# The Effect and Strategy of Culinary Tourism Attraction on Tourist Visit Interest in the City of Solo

*Julita Julita[1]\*, Lice Sari[2], Holly Felisa[3]*

*[1,2,3]Universitas Pelita Harapan, Indonesia*

**\*Corresponding Author**: *julita.then@uph.edu*

**Abstract:** *The purpose of this study is first to identify the potential for culinary tourism in Solo and then find out how much influence it has on the interest of tourist visiting Solo, and from these result it is intended to formulate a strategy for developing culinary tourism in City of Solo which can attract tourist visits to make return visits to City of Solo. This research is a combination of quantitative and qualitative research. Quantitative data analysis was performed by hypothesis testing and coefficient determination to confirm effects expressed as percentage. Meanwhile, qualitative data analysis was continuously conducted in the field and interactively to support, and enrich the data derived from quantitative data. As for the culinary spots themselves, City of Solo has several potential spots in traditional markets, as well as those supported by the government. Based on the analysis, the research shows the impact of culinary tourism on the interest of tourists visiting the city of Solo. The effect of tourist attraction on the interest of tourists visiting the city of Solo is 65.5% and is a significant and positive influence. Then the strategy carried out by the Solo City government for the development of culinary tourism, among others, is to maintain a clean, healthy, neat, and beautiful city. In this case, it can be seen that culinary tourism in a destination such as Solo City can be used as an attraction for tourists so that it can affect the increase in tourist visits.*

**Keywords:** *Culinary Tourism, Solo, Tourist Attraction, Strategy*

## Introduction

The city of Surakarta or known as Solo, is one of the cities in Indonesia known as the city of culture. However, not many people know that this legendary city as a culinary destination. Along with today's tourism trend where many regions in Indonesia develop its regional tourism as part of its regional development, Solo is also developing its tourism sector as part of it's regional development.

Culinary tourism has now become a tourism product in a destination. Culinary tourism could increase visitors because the tourist spending pattern shows that culinary is the largest expenditure after accommodation (Wijayanti & Damanik, 2019). Then according to Kautsar in (Sunaryo, 2019), culinary exploration has become the main reason for travelling, which means that tourists deliberately choose a destination because of its culinary appeal.

According to Saeroji & Wijaya (2017), Solo is also known as the City of Keplek Ilat, meaning that this city is famous for various types of special culinary dishes that indulge the tongue of food lovers. In addition, Solo is also supported by its strategic position, namely at the intersection of the Pantura line (Semarang) and the southern coast of Java (Yogyakarta), in almost all cities.

In terms of tourist visits to Solo, based on data from the Surakarta City Tourism Office, the number of both foreign and domestic tourists have increased from year to year. However, due to the Covid-19 pandemic, the number of tourists visiting Solo has declined drastically from 5,353,834 visitors in 2019 to 1,420,315 visitors in 2020. Solo experienced a drastic decline in the number of tourists. It is proven that in 2019, the total number of tourists visiting Solo was 5,353,834, but it fell in 2020 to 1,420,315 (Surakarta City Tourism Office, 2021). According to Kivela & Crotts in (Wijayanti, 2020), tourists in their travels have expenditure on food reaching

one third of the total expenditure, where local food is the main component of a tourist activity and tourism industry. This proves that visitors who visit Solo will definitely spend their money on local food, eventhough the local food may be unfamiliar for the visitors, but eating and drinking local food that is available at a tourist destination is unavoidable.

The development of food or culinary tourism to a tourist destination will improve the visitor experience (Baltescu, 2016). Culinary tourism refers to the participation of tourists in food-related activities during the trip, such as buying local food and consuming local cuisine (Tsai & Wang, 2017). In the tourist journey, local food is not only a basic need, but also an experience for tourists. Recent studies explain that a strong and statistically significant presence of local food products and intentions to visit (return) to a destination have a significant relationship and even show that the experience of local products such as food plays an important role in promoting the place of origin and other similar tourist destinations, food products. A distinctive local area has a market expansion role for a destination (Alderighi et al., 2016).

