factor is called Product Quality, with consideration in accordance with the concept of product quality, consisting of goods and service quality; (ii) factor 2: affordable places, pleasant places, famous places, traditional interiors and entertainment. This factor is called Place, because it is dominated by place word.



Table 6
Rotated Component Matrix

Indicator	Push Component		Pull Component	
	1	2	1	2
1	.015	.872	.788	.133
2	.233	.747	.682	.238
3	.721	.145	.838	.184
4	.767	.278	.078	.615
5	.693	.064	.731	.348
6	.515	.123	.711	.375
7	.559	-.067	.453	.627
8	.564	.401	.314	.696
9	.677	.185	.248	.716
10	.653	.323	.182	.620

Source : Research Result, 2018

Discussion

Factors that motivate tourists to visit culinary tourism in the Jimbaran Badung Beach area of Bali.

Based on the analysis, there are four factors that motivate tourists to visit the culinary tour at Jimbaran Beach. Two factors come from push motivation, and two other factors come from pull motivation. The four factors are: (i) Product Quality, (ii) Menu, (iii) Culinary Adventure Experience and (iv) Places. This finding is supported by the characteristics of respondents in which the majority are diploma educated, married, and productive age. The education level of most of the respondents is diploma and have a family, of course they already have a high awareness of product quality, and menus.



Respondents are in the productive age range, and want to try something new. Most of the respondents came from Indonesia, and a small number of foreign tourists who live around Jimbaran Beach. This condition makes respondents choose a place that is close.

The factors that most play a role in shaping the motivation of tourists in visiting culinary tourism in the Jimbaran Badung Beach area of Bali

Based on the results of the analysis, the product quality factor has a very strong role that is able to attract tourists to enjoy culinary tourism at Jimbaran Beach. Factor of product quality can explain 46,96% cause of tourist attraction to enjoy culinary tour. While other factors that are formed have a lower value to explain the motivation of tourists to come.

Conclusion

Based on the results of the analysis and discussion above, the findings in this study can be summarized as follows:

1. Factors that motivate tourists to visit culinary tour at Jimbaran Beach are: (i) Product Quality, (ii) Menu, (iii) Experience of Culinary Adventure and (iv) Place.
2. The most important factor in motivating tourists to visit culinary tourism at Jimbaran Beach is the Product Quality Factor.

Sugestiom

The culinary manager at Jimbaran Beach should pay more attention to product quality, including price, menu choice, food taste, presentation, service.

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