

Culinary Tourism Potensial In Palu Bay Area

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Abstract.

Culinary Tourism Potensial In Palu Bay Area. This study aims to determine the level of similarity of culinary tourism potential and support factors among urban villages in the area of Teluk Palu. The population in this study were all tourists who visited at 8 urban villages ranging from Tipo Subdistrict Ulujadi to Tondo Sub-District Mantikulore District. Sampling technique using purposive sampling approach is done by selecting informants who are considered able to provide the necessary information. The number of samples is 70 people. In general, informants enter in cluster 1. There is only one cluster member that entered in cluster 2 and cluster 3. In general the characteristics of culinary tourism availability and supporting factors such as trade activities of goods and services, supporting facilities and infrastructure, transportation support, security as well as social and cultural communication in 8 kelurahan have similarity level. Development of the tourism industry, especially culinary tourism in the coast of Palu Bay in recent years can not be done evenly and maximally in 8 villages. The emphasis in terms of tourism development, especially culinary tourism and its supporting factors still take place partially. Emphasis such as the formation of tourism conscious society and the implementation of 5K has not been implemented evenly and maximally throughout the existing urban village.

Keywords: Development, Tourism and Strategic.

I. INTRODUCTION

Palu is a five-dimensional city consisting of valleys, oceans, rivers, mountains and bays, with the motto *Maliu Ntinuvu* (united together for life). With a total population of 368,086 and population density of 848.7 / km² (2,198/sq mi), several tribes form the community including Kaili, Kulawi, Pamona Banggai, Javanese, Balinese, Bugis, Makassar, Manado and Mori ethnicity. The population adheres to Islam, Christianity, Buddhism and Hinduism. There are 8 districts and 45 villages (2016 population census). Some areas in Palu Bay Region are currently developed into tourist objects and have the potential to be developed. This stretches from Tipo village, Ulujadi Subdistrict, East Palu District to Tondo village, Mantikulore Subdistrict. Observations show that there are at least eight villages located on the coast of Palu Bay. In Ulujadi sub-district there are three villages, they are Buluri, Silae, Watusampu and Tipo.

In West Palu sub-district, there is one village, Lere. In East Palu District there is West Besusu village while in Mantikulore District there are two villages of Tondo and Talise villages (Mayor's Regulation of Palu City number 11 of 2015 concerning the Development and Environmental Planning Plan for the Palu Bay Coastal Area and Palu City and Province). Seeing the great potential and uniqueness, Palu is identical to Palu Bay Area and a culinary tourism destination. The author assesses the need to develop a study of economic potential in an integrated manner throughout the area under study including innovation and creativity of resources to increase sales value. The government can use the results of this study as part of a reference to determine its policy. The government can make a real breakthrough to build a more profitable economic life for the region. The results of this study can also provide economic equalization benefits along the Palu bay area.

II. LITERATURE REVIEW

Primadany and Riyanto (2013) in their research found that Nganjuk Regency has many tourist attractions that have the potential to attract tourists from inside and outside Nganjuk area. There are four regional tourism objects managed by the regional government, especially under the supervision of the Nganjuk Regency Culture and Tourism Office. These include three natural attractions and one artificial tourism object including Sedudo Waterfall, Roro Kuning Climbing Water, Margotresno Cave, and Anjuk

Ladang Recreational Park. The four attractions have their own excellence, yet the local government has not optimally developed the potential of each attraction. This is proven by the failure of programs implementation related to regional tourism development due to limited funds. Meanwhile many attractions need improvement and development. The absence of a legal regulation or regional regulation (PERDA) that specifically regulates the tourism sector development strategy in the Nganjuk Regency area has caused plans or programs that have been made by the District Culture and Tourism Office and field coordinators not to be implemented properly and thoroughly. Related to the development of regional tourism, the Department of Culture and Tourism remains optimistic to be able to run its programs.

Moises Tilman (2014). found that internal factors that support the development of East Timor's tourism are the diversity of attractions, image of Portuguese era, the nature of openness, security, and ease of reaching the location. Meanwhile the obstacles are the absence of a tourist information center, limited appreciation to environment, low human resources in tourism, insufficient supporting infrastructure, and a sense of security. External factors that support the development of East Timor's tourism are accessibility, technological and information development, regulations, and the high potential and interest of tourists. Meanwhile the obstacles include cultural interusion and environmental destruction. Priority strategies based on SWOT include the development of diving and snorkeling tours, building networks with other tours, Framework working with travel agents, and creating special websites. Palu Bay is a productive area that can be developed as a source of income for the City of Palu. The scope of this study is limited to the area stretching from Tipo Village, Ulujadi District to Tondo Village, Mantikulore District. Various activities such as fisheries, tourism, transportation, mining and others develop in several villages. Tourism is also favored to be developed throughout the region. From an economic point of view, tourism generates a large amount of foreign exchange for the country, especially in the regions including Palu City. In an effort to attract more tourists to Palu City, strategic steps are needed. Strategic steps are needed to develop a number of attractions both existing and newly identified.

