

TOURIST'S PREFERENCES IN CHOOSING LOCAL FOOD CULINARY TOURISM IN BALI

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ABSTRACT

Tourist preferences can help in creating a tourist product that matches the type of tourist activity the tourist wants during a trip to a region. The purpose of this study is to know the preferences of tourists in choosing local food culinary tours in Bali. The sample determination technique used is purposive sampling with a sample size of as many as 320 tourists, consisting of 160 domestic tourists and 160 foreign tourists. This research used 5 (five) attributes such as price, quality of food, restaurant service system, food recipes and cooking techniques. Based on the results of the analysis using SPSS Version 26, domestic tourist prefer affordable price with the authentic taste to restaurant service with counter service because of ease in ordering food, cooking recipes are of service direction because corresponds to the presentation intructions in the restaurant as well in the dining house and cooking technique using traditional tools. Meanwhile, the foreign tourist prefers price consistency with innovative food, then a restaurant service system of self-service, cooking recipes that match the weight and measure and the use of traditional tools. This study reveals that domestic and international tourists aged 24–39, mainly from Jakarta and Australia, show strong preferences for local culinary tourism in Bali

Keyword: *preferences, tourist, Bali, SPSS, and local food*

INTRODUCTION

The tourism industry in Bali continues to grow rapidly, making a significant contribution to the region's economic growth (Antara ,2017). The increase in tourist visits, both from within and outside the country, is a positive indicator for tourism

development in Bali. However, to ensure sustainable growth, it is necessary to pay attention to community involvement in choosing tourism products and encourage innovation in the tourism industry, including culinary tourism (Sulaiman, 2022).

Tourism in Bali is famous for its natural beauty, interesting culture and traditions (Supartini et al, 2024). One important aspect of tourism is culinary tourism, which is increasingly developing as a profitable and attractive alternative for visitors (Vuksanovic et al 2024). Local Balinese cuisine displays a diversity of food types which are influenced by geographical conditions, culture and habits of local people (Putri, 2023).

Even though culinary tourism in Bali is growing, it is still necessary to understand tourist preferences in choosing local culinary tourism. This understanding is the key for tourism industry players to respond better to tourists' needs and desires.

This research aims to explore and understand the market preferences of domestic tourists towards local culinary tourism in Bali. It is hoped that the results of this research will provide a more comprehensive understanding of the factors that drive tourists' choices in choosing gastronomic tourism, as well as provide guidance for tourism industry players in designing more effective policies and strategies.

One of the gaps in the novelty between the results of the research "Locality in Restaurant Preferences as an Alternative for Family Recreational Tourism in Yogyakarta" and the research "Tourist Preferences in Choosing Local Food Culinary Tourism in Bali" lies in the different geographical and cultural contexts. While both examine tourists' preferences for local culinary experiences, the Bali research highlights the island's unique and diverse local culinary riches. Meanwhile, research in Yogyakarta emphasizes preferences for local elements in choosing restaurants as part of family recreational tourism. Thus, while both studies provide valuable insights into the dynamics of tourist preferences in a culinary context, the Bali research explores more specific dimensions related to the cultural and culinary richness of the destination.

Tourist's Preferences

Tourists' preferences are shaped by multiple interrelated factors from environmental ethics to cultural experiences. Research using the Kano model in Central Europe highlights that attributes such as environmental conservation (84.4%), wildlife protection (77.6%), and waste reduction (75.2%) rank as "must-have" elements that strongly influence destination selection (Wicaksono, 2024). Similarly, post-pandemic studies reveal heightened demand for experiential and participatory tourism where travelers actively seek escape from routines through culture, adventure, or city life (Orden et al, 2022) [pmc.ncbi.nlm.nih.gov](https://pubmed.ncbi.nlm.nih.gov). In rural contexts, safety, affordability, and cultural or natural attractions dominate preferences: small group dynamics and seasonal timing also emerge as key decision factors (Porotiu et al, 2021). Meanwhile,

segmentation in destinations like Indonesia uncovers distinct traveler archetypes ranging from Luxury-oriented Leisure Seekers and Cultural Explorers to Adventure Enthusiasts and Budget Travelers underscoring the importance of tailoring tourism offerings to diverse motivational profiles (Wang, 2025).

These nuanced insights into tourist preferences carry important implications for tourism stakeholders. Sustainable practice such as prioritizing eco-friendly options—can enhance satisfaction and loyalty by aligning with traveler values (Wicaksono, 2024). Meanwhile, understanding demographic factors (e.g., age, gender, income) helps in segmenting markets and crafting targeted marketing strategies; for instance, students value independence and social interaction, while women often emphasize aesthetics and informed decision-making (Zawadka et al, 2023). Cultural congruence also plays a vital role: travelers are more likely to choose destinations that reflect their self-image and value so-called self-congruity boosting both satisfaction and revisit intentions (Saito, 2018). Ultimately, a deep understanding of preferences from sustainability to experiential offerings, safety, affordability, and cultural fitenables more effective destination design, segmentation, and positioning strategies in today's evolving tourism landscape.