Tourist attraction in a tourist destination can increase the number of visitors if the tourist destination realizes the important role of the influence of tourist attraction, which according to Hallman, Zehrer and Muler in Suwarti (2014) is in terms of originality and natural beauty, variety, scarcity, and wholeness, so that there is an increase in the number of visitors to these destinations. Culinary tourism has become one of the scenarios for developing tourism as a tourist attraction for Solo, to increase tourism in its region after this pandemic ends. Mentioned by Retno Wulandari (President of IMA-Indonesia Marketing Association Solo Chapter) in the ForKom Strategy to Increase Tourist Visits Post Pandemic, culinary tourism is one of the tourism scenarios of Solo to increase tourist visits again (Wulandari, 2021).

Interest to visit according to Oktaria (2018) is the tendency of individuals to visit a destination in a certain period in the future. According to Ferdinand in (Maulidi, 2019) the interest to visit has psychological stages, where these stages are then used as benchmarks or indicators through transactional interest, referential interest, preferential interest, and exploratory interest for the process of buying interest in individuals. Culinary tourism can be a tourist attraction in an area that attracts tourist visits and even becomes a way to expand the market for a destination. (Baltescu, 2016) suggests that the development of food tourism to a tourist destination will improve the visitor experience. Culinary tourism is expected to be a mainstay tourist attraction for tourists to visit and even to revisit Solo. A stratregy that strengthen the culinary tourism in Solo, is hoped to attract visitors to this city.

Based on the background mentioned above, the objectives of this study are (1) to find out how much influence culinary tourism has on the interest of tourists visiting Solo; (2) identify the potential of Solo culinary tourism that affects the interest of tourist visits; and (3) formulating a strategy to develop the culinary tourism in Solo that can attract visitors to revisit Solo. This research specifically analyzes how a culinary tour can become a development strategy in a city that can attract visitors to visit. The novelty that is expected from this research is specifically for tourist destinations that have culinary tours that can make these attractions an attraction for tourist visits.

## Methodology

This research is a combination of quantitative research and qualitative research. This study aims to analyze the influence of the culinary tourism attraction in Solo on the interest of tourist visits, then from the results, a tourism develement strategy with the culinary tourism attraction in Solo are formulated. This research begins with the collection of quantitative data and then continues with the collection of qualitative data to help analyze the data obtained quantitatively, the results of a research with this design explain a general picture that is called the explanatory sequential design (Cresswell, 2012).

The first stage of this study was conducted using quantitative methods, to see how much is the influence of the culinary tourism attraction in Solo on the interest of tourist visits. The culinary tourism attraction is the independent variable, and the interest of tourist visits is the dependent variable. While the second stage is carried out with the qualitative methods, the results of quantitative data is used to identify how much the culinary tourism attraction in Solo affects the interest of tourist visits and to formulate a strategy to develop culinary tourism in Solo that attract tourists visit Solo.

Overall, the data collection techniques for both quantitative data and qualitative data consist of observation, documentation, interviews, and questionnaires with the aim that each data collected can support each other. The quantitative data is using a convenience sampling with a questionnaire as the research instrument, that is distributed to as many as 100 respondents who

are visitors in Solo. The quantitative data analysis in this study is done using simple linear regression analysis and hypothesis testing and analysis of the coefficient of determination to see how much influence the independent variable had on the dependent variable, that is expressed in the form of a percentage.

Meanwhile, the qualitative data analysis was carried out the field and done interactively and continuously, to prove, deepen, and support quantitative data obtained from quantitative research. Data collected quantitatively and qualitatively from interviews, observations, documentation, and questionnaires, are triangulized. The data is said to be valid when there is consistency or concordance between the information provided. In this study, conclusions were drawn from the findings of quantitative and qualitative research, so that the conclusions in this study became the findings to answer the problem formulation.

## Results and Discussions

The results of this study were obtained as a whole from two research methods, namely quantitative research methods using questionnaires and then reinforced by qualitative research methods using interview techniques and direct observation to the Surakarta City Tourism Office. Then the results of this study are as follows:

