

**AN EXPLORATION OF FOOD TOURISM:
THE CASE OF BALI, INDONESIA**

By

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13312041

BACHELOR'S DEGREE

in

BUSINESS ADMINISTRATION – HOTEL AND TOURISM MANAGEMENT

CONCENTRATION

FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES



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August 2016

Revision after the Thesis Defence on 28 July 2016

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

AN EXPLORATION OF FOOD TOURISM: THE CASE OF BALI, INDONESIA

By

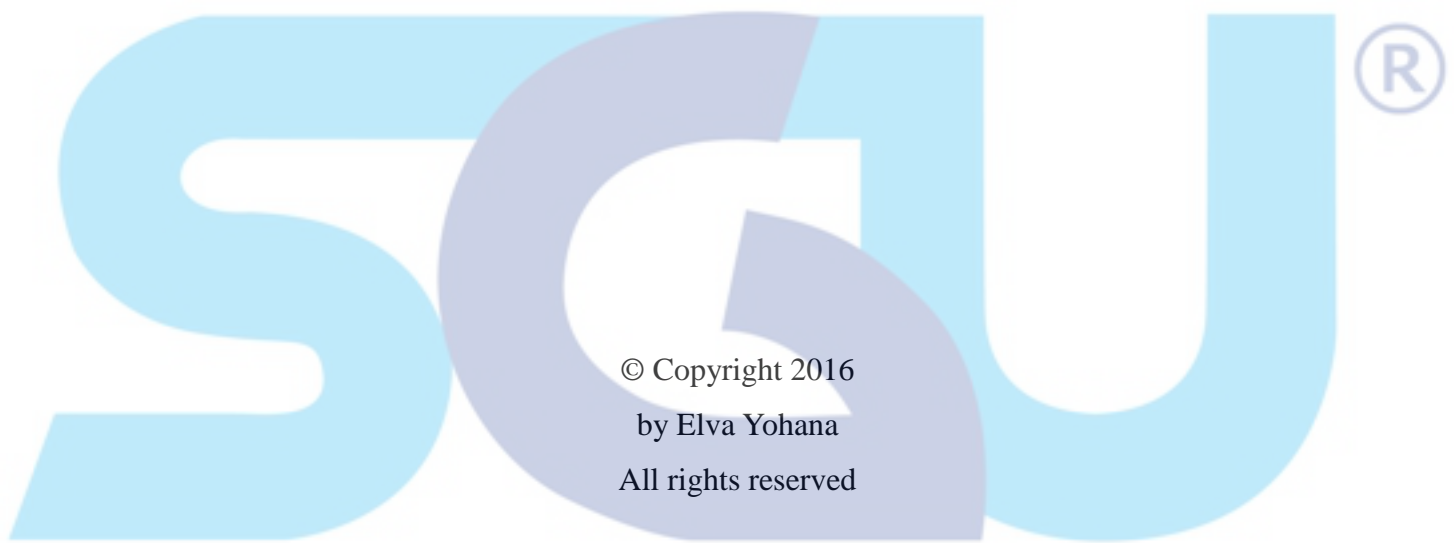
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The aim of this research is to explore the various factors influencing tourist in a gastro-destination, with Bali as its focus. Secondary literature on the concepts of food tourism was reviewed to provide an in-depth understanding of the subject, and to form as a framework for this research. A primary research was conducted through online questionnaire, targeting 100 domestic tourists. The data collected were then analyzed through cross-tabulation and graphs. These findings are then compared with the literature review to provide conclusions and recommendations. This research concludes that food is indeed a very important part of tourism. It has the potential to be the main travel motivation, and when combined with the unique cultural heritage of a destination, it can create a niche of the destination. Although the main product focus will be the destination's culinary industry, the complex nature of tourist consumer behaviour means that other components of the trip will also affect tourists' consumption. Through this research, it was identified that the domestic tourists are highly interested in participating in food activities featuring local cuisine. They also consider dining experience to be highly important, especially on hygiene and cleanliness. However, areas such as transportation, cleanliness, security, and value of money still need to be improved, in order to be the perfect gastro-destination.

Keywords: food tourism, dining experience, destination



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DEDICATION

I dedicate this works for the growth of Bali and its wonderful culinary scene.



ACKNOWLEDGEMENTS

First and foremost, I would like to express my utmost gratitude to my advisor, Mr. Vishnuvardhana S. Soeprapto, BA., MA. Without his guidance, this thesis will never be truly completed.

I am also grateful to all the lecturers whom I have had the privilege of meeting, who had contributed and assisted me throughout my education. They are the ones who have given me the knowledge and academic skills that provide as the foundation of this research.

I would like to give my special thanks to Mr. Gareth Currie, my thesis advisor at IMI University. Under his direction, this research was given its initial structure and was then completed as a dissertation.

To Mr. Stephen Rohrlach from the English Department, for checking my thesis to ensure that everything is grammar perfect. Also, to Prof. Theodore Benetatos, who had given me the initial inspiration for my research model and showing me his previous research on the subject. To Mr. Anthimos Georgiou, my research methods lecturer for counselling me through the initial dissertation proposal, and then pose as a second reader.

I would also like to thank my beloved parents, Mr. Sahari Lim and Mrs. Margaret Silvyana, for their unconditional love. Thank you for supporting me through the course of my life, enabling me to complete my bachelor's degree.

Last but not least, I would like to thank all my friends for their support, especially my fellow comrades of Hotel and Tourism Management batch 2012. In particular, Jane Stacia, Stephany Goenawan, Silvia Chailina, Gladys Marcella, and Ristia Kencana. They equiped me with all the entertainment I could ever need to complete this 4 years' struggle. Also to Fabiola Ivitha, Rilo Rizky, and Kristal Setia, whom I can always count on. Not to forget Tania Salendra, Hillary Chairul, Natasha Gosal, and Yumiko Masda, for listening to all my complaints and still untiringly cheer me on.

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