Local Food Culinary

Local food plays a pivotal role in shaping tourism destinations by connecting visitors to authentic cultural narratives and bolstering regional economies. Gastronomic tourism, in particular, leverages local agricultural products and traditional cuisine as core attractions, fostering longer stays and enriched cultural experiences (Stalmrisk, 2024). Regions that integrate farm visits, cooking classes, and culinary trails appeal to visitors seeking a sense of place, while simultaneously creating inter-sectoral linkages that enhance economic multipliers and promote sustainable slow tourism (Wondirad et al, 2021). Empirical studies show that tourists motivated by quality, innovation, and authenticity derive greater satisfaction from experiencing local dishes prepared through traditional techniques, which in turn supports local producers and strengthens regional identity (Moura et al 2025). Moreover, traditional restaurant experiences characterized by local ingredients, atmosphere, and history directly elevate destination image, tourist satisfaction, and loyalty (Hernandez, 2021). Consequently, local food becomes both a marketing differentiator and a sustainable tourism lever when thoughtfully embedded in destination planning (Stalmrisk, 2024).

Beyond visitor satisfaction, local food culinary initiatives can drive socioeconomic revitalization and community resilience. Engagement with local producers through culinary tourism encourages the social re-localization of food networks, nurturing small-scale enterprise development, and generating employment in rural regions (Testa et al, 2019). Tourists motivated by cultural immersion, prestige,

social connections, and sustainability engage more deeply with local food experiences preferences that are statistically significant especially in agritourism destinations (Testa et al, 2019). These experiences foster meaningful tourist–local interactions and often translate into repeat visits and long-term consumption of regional produce, amplifying economic spillovers . By promoting local food culture as an essential component of destination branding, managers not only differentiate their locale but also reinforce environmental, economic, and sociocultural sustainability (Raji et al,2017).

METHODOLOGY

This research investigates the preferences of 250 respondents consisting of both domestic and foreign tourists when selecting local food culinary tourism experiences in Bali, particularly in restaurants across the province' s 8 regencies and 1 city. Respondents were selected using purposive sampling, targeting tourists who had consumed local food during their visit to Bali. Inclusion criteria included tourists aged 18 and above who had visited at least one local restaurant, while exclusion criteria omitted those who did not consume local food or refused to complete the questionnaire. Primary data was collected through distributed questionnaires, while secondary data often mistakenly referred to as qualitative was sourced from the official website of the Bali Provincial Tourism Office, journals, and books. A quantitative analysis approach using Choice-Based Conjoint (CBC) Analysis was employed, as it best reflects real-world decision-making by presenting respondents with multiple combinations of attributes and asking them to choose one. Five key attributes were used: price, menu variety, food authenticity, service quality, and restaurant ambience selected based on literature review and prior studies on food tourism preferences. Five attributes were chosen to balance data richness and cognitive load on respondents; including too many attributes (e.g., 6 or more) risks overwhelming participants and reducing response quality. Five attributes offer an ideal trade-off between comprehensiveness and manageability.

RESULT AND DISCUSSION

In this study, the significance of testing using conjoint analysis was evaluated through the Pearson's R and Kendall's Tau correlation values resulting from questionnaire data. If the significance value of the two correlations is below .05, then the significance value is considered very strong. The validity of the conjoint analysis results is validated through the Pearson's R and Kendall's Tau correlation values which are above .0.5, indicating a strong correlation of predictive accuracy values and making the questionnaire valid (Agustini et al., 2018). Questionnaire data from domestic tourists and foreign tourists which have been processed using the Statistical Product and Service Solution (SPSS) Version 26 program, shows a valid correlation (Agustini et al., 2018).

Based on research results regarding the profiles of domestic tourist respondents and foreign tourists, it can be seen that domestic tourists who have enjoyed local food in Bali are dominated by women, while foreign tourists are dominated by men. In terms of age, domestic and foreign tourists aged 24-39 years dominate, showing the high interest of the productive age group in exploring culture by seeking authentic experiences in exploring local culinary delights. Typical Balinese foods such as suckling pig, lawar and satay wrap around are the main attraction for tourists in this age range. In terms of employment, domestic tourists are dominated by entrepreneurs while foreign tourists are dominated by entrepreneurs. Apart from that, more domestic tourists come from Jakarta, while the majority of foreign tourists come from Australia. In conclusion, both groups of tourists showed the same interest in enjoying local Balinese food as part of an enriching tourism experience in getting to know local culture and traditions, which are characterized by the unique spices, aromas and processing techniques of Balinese cuisine

Table 3.1: Attribute Interval Value Correlation

	Tourist		Foreign Tourist	
	Value	Sig	Value	Sig
Pearson's R	0.886	0.000	0.743	0.000
Kendall's Tau	0.577	0.001	0.533	0.002

Source: Researcher, 2024

Based on Table 3.1 the research results, the correlation value of Pearson's R and Kendall's Tau for nusantara tourists shows a strong value, with Pearson's R of .0.866 and Kendall's Tau of .0.577. Apart from that, strong significance values are also visible with values below .0.5 (0.001) for both correlations. Likewise, with foreign tourists, the Pearson's R correlation value is 0.743 and Kendall's Tau is .0.553, which shows a strong correlation. Strong significance values are also seen with values below .0.5 (0.002) for both correlations. Thus, it can be concluded that the results from 160 domestic tourist respondents and 160 foreign tourist respondents can be considered valid in describing tourist preferences in choosing local culinary tourism in Bali.