### 1. Culinary Tourism Potential as a Tourist Attraction in Solo

As for the results of direct observations and interviews with the Surakarta city tourism office, it was found that, Solo is visited by many tourists because of its culinary delights as a tourist attraction. Some of the culinary delights found in Solo include Intip, Wedang Asle, Racikan Tea, Gempol Pleret, Tahok, Matahari Soup, Lenjongan, Kupat Tahu, Jamu Kunir Putih, Brambang Asem, Timlo Solo, Sate Kere, Gudeg Ceker, Serabi Solo, Roti Kecik, Cabuk
Rambak, Abon, Wedang Dongo, Dawet Ayu, Bakmi Toprak, Fried Goat Curry, Buntel Satay,
Nasi Tumpang, Soto Gading, Solo Strait, Nasi Liwet, and Tengkleng (Surakarta City Tourism Office, 2022). Culinary tourism in Solo is located throughout the city. Both the residence of Solo and the visitors can enjoy variety of culinary or traditional foods found Solo.
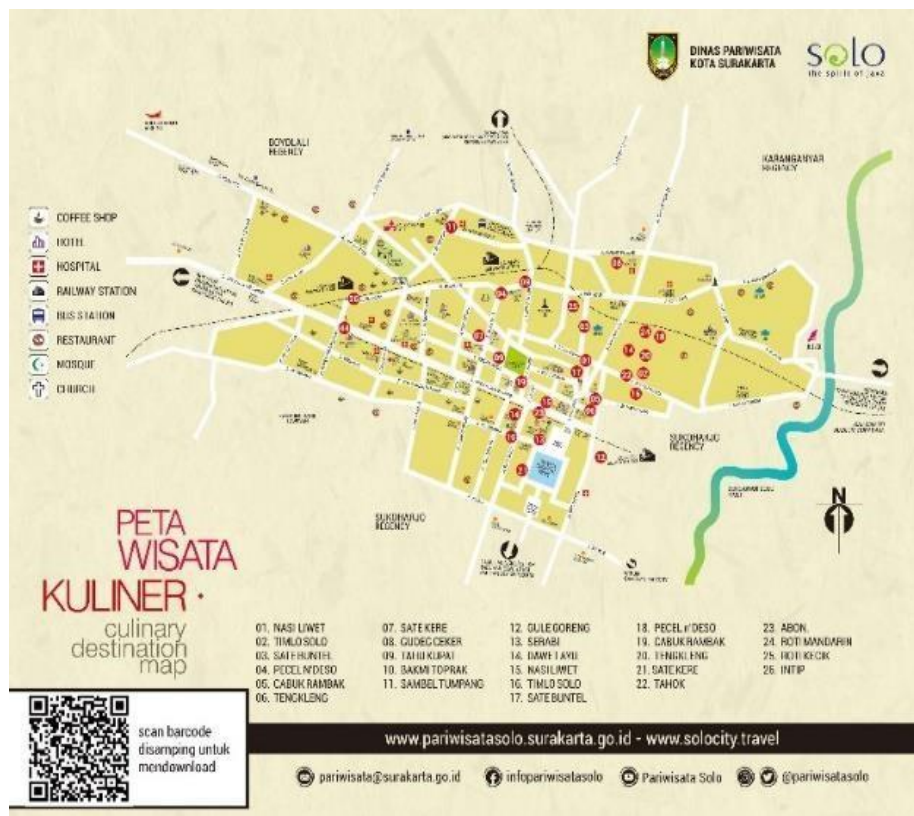


(Source: Surakarta City Tourism Office, 2021)
**Figure 1.** Map of Culinary Tourism of Solo

166

For the culinary destination itself, Solo has several places located in the traditional markets and some places facilitated by the Surakarta City Government that are designated as the culinary centers, including the Manahan Culinary; West City Culinary Shelter; Pucang Palm Culinary Shelter; Mojosongo Culinary Shelter; and Culinary Shelter Galabo.



(Source: Personal Data, 2022)
**Figure 2.** Some Culinary Shelter/Centers in Solo

According to Surakarta Tourism Office, currently the Surakarta City Culture and Tourism Office, although culinary centers have been provided where local foods are being sold in one place to make it easier for tourists to enjoy and taste various Solo culinary delights, many tourists want to enjoy and taste culinary delights directly in culinary locations. They want to directly to get the original and traditional atmosphere of its own. Other potentials related to culinary in Solo are culinary events or other non-culinary events in Solo. Several culinary events that have been carried out including the Apem Sewu Carnival; Jenang Festival; and the latest one is the Solo Indonesia Culinary & Craft Festival.



