

Conference Paper

Culinary Tourism Development Model in Surakarta, Indonesia

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Abstract

This article discusses potentials and culinary tourism development model in the form of a culinary tour package of Surakarta. The general objective of this article is to present a development model of culinary tourism that is relevant to stakeholders such as local government, culinary business, travel business, and tourists. In relation to the efforts in formulating a development model of culinary tourism, the specific objectives are: (i) to identify potentials of local foods in Surakarta; (ii) to create a culinary map of local foods in every district; and (iii) to design a tour package of culinary tourism in Surakarta. This research is a descriptive-qualitative research method, as an effort to find information and development model of culinary tourism in Surakarta. Methods of the data collection used participatory observation, interviews and literature studies. The data collection through observation and interviews were conducted in several government institutions, culinary business and tourism agencies of Surakarta. Literature study included all concepts and theories related to culinary tour and travel especially culinary references existing in Surakarta. The results obtained from this study show that culinary potential in Surakarta is very diverse located in five districts. The culinary potentials existing in Surakarta is presented on a culinary map containing culinary centers and the local foods offered in every district. Based on the information of culinary map, the culinary potentials are designed to a culinary tour package that deserves to be a new concept of development model of culinary tourism in Surakarta.

Keywords: Culinary, Culinary Tourism, Tourism development, Surakarta, Tourism package.

1. Introduction

Surakarta, also known as Solo is the center for cultural tourism destination in Central Java Province that the Javanese culture nuances is still maintained to present. As a heritage city of Mataram Kingdom, Surakarta has various potentials especially in cultural wealth of both tangible and intangible heritages so that it is able to create a city

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image mainly in cultural tourism sector. In accordance with Sutirto's explanation [1] that Surakarta as the former royal capital is very rich in heritages which can attract tourists to visit. Surakarta as the former Javanese royal capital has physical heritages and sociocultural system. Heritages can be used as tourist attraction. Heritage is not only physical things such as buildings, heirlooms, weapons and clothing, but also non-physical heritages in the form of customs, traditions, arts, until religious ceremonies. These heritages when linked with the issue of tourism can be broadly divided into two: tourism object and tourist attraction [1]. One of the wealth of Surakarta is culinary tourism potential. Culinary diversity is actually not entirely packed into one of the mainstay tourist attractions of the city. In fact, when viewed from its potential, Surakarta has delicious culinary references located at some places in five districts with special foods. Thus, culinary wealth is a huge capital that can be used in order to develop the city in terms of tourism.

One of the present development trends of tourism issues is culinary tourism. Wolf in Suriani [2] states that culinary tourism is not pretentious for exclusive. It includes any unique and memorable gastronomic experience, not just four stars' restaurant or better rate and includes both food and all type of beverages. The statement can be interpreted that culinary tourism should not be luxurious and exclusive, culinary emphasis on tourists' experience rather than on luxury of the restaurant or its completeness type of available foods or beverages.

The phenomenon studied uses the idea or thought of relevant experts. Suwantoro [3] states that one of the characteristics of tourism products is not transferable, but the tourists must come if they want to enjoy tourism products. It is appropriate term to be the base of culinary tourism development. It should be applied, considering that in developing culinary tourism by using local raw materials, the economic benefits can be enjoyed directly by the local community. Thus, not only culinary tourism products are produced, but also the communities should also be given guidance and training so that they are able to be producers, guides, and sellers of their culinary tourism products. John M. Echols [4] explains that *culinary* can be interpreted as something connected with kitchen or cooking.

There are several things that can be considered to develop a local culinary tour packages. As stated by Wolf in Suriani [2], few things to be considered in consuming local cuisines, namely: (i) the price is affordable; (ii) a distinctive flavor; (iii) brand (trademark); (iv) local packaging; (v) The quality of the food; (vi) the portion of the corresponding price; (vii) The location is authentic; and (viii) The typical physical facilities of the building. Turgarini in Suriani [2] also adds several steps that must be done

to develop local culinary tourism. First, innovation in developing products based on natural resources and local human resources. Second, environmentally friendly (social and natural) and third is style or local style. Fourth is the hospitality follow with keeping the value of locality. Last steps are the authenticity or genuineness of culinary tourism products means that they are not available in other places and keeping the simplicity of its culinary products. Tour package as a product sold by Travel Bureau (BPW), which has tour package price includes the cost of travel, hotel, and other facilities that provide ease and convenience to travel [3].

2. Objectives and Methods

This research focuses on a model for developing culinary tourism through identification all the culinary potentials which can be developed as tourists' destination divided into five districts in Surakarta. Furthermore, the preliminary research objective presents a culinary tourism map which was used as the basic information for developing a model on culinary tourism in the form of culinary tourism packages in Surakarta.

This research is located in Surakarta City, Central Java Province of Indonesia that is divided into five districts: Banjarsari, Jebres, Serengan, Pasar Kliwon and Laweyan. All districts are chosen because each district has special foods which have potentials to support Surakarta to be a rich culinary city and it is able to be the main attraction for tourists locally, nationally and internationally. Based on these factors, Surakarta is suitable to be a culinary tourism destination with various local foods packaged in attractive tour packages.

The purpose of the study is to identify the culinary potentials throughout Surakarta and to create a culinary tour package. Considering to the culinary diversity located in some places, the approach uses descriptive-qualitative to collect all data about culinary information to then create a culinary tour package. The data collection techniques includes participant observation, in-depth interview, and literature reviews.