Table 3.2: Attribute Importance Level Analysis

Tourist		Foreign Tourist	
Cooking recipes	32.059	Cooking recipes	33.725
Food quality	20.277	Food quality	20.007

Price	18.907	Restaurant service system	17.833
Restaurant service system	18.340	Price	17.630
Cooking processing techniques	10.417	Cooking processing techniques	10.805

Source: Researcher, 2024

Based on Table 3.2, attribute importance level analysis produces information about the attributes most considered by tourists in enjoying local food in Bali. In this research, there are five attributes evaluated, namely price, food quality, restaurant service system, cooking recipes, and cooking processing techniques. The results of the analysis show the order of importance of attributes from those most considered to those least considered by tourists. Based on the research results, domestic tourists pay most attention to the attributes of cooking recipes (32.059), followed by food quality (20.277), price (18.907), restaurant service system (18.340), and finally the cooking technique (10.417). Meanwhile, for foreign tourists, the attribute most considered is the cooking recipe (33.725), followed by food quality (20.007), restaurant service system (1/833), price (17.630), and cooking techniques (10.805). These results can be a guide for restaurant owners in Bali in preparing local food menus that suit tourist preferences.

Table 3.3: Analysis of The Utility Attribute

Tourist		Foreign Tourist	
Level attribute	Utility Estimate	Level attribute	Utility attribute
Counter service	0.464	Innovative food	0.349
Taste	0.451	Consistency price	0.215
Serving direction	0.372	Self service	0.190
Affordable prices	0.307	Weigh and measure	0.178
Traditional tools	0.124	Traditional tools	0.122

Source: Researcher 2024

Based on Table 3.3 analysis of the utility attributes of domestic and foreign tourist respondents in choosing local food in Bali shows different preferences. Domestic tourists prefer a restaurant service system, counter service (0.464), quality food taste (0.451), cooking recipes with serving direction (0.372), affordable prices (0.307), and the use of traditional tools in cooking techniques (0.124). On the other hand, foreign tourists prefer innovative food quality (0.349), consistent prices (0.215), self-service restaurant service systems (0.190), recipes with weight and measure (0.178), and the use of traditional tools in the food processing process (0.122). This information can help restaurant owners in Bali in preparing the menus and service systems that suit the preferences of both groups of tourists.

Table 3.4: Tourist Choose Local Food in Bali

Tourist	Total	Foreign Tourist	Total
Location easy to reach	52	Viral on social media	59
Halal food	48	Vegetarian food	52
Viral on social media	43	Location easy to reach	43
Vegetarian food	12	Halal food	6
Other	5	Other	0

Source: Researcher , 2024

Based on Table 3.4, tourists choose to enjoy local food in Bali because of its easy accessibility for domestic tourists and because of the spread of information on social media for foreign tourists. Good accessibility influences the choice of restaurants visited by domestic tourists, while social media is the main source of information for foreign tourists to find out locations, menus, prices and culinary experiences in Bali.

The development of tourism, especially culinary tourism, has become the main choice for tourists of all ages, providing a positive impact on the local economic sector in Bali. The results of this research provide an important contribution for restaurant and eatery managers in Bali in developing effective marketing strategies and exploiting business opportunities optimally. Evaluation of tourist preferences for various attributes, especially cooking recipes, can be a basis for managers to improve the quality and authenticity of local food. Apart from cooking recipes, other attributes such as price, food quality, service system and food processing techniques also need to be perfected

to attract more tourist visits. Apart from the cooking recipe attributes, there are several attributes which also needs to be improved to be attractive tourist visits such as price, food quality, system restaurant service and cooking techniques according to (Ortaleza, 2021) states that these attributes influence tourists want to visit. So 5 attributes used in this research is intended to help tourism managers perfect appropriate strategies for the development and evaluation of culinary tourism, especially local food in Bali.

CONCLUSIONS

Based on the research results, tourists' preferences in choosing local food culinary tourism in Bali can be seen from the characteristics of respondents, significance tests, attribute importance level, attribute utility value, and reasons for selection. Most tourists, both domestic and foreign, are men aged 24-39 years with professions as self-employed or entrepreneurs and come from Jakarta (archipelago) and Australia (abroad). The significance test shows valid data from both groups of tourists. The highest level of attribute importance for domestic tourists is cooking recipes, while for foreign tourists it is innovative food. The attribute utility value shows the highest preference for the restaurant service system (domestic) and food quality (foreign). The reasons for selection were mainly related to location accessibility (archipelago) and exposure via social media (abroad). This provides valuable guidance for culinary business managers in Bali in developing marketing strategies and improving service quality.

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