(Source: Personal Data, 2022)
**Figure 3.** Surakarta Culture and Tourism Office

The Solo Indonesia Culinary & Craft Festival is an event held in July that allows people to taste and enjoy the culinary delights from the SMEs (Micro, Small & Medium Enterprises) in Solo, that is held in the Mahanan Stadium complex area. This event was held for approximately 3 days and followed by another event which was also part of Solo City Culture & Tourism Office program. SICF (Solo Indonesia Culinary & Craft Festival) 2022 will be held in August, due to other activities, the City of Solo being chosen to host the G20 and the Asean Para Games that will also be held in Solo.

In supporting the tourism potential of Solo, the Let's go to Solo application and the official website of Solo can help tourists to explore the city. Tourist can use this application to easily find the information about tourism in Solo. In addition to the tourist map, the application provides menus such as destination information (tourism objects and regional culinary specialties), facilities, events, top 10, transportation, and the creative economy (ekraf). The application also provide information menu that gives information about health, the nearest ATM, money exchange, and other public services. The facilities menu includes information about souvenirs unique to Solo, artistic entertainment, and accommodation that includes recommended lodging in Solo. Lastly, the creative economy menu includes architecture, interior design, visual communication design, games, product design, fashion, video, film, animation, photography, craft, culinary, publishing, advertising, performing arts, fine arts, music, television, radio, and the upcoming events and arts events that will be held in Solo. Based on the analysis, it has been found that the potentials for culinary tourism as a tourist attraction in Solo are as follows:

a. Culinary tourism in Solo is located throughout the city, this can help tourists enjoy the uniqueness of local or traditional culinary.

b. Culinary tourism in Solo is located in several traditional markets and places facilitated by the Surakarta City Government, like the Solo City Trade Office, Solo City Culture and Tourism Office to become the culinary centers.

c. Culinary tourism in the city of Solo is supported by culinary events or other nonculinary events in Solo.

d. Solo City culinary tourism is supported by the Let's go to Solo application and the Solo City official website that help tourists to explore the city, including culinary tourism in Solo.

## 2. The Effect of Culinary Tourism on Tourist Interests in Solo

The results of the quantitative research from this study were to determine the effect of culinary tourism on tourists' interest in visiting Solo, this study distributed questionnaires to tourists visiting Solo. Based on the results of distributing questionnaires to 100 respondents, data on the characteristics of the respondents were observed based on gender, age, area of origin, frequency of visits, main purpose of visit, and tourists' interest in visiting Solo.

The results of the respondent's profile can be seen in the following table:

**Table 1.** Respondent Profile

| Demographic Characteristics of Respondents | | Frequency (%) |
|---|---|---|
| **Gender** | Male | 43 |
| | Female | 57 |
| **Age** | 15-24 years old | 46 |
| | 25-34 years old | 27 |
| | 35-44 years old | 18 |
| | >44 years old | 10 |
| **Domicile** | Java Island | 61 |
| | Outside Java Island | 31 |
| | Overseas | 8 |
| **Visit Frequency** | 1 time | 27 |
| | 2-3 times | 64 |
| | >4 times | 9 |
| **Purpose of Visit** | Holiday | 49 |
| | Visiting Relative / Friends | 23 |
| | Business / Conventions | 12 |
| | Education | 11 |
| | Others | 5 |
| **Interest** | Tourist attraction | 41 |
| | Culinary (Food & Beverages) | 35 |
| | Crafts and souvenirs | 21 |
| | Others (Pilgrimage, Health, etc.) | 3 |

Source: Data Processed Results (2022)

From table 1, it can be concluded that the respondents who visited the city of Solo were quite diverse in terms of gender, age and region of origin (domicile). And for the frequency of visits, on average, tourists visit 2-3 times (64%) and with the main purpose of visit for holiday (49%). For the interest of tourist visiting Solo, it was found that 41% of the tourists visit Solo for its tourist attraction, 35% for its culinary (food and beverages), 21% for its crafts and souvenirs, and 3% for pilgrimages and health care.