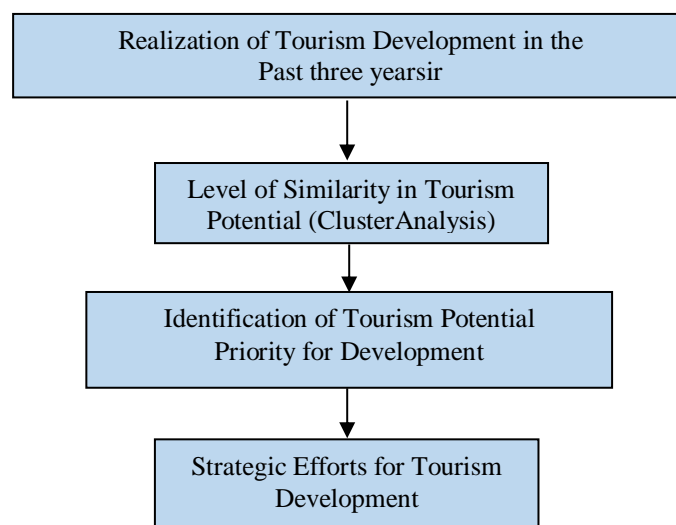


Fig 1. Framework

III. METHODS

This is a descriptive exploratory study with expose facto approach as it aims to describe the state of phenomena that occur in the field. According to Arikunto (2010: 3) descriptive research is a study that aims to describe something, for example conditions, situations, events, activities and others. Arikunto (2010: 14) argues that exploratory research is research that seeks to explore new knowledge to find out a problem. Data collection is performed by triangulation techniques (combined). Data analysis is inductive/qualitative that it emphasizes on meaning rather than generalization. This study tries to describe or find out the level of strengths, weaknesses, opportunities and threats of the tourism industry in Palu City.

Analysis and Discussion

Tourism potential has not yet been maximally developed. In fact, tourism sector revenue can be a source of income for the Palu City government. This source of income can strengthen Regional Original Revenue that it can finance development in the region in a sustainable manner. Certain considerations are taken for the government in selecting tourist locations to be developed. Kaledo is one of the well-known culinary attractions from Palu and is made from the feet of an ox or cow either meat, fat, bone and marrow. Kaledo is a type of soup containing beef bones mixed with acid and chili. Kaledo is frequently eaten with steamed cassava. Kaledo sauce is clear, yellowish, tastes a little refreshing and sour. The sour taste comes from sour fruit which is one of the complementary components and from lime which can be added at will. Eating special food is a pleasure in tourism in Palu. In addition to the savory taste, beef bone marrow is soft in the mouth, the best enjoyed when it's hot. Maybe this is one reason why kaledo has many lovers. The savory taste of marrow makes almost all migrants who travel in Palu want to try this food. For migrants, this food is a special attraction and creates a sense of curiosity of those who want to know the processing of cow bones into the popular and special food of the city of Palu. The legend said that a long time ago there was a philanthropist cut a cow and distributing it. The Javanese as the first to come got the tender beef, then processed it into meatballs. The Makassar people came, because there was no more meat, they took the innards/entrails of the cows which were processed into Coto Makassar. Kaili people as native to Donggala was the last to come and only found bones with a little meat attached.

The Donggala person was lucky and had an idea to process it into a food. The created kaledo that has become a typical cuisine of Central Sulawesi. Although according to the story above oxen legs and bones are leftovers, in Tadulako it has a high value and expensive price. To enjoy kaledo food, one has to pay. Compared to other regions, the price of may be expensive. However, this is comparable to the taste offered. Some stalls that offer to visitors who travel in Palu provide different prices in the range of 30-70 thousand rupiah. In addition to kaledo as described above, another food such as *kelor* leaf (*uta kelo*) or moringa is also special Kaili vegetable. Moringa leaves are usually synonymous with old proverb "the world is not as broad as Moringa leaves". In Palu, Moringa leaves are used as a dish that can be also enjoyed by tourists. Kelor or Uta Kelo is a typical Kaili vegetable. The main ingredient is Moringa leaves cooked with coconut milk. In addition to the two types of culinary mentioned earlier, there are also various types of famous cakes from Palu. Tetu Cake is a type of cake that is popular in the city of Palu. No cakes are hunted for iftar in Palu City yet Tetu cakes. This cake is loved all levels of Palu City society, from ordinary people to regional officials. Besides this cake, there are still several popular types of culinary like putu, lalampa, barongko and burasa. Another type of culinary bought by tourists is fried onions. Palu fried onion is famous for the crispness. Fried onion identity is a form of the physical form of Palu as an accumulation of culture and natural resources that grow and develop in it. Identity can appear or be added to the previous identity.

