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TRADITIONAL CULINARY AS ONE OF THE STRATEGIC DEVELOPMENTS OF FOOD TOURISM IN SANUR, BALI, INDONESIA

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Abstract

The Sanur area is one of the pioneers of tourist destination in Bali since the first hotel was built there. The development of traditional culinary arise because of signature dishes that were previously enjoyed by local, now also found and searched by the tourists, namely Warung Men Weti (traditional food stall sell white steamed rice mixed with some traditional dishes) and Warung Mak Beng (traditional food stall with main ingredients of fresh fish). In fact, the Balinese traditional food was often questioned by its hygiene and sanitation, somehow faced such problems such as the level of spiciness for foreign tourists that involved in originality of the taste and its existence in hotels and some accommodations. Therefore, authors found out some research problems, namely how the development of food tourism in Sanur and how conducting the development strategy for food tourism in Sanur. The qualitative approach which emphasized in depth-interview with purposive sampling and Data analysis by collecting primary and secondary data were used. After data was collected, the result is still in need of the support of stake holders that are very strong in arranging the flow system of tourism management in Sanur in developing the culinary tourism as one of the strategies. The Event happened in Sanur area, also should support the existence of local cuisines in order to remind people and tourists of culinary tourism as one of best asset of tourism in Sanur.

Keywords: Traditional Culinary, Food Tourism, Sanur.