To determine the effect of culinary tourism on the interest of tourists visiting the city of Solo, this study used a simple regression test, and the results can be seen in the following table:

**Table 2.** Simple Regression Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficient | | |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | t | Sig. |
| **1** (Constant) | 3.957 | .262 | | 15.080 | .001 |
| MKW | .186 | .057 | .315 | 3.284 | .001 |

a. Dependent Variable: DTW

Source: Data Processed Results (2022)

The simple linear regression equation is Y = a + bX. Based on the simple linear regression test tabel above, it is found that the constant number (a) of the unstandardized coefficients is 3.957. This figure is a constant number which means that if there is no Tourist Attraction (X) which is culinary then the consistent value of Tourist Visiting Interest (Y) is 3.957. Then the regression coefficient (b) is 0.186. This figure explains that for every 1% increase to the level of Tourist Attraction (X), then the Tourist Visiting Interest (Y) will increase by 0.186. Because the regression coefficient value is positive (+), it can be said that the Tourist Attraction (X) has a positive effect on Tourist Visiting Interest (Y). So, the regression equation is Y = 3.957 + 0.186X.

Meanwhile, to determine whether the regression coefficient has a significant effect or not between the X variable and the Y variable, it can be seen through hypothesis testing by comparing the significance value (Sig.) with a probability of 0.05 or by comparing the t value with t table. Based on the Significant (Sig.) value generated is 0.001 smaller than the probability of 0.005, so it can be concluded that there is a significant influence of Tourist Attraction (X) on Tourist Visiting Interest (Y). Then, when viewed from the t test, it can be seen that t-count value is 3.284. This figure shows that the value resulting from the t-count is greater than the t-table value, which is 1.664. So, it can be concluded that there is a significant influence of tourist attraction on tourist visiting interest.

**Table 3.** Coefficient of Determination Test Results

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .810ᵃ | .655 | .652 | 1.86838 |

a. Predictors: (Constant), MKW

Source: Data Processed Results (2022)

The magnitude of the influence of tourist attraction on tourist visiting interest can be seen from the results of the tabel above, it is known that the R Square value is 0.655, which means that the influence of Tourist Attraction (X) on Tourist Visiting Interest (Y) is 65.5% while the remaining 34.5% of tourist visiting interest is influenced by other variables that were not investigated in this study.

Even though culinary tourism products are often found as a secondary tourism product, in Solo culinary tourism can be the main tourism product where the culinary or local food of a certain area of the city can clearly become a tourist attraction in a destination that can exhibit the tourism in that destination. Activities related to food greatly affect travel satisfaction, which in turn encourages revisits and recommending a destination to others (Wijayanti, 2020). In a travel, local food is not only a basic need, but also an experience for the tourists. Culinary tourism can be a tourist attraction in an area that attracts visitors and it can prove that the development of food tourism to a tourist destination can improve the visitor's experience.

## 3. Culinary Tourism Development Strategy for the City of Solo

The city of Solo has a motto or slogan for maintaining the beauty of the city, namely "Berseri" which means Bersih (Clean), Sehat (Healthy), Rapi (Neat), and Indah (Beautiful). This is in accordance with the purpose of the City of Solo, which prioritizes in maintaining a clean, healthy, neat, and beautiful city not only its people, but also to the visitors of Solo. This is also one of the strategies carried out by the Solo City government for the development of culinary tourism. It can be seen that in mapping culinary tourism in Solo, this city applies

several shelters or culinary centers. Some culinary tourism spots are managed by Solo City Government, but not from the Culture and Tourism Office, even some of the culinary centers are managed by the Surakarta (Solo) City Trade Office. The culinary centers were created based on the culinary experiences of culinary connoisseurs in the city of Solo. The culinary centers were created to provide a culinary place with various menu or menu combination from different places of the city that can be enjoyed together by tourists in one place. In addition, other goals are so that culinary traders can compete in managing their outlets, providing good service, providing good pricing, taste, cleanliness, and appearance in offering their culinary delights to the visitors, so that the visitors can be satisfied.

Based on the data from the Surakarta City Culture and Tourism Office (2022), it was found that the number of visitors visiting Solo in July, 2022 has increase from 1.5 million visitors in the previous years, and is expected to increase by around 5% by the end of 2022. In terms of the reason of visits, most visitors who visit Solo are tourists with the purpose of shopping, MICE, family visits, and studying. Although culinary is not listed as the main purpose, culinary itself is always part of those purposes mentioned. The Surakarta City Culture and Tourism Office stated that the strength of Solo itself is its culinary. Since 2017, the culinary arts of Solo City has become one of the best culinary delights in Indonesia, compared to Denpasar, Bandung, Semarang, and Jakarta. Solo obtain the same score as Bandung in terms of its culinary and Solo obtain the recoqnition as one of the best culinary delights in Indonesia due to the involvement of the government in managing the existing culinary centers.

