

ABSTRACT

STUDY OF CULINARY TOURISM POTENTIAL IN WEST KOTAWARINGIN REGENCY CENTER BORNEO PROVINCE 2012

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This research aims to: (1) identify the typical food of West Kotawaringin, (2) map the potential of culinary tourism in West Kotawaringin, and (3) determine the characteristics of tourist of the center culinary tourism in West Kotawaringin.

The research was conducted in March 2012 in West Kotawaringin. This research was using quantitative descriptive survey approach with a population of 4759 people and took a sample of 98 people. Data collection of this research was using questionnaires, documents and documentation. Results presented as descriptive data collection.

The results showed that: (1) food is typical of West Kotawaringin are soto menggala, soto banjar, nasi kuning dan lontong sayur; side dishes are typical of West Kotawaringin Gangan Asam (Sayur Asam ikan Patin), Fish Grill, Belankas and a variety of seafood; sambal is a typical West Kotawaringin is cincaluk sauce; Snacks are typical of West Kotawaringin Wadai-tole tole, wadai cincin dan kerupuk basah; local seasonal fruits are cempedak, local durian, krantungan, tangkuhis, ketiau, sour eggplant; by-the typical West Kotawaringin is kerupuk amplang and kerupuk ikan. (2) culinary tourism in West Kotawaringin can be mapped into 8 regions, namely Region Mendawai, Sidorejo Region, Region of King, Madurejo Region, Region Kampung Baru, Pasir Panjang Zone, Kumai Region and Kubu Zone, And (3) Characteristics of tourists who visit are 38% age 15-30 years, the last high school educated / equal 45%, and private sector employees work 36%. Most of the culinary tourism more attractive women and 53% of tourists came from the West Kotawaringin 82%, obtained information from friends / family 79%, and a friend visited with a group of 47% with income under Rp 500.000, - by 25%. One month visited-Travelers less than 3 times by 58%. Accessibility factors and the variety of foods had chosen as the main reason most tourists.

Keywords: Culinary Travel, Travelers Characteristics