

Studi Kualitatif Daya Tarik Wisata Gastronomi Kuliner Keraton Yogyakarta

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ABSTRACT

This study aims to explore a information in depth the factors that become the culinary tourist attraction of the Yogyakarta palace culinary. This research is a qualitative research and data collection by interview. The informants in this study were gastronomic culinary tourists of the Yogyakarta palace and culinary managers of the Yogyakarta palace. Data analysis technique used is descriptive interactive model in the form of data collection, data reduction, data display, and conclusions / verification. The results of the study are: (1) Based on the perspective of Keraton culinary gastronomy managers, each restaurant has different concepts and segments in presenting culinary tourism services. The concepts presented are traditional and modern nuances. Each restaurant offers different advantages such as private dinner programs, home tours or different experiences in culinary services. The segment of each Keraton culinary restaurant is divided into tourists and the general public, although culinary managers are more focused on foreign tourists. (2) Based on the perspective of tourists, both domestic and foreign, Keraton culinary tourism attractions namely the need for experience, curiosity, invitation, tourist information and pride. The response given by the informant is related to the experience during the palace gastronomic or culinary tour, which is to get new experiences, pleasure, satisfaction, pride and willingness to recommend to others.

Kata Kunci: *Gastronomy, Tourism, Culinary, Palace*