Based on the description above, it can be concluded that culinary tourism in a destination can be used as an attraction for tourists so that it can increase the number of visitors. Therefore, a destination need to mobilize all available resources to develop the influence of tourist attraction on the interest of visiting tourists. The strategies for developing culinary tourism in Solo that can attract visitors to return include:

a. Strengthening local communities by increasing awareness of culinary traders, local communities and also other stakeholders who can support culinary tourism in Solo by creating creative communities in Solo so that they can develop culinary tourism in Solo.

b. Develop innovative activities by continuing various Solo culinary events that have been carried out and also adding other non-culinary events that can increase the interest of tourists visiting Solo and enjoying the culinary the city offers.

c. Protecting gastronomy tourism assets in Solo and by helping the producers of traditional Solo food and drinks so that Solo culinary specialties can be brought up.

d. Increase promotion and information related to culinary tourism in Solo, especially for traditional food and drinks that are unique to Solo and are not yet known to the public.

## Conclusions

Culinary tourism is a superior tourism product that can be offered by the City of Solo. The culinary diversity that Solo has with Solo food and drinks can be the way to attract tourists, both domestic and foreign tourists, to visit Solo. The conclusions from this research are, first, the study show the impact of culinary tourism on the interest of tourists visiting Solo. There is a significant and positive influence of Tourist Attraction on Tourist Visiting Interest in Solo. The magnitude of the influence of culinary tourism on the interest of tourists visiting the city of Solo can be seen from the known value of R Square of 0.655, which means that the influence of tourist attraction on the interest of tourist visits to the city of Solo is 65.5%. The influence of culinary tourism on tourist interest in Solo is also evident as Solo City's culinary potential spreads through-out the city, helping tourists to enjoy the uniqueness of local and traditional cuisine. Solo City Culinary Tourism then becomes a culinary hub, with traditional markets and places supported by the Surakarta City Government, the Solo City Trade Office, the Solo City Culture and Tourism Office. In addition, culinary tourism in the city of Solo is supported by culinary event organizers or other non-culinary events in Solo. Solo City's culinary tourism nowadays supported by the Let's go to Solo application, and Solo City's official website also helps tourists explore the Solo City's culinary tourism-inclusive tours. Finally, strategies for developing culinary tourism in the city of Solo, which can attract tourist visits and revisit to Solo, should be explored by culinary traders, local communities, and other stakeholders to raise awareness and strengthen communities through development of innovative activities that will continue the various Solo culinary events held so far

and add other events that can increase the interest of tourists visiting Solo to enjoy culinary delights. In addition, there is also a need to protect gastronomy tourism assets and improve promotions and information related to Solo gastronomy tourism, in particular, traditional foods and drinks that are unique to Solo and not yet known to the wider community.

## References

Abdillah, Y. F. (2017). Pengaruh Citra Destinasi Dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan Pada Wisata B29 Lumajang. http://repository.stiewidyagamalumajang.ac.id/680/5/Bab 4_watermark.pdf

Alderighi, M., Bianchi, C., & Lorenzini, E. (2016). The impact of local food specialities on the decision to (re)visit a tourist destination: Market-expanding or business-stealing? Tourism Management, 57, 323–333. https://doi.org/10.1016/j.tourman.2016.06.016

Baltescu, C. (2016). Culinary experiences as a key tourism attraction. Case Study: Brasov County. Bulletin of the Transilvania University of Brasov, 9(58), 107–112.

Besra, E. (2012). Potensi Wisata Kuliner Dalam Mendukung Pariwisata Di Kota Padang. Jurnal Riset Akuntansi Dan Bisnis, 12(1), 74–101.

Cresswell, J. W. (2012). Research Design: Pendekatan Kualitatif, Kuantitatif dan Muxied.