Fried onions turned out to play a role in forming and adding the identity of the city of Palu. Fried Onion from Palu has its own characteristics. In addition to the sharp aroma, the taste is more savory and crispy. It can last to a year. The owners of several businesses in the city said it is made of stone onion. This type of onion develops well in the valley of the city of Palu and Sigi Regency, making it good quality and has minimal water content. Most people who have tried fried onions are addicted. It also creates curiosity for those who have never tried it. Palu fried onion is unique due to the basic ingredients- Palu onion. This onion can only grow in the land of Palu City and according to some people who have tried it, it cannot grow in other cities in Indonesia, even in some areas in Central Sulawesi. It is tasty and there is no sense of bitterness left on the tongue unlike typical fried onion. That's why it's called Palu fried onions. Palu fried onion has become an identity of the city of Palu. Onions can grow anywhere yet one that grows in the City of Palu is a different type. In addition to wider and thicker shape, the taste is also different. It tastes even crisper and creates a very sharp scent. The savory taste may be due to weather and a little water given in planting process. Palu Valley variety of onions is the raw material for the fried onion processing industry and has become a local brand of Palu. One of the uniqueness of this onion that distinguishes it from other onion is that the tuber has a dense texture so as to produce crispy and savory fried onions and aroma that does not change even if stored for a long time in a closed container.

Table 1. Characteristics of Respondents Based on Preferred Culinary Types

No.	Food and beverages	Respondents and Preferred Culinary Types								Total	
		Buluri	Silae	Watusampu	Tipo	Lere	Besusu Barat	Talise	Tondo	Person	%
Food											
1	Kaledo	6	0	4	5	7	5	4	7	38	54,29
2	Uempoi	1	0	0	1	1	0	1	0	4	5,71
3	Sayur kelor	3	0	2	6	4	3	2	1	21	30,00
4	Uta Dada	1	4	1	3	2	5	5	3	24	34,29
5	Nasi Jagung	0	0	0	0	0	0	1	0	1	1,43
Beverages											
6	Sarabba	7	5	4	7	10	8	10	10	61	87,14
7	Milk	0	0	0	0	6	2	3	0	11	15,71
8	Ice tea	2	1	1	2	0	0	0	0	6	8,57
9	Coconut	3	0	0	0	0	0	0	0	3	4,29
10	Orange juice	0	0	0	2	3	1	1	0	7	10,00
11	Coffee	0	0	0	0	0	0	1	0	1	1,43

Source: Data processed in 2017

A total of 54.29% of tourists like Kaledo. Kaledo is a special culinary from Palu City which is loved even by people outside Palu. Corn rice is chosen by only 1% of tourists. Sarabba is the most preferred drink, a total of 87.14% of tourists choose it as their favorite drink. This drink is widely consumed, especially in Sulawesi. These drink is generally available at tourist attractions. The least favored beverage is coffee (1.43%). Small and large-scale coffee shops are scattered in the city of Palu and offer coffee for both the middle to lower to upper middle class. The results showed that in general the location of both tourism related culinary tourism and its supporting factors have a degree of similarity in all its characteristics. In its development, information from key informants showed that only a few villages became the focus of government attention for the development of culinary tourism areas. The development of culinary tourism provides benefits to the community. For visitors, they get the benefits of their free time to enjoy a variety of culinary offerings while recreation, improve physical and spiritual health by exercising, and increase their knowledge. Culinary tourism activity, especially in eight villages in the city of Palu can increase business opportunities for residents around them. The development of culinary tourism can absorb labor which eventually increase income and welfare, especially on the coast of Palu bay community. Regional income increases in the form of taxes both from tourists who come and taxes from social facilities in the area of tourist attractions. Through culinary tourism, other attractions such as historic sites and various potential areas can be enjoyed by visitors. Making Palu Bay a tourist area Culinary tour requires two factors- the seriousness of the local government (Primadany and Riyanto, 2013) and the development of supporting tourism facilities (Moises Tilman, 2014).