Kemenparekraf. (2021). 20 Ragam Wisata Kuliner di Indonesia. Kementerian Pariwisata Dan Ekonomi Kreatif 2021. https://kemenparekraf.go.id/ragam-ekonomi-kreatif/20-DestinasiWisata-Kuliner-di-Indonesia

Kristianti, T. R., & Erdiansyah, R. (2020). Pengaruh Electronic Word of Mouth, Tingkat Kepercayaan Konsumen dan Minat Kunjungan Wisata Kuliner Kota Bogor. Prologia, 4(2), 393. https://doi.org/10.24912/pr.v4i2.6686

Kurniasari, H. (2019). Pengaruh Bauran Pemasaran, Word Of Mouth, Destination Image, Dan Destination Branding Terhadap Minat Berkunjung Di Wisata Pantai Ria Kenjeran. https://repository.dinamika.ac.id/id/eprint/3747/1/15430100022-2019-STIKOMSURABAYA.pdf

Maulidi, W. S. (2019). Pengaruh Electronic Word of Mouth (E-WOM) di Instagram terhadap Minat Berkunjung dan Dampaknya terhadap Keputusan Berkunjung (Survei pada Wisata Muara Bengawan Solo, Gresik). In Thesis (Sarjana).

Oktaria, E. R. (2018). Pengaruh Nation Branding "Pesona Indonesia" Terhadap Minat Berkunjung Wisatawan Nusantara (Survei Pada Pengikut Instagram @pesonaid_travel). Manajemen Bisnis Kompetensi, 13(1), 13. http://ejournal.ukrida.ac.id/ojs/index.php/MB/article/view/1613/1718

Purnama, Y. S. (2019). Strategi Pengembangan Kawasan Wisata Kuliner Di Sepanjang Koridor Jalan Soekarno Hatta, Kota Malang. In Thesis. http://eprints.itn.ac.id/4478/

Saeroji, A., & Wijaya, D. A. (2017). Pemetaan Wisata Kuliner Khas Kota Surakarta. Jurnal Pariwisata Terapan, 1(2), 13. https://doi.org/10.22146/jpt.24968

Sugiyono. (2017). prof. dr. sugiyono, metode penelitian kuantitatif kualitatif dan r&d. intro ( PDFDrive ).pdf. In Bandung Alf (p. 143).

Sunaryo, N. A. (2019). Potensi Wisata Kuliner Di Indonesia : Tinjauan Literatur. Seminar Nasional INOBALI 2019, 235–242.

Suwarti. (2014). Pengaruh Daya Tarik Wisata Terhadap Minat Kunjungan Wisatawan Pantai Cahaya Lumba-Lumba Kendal. Journal of Chemical Information and Modeling, 53(9), 1689– 1699.

Tsai, C. T. S., & Wang, Y. C. (2017). Experiential value in branding food tourism. Journal of Destination Marketing and Management, 6(1), 56–65. https://doi.org/10.1016/j.jdmm.2016.02.003

Uma Sekaran, R. B. (2016). Research Methods For Business_ A Skill Building Approach-Wiley (2016). In Encyclopedia of Quality of Life and Well-Being Research. https://doi.org/10.1007/978-94-007-0753-5_102084

Widyanto, A., Sunarti, S., & Pangestuti, E. (2017). PENGARUH E-WOM DI INSTAGRAM TERHADAP MINAT BERKUNJUNG DAN DAMPAKNYA PADA KEPUTUSAN BERKUNJUNG (Survei pada Pengunjung Hawai Waterpark Malang). Jurnal Administrasi Bisnis S1 Universitas Brawijaya, 45(1), 94–101.

Wijayanti, A. (2020). Wisata Kuliner sebagai Strategi Penguatan Pariwisata di Kota Yogyakarta Indonesia. Jurnal Pariwisata Dan Budaya, 11(1), 33. https://doi.org/10.31294/khi.v11i1.7998

Wijayanti, A., & Damanik, J. (2019). Analysis of the tourist experience of management of a heritage tourism product: case study of the Sultan Palace of Yogyakarta, Indonesia. Journal of Heritage Tourism, 14(2), 166–177. https://doi.org/10.1080/1743873X.2018.1494182

Wulandari, R. (2021). Strategi Meningkatkan Kunjungan Wisatawan Pasca Pandemi. https://pariwisatasolo.surakarta.go.id/destinations/materi-paparan-forkom-strategi-meningkatkan-kunjungan-wisatawan-pasca-pandemi/