Various supporting facilities and infrastructure must be prepared by the community and especially the local government. Trade activity also needs a boost from the government that it can become an attraction for tourists to make a visit decision. The number of traders is high to make the tourist area crowded to meet the needs of tourists. Various types of culinary is one of the reasons of tourists to come to visit the village. The availability of kiosks and shops as well as minimarkets that are supported by the operation of hypermarkets add to the attractiveness of tourists coming to visit. The availability of various tourist needs can make tourists more comfortable. On the contrary the inadequate means will reduce the interest of tourists to make a decision to visit. Basic needs such as the availability of clean water must be met at tourist sites. In general this is still complained of by tourists. Some important tourist locations such as sites of Buluri, Silae, Watusampu, Tipo and Lere need improvement especially in clean water facilities. This villages received a lot of negative responses from tourists. Tourists need interesting and appropriate services from culinary tourism management. This is because tourists have the choice to come to certain tourist locations in the city of Palu. Therefore, if the problem of facilities such as clean water and toilet facilities is still not good, tourists will reconsider their decision to choose a tourist attraction. Tourists needs a good access to transportation. Generally the tourists use private vehicles or public transportation. This needs to be handled by the government by increasing the smooth flow of transportation towards tourist sites.

The smooth flow of transportation can increase the income of people and regions. Aside from transportation access, security issues must also be a priority. Many tourists are not willing to visit certain locations because of concerns about the low security at the tourist sites. Most tourists come with their families. This requires good handling from the officers. Beach staff should be at each tourist location. Family members who want to enjoy panoramas and beach activities need security for their family members. If this is not handled properly, the average stay for tourists will be shorter. As for the public's reception, especially at the tourist sites so far quite good. Tourists can establish good communication with local people. These conditions must continue to be developed considering that there will be an assimilation of people who come from several locations in the city of Palu. Given the importance of sources of income from the tourism industry, local governments need to create an integrated concept by presenting the role of various ministries to help create space for the development of professional tourist destinations. Many things still need to be developed in each tourist location. For this reason, the community is also demanded to encourage government efforts to be effectively implemented. The development of culinary tourism on the coast of the Palu bay must be a continuous target. Various innovations to empower coastal communities must be sustainable. The government's effort to provide green open space is one of the positive things to provide space for community interaction. Increasing the role of the government in realizing tourism-aware society is one alternative for the development of better culinary tourism. Areas that support the development of tourism are important to be developed.

For example, salting areas can also be developed as a tourist attraction to provide income for the government. Provision of arenas for certain activities, for example by building floating platforms can encourage people to come to visit, which in turn develop culinary tourism. Palu Bay needs to be developed into a culinary tourism destination so as to make the City of Palu identical with culinary tourism destinations that are not available elsewhere. This effort must be followed by the strong desire of all tourism actors to make culinary tourism, especially on the coast of Palu Bay, a high selling value. Therefore, special handling from the government is needed.



Fig 2. Palu Bay Length is 79,238 KM. Palu Bay area which has become a tourist attraction.

The object of this study is approximately 4 KM that diverged from Tipo sub-district, Ulujadi sub-district to Tondo sub-district, Mantikulore sub-district.

IV. CONCLUSION

In general there are similarities in the characteristics of the availability of culinary tourism and supporting factors such as trade in goods and services, supporting facilities and infrastructure, transportation support, security and social and cultural communication in the eight villages studied. The highest similarity of culinary tourism characteristics and supporting factors include culinary hygiene, culinary suitability characteristics with tourist tastes and disruption of telecommunications relations. The development of the tourism industry especially culinary tourism on the coast of the Palu bay in recent years has not been satisfying. The emphasis in terms of tourism development, especially culinary tourism and its supporting factors, is taking place partially. Establishment of a tourism-aware community and the implementation of the 5K have not been carried out evenly and optimally in all existing villages. Palu City Government needs to attract the interest of investors to invest in accommodation, both lodging and hotels so as to create equitable provision of these facilities in each village.

Lodging and hotel facilities have so far only been adequately available in Silae and Talise Sub-Districts. The sub-district and government through the 5K program need to increase the number and quality of public facilities such as toilets because these facilities are still not evenly distributed in every tourist attraction in eight villages. Beach officers need to be functioned and organized well in order to provide security for visitors. The tourism office needs to create a unique supporting tourism object (stage, etc.) integrated and expand the local wisdom of each different location so that tourists can enjoy various attractions in one particular area and have an attraction. The development of tourism based on local wisdom needs to be improved by presenting unique and creative goods and services. This must be done professionally and commercially. The tourism actors not only enjoy attractions and are involved in tourism activities, but the Palu City Tourism Office needs to provide guidance through consistently programmed outreach. Tourism training will ultimately be able to create attraction for attractions. This must be carried out continuously in accordance with the target of developing culinary tourism from the government, especially the Tourism Office.

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