Observations were conducted by participating directly and informally in the field study by visiting several culinary centers in Surakarta and simultaneously conducting culinary tour. Eating many different types of foods and drinks at the location is a need to do. The activity was done in order to enjoy the culinary delights served on culinary centers. Field observation support the study analysis in describing the culinary delights.

Interviews were conducted directly to the informant such as culinary stall owners, employees, and buyers considering that the informants are competent to answer the

problem areas of the research. Interviews were conducted during and after field observations in informal situation and not planned. Interviews provide opportunity for the interviewer to dig information behind the person's behavior. With motif interview, emotional responses and social processes in human experience and social circumstances surrounding can be seen [5, 6].

A literature review was done by collecting relevant references sourced from books, journals and other writings contained in the library "Laboratorium Tour" Faculty of Cultural Sciences and the central library of Universitas Sebelas Maret Surakarta. In addition, several sources from government such as documents of Surakarta in figure, documents of Surakarta Tourism Office are required to map the culinary tourism and its development.

Data validation of the study used "triangulation multi side". Various data obtained were always compared and tested with other datas, so that data can be complementary. The validity is called internal validity to obtain "the truth value". Based on this validation, the result can be trusted or credibility [6, 7]. This study used an interactive model for data analysis techniques through components of data collection, data reduction, data presentation, and (conclusion or verification). The components were involved in the process and inter-related in determining the outcome of the analysis. An explanation of analysis mechanism that reflects the linkages among stages is known as Interactive Analysis Model Scheme. It can be seen in the following chart.

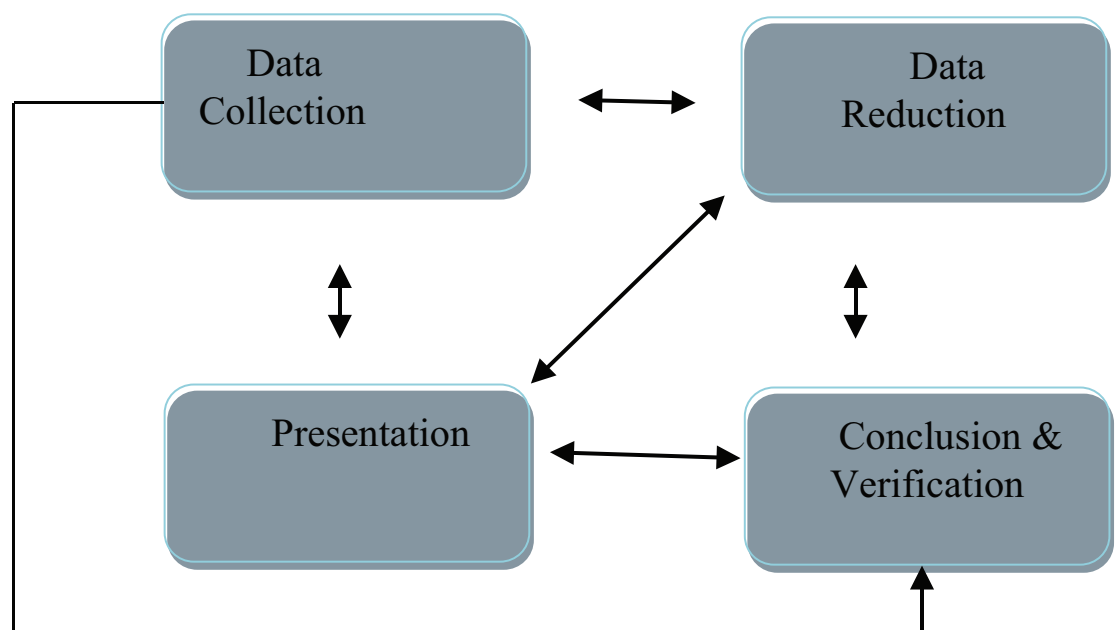


Figure 1: Analysis Technique [8].

3. A Development Model of Culinary Tourism in Surakarta City

3.1. Overview of Surakarta City

Surakarta City is geographically located between 110° 45' 15" and 110° 45' 35" East Longitude and between 7° 36' and 7° 56' South Latitude. Surakarta is located in 65 km north-east of Yogyakarta and 100 km southeast of Semarang, surrounded by Mount Merbabu and Mount Merapi in the west, Mount Lawu in the east and Sewu Mountains in the south. Topography of Surakarta is located on lowlands at an altitude between 80 m to 130 m above sea level, the slope 0 % to 15 % so that the city is classified as a region with relatively flat topography. Regionally Surakarta is a metropolis surrounded by the six hinterlands consisting six regencies known as the "Soloraya" or Region "SUBO-SUKAWONOSRATEN" (Surakarta City, Boyolali Regency, Sukoharjo Regency, Karanganyar Regency, Wonogiri Regency, Sragen Regency, and Klaten Regency). In the area of cooperation among these seven areas, Surakarta becomes a hub for its hinterlands. Surakarta is also often referred to as the center of growth for the region of South Central Java, which has a high economic potential, especially in industry, trade, tourism, and other services.

Surakarta has an area of 4 404.06 ha, administratively is divided into five districts. The area of each district as follows: (i) Laweyan District consists of 11 villages with an area of 863.83 ha (19.62 %); (ii) Serengan District consists of seven villages with an area of 319.5 ha (7.25 %); (iii) Pasar Kliwon District consists of nine villages with an area of 481.52 ha (28.57 %); (iv) Jebres District consists of 11 villages with an area of 1258.18 ha (28.57 %); and (v) Banjarsari District consists of 13 villages with an area of 1481.1 ha (33.63 %).

Surakarta, located at the confluence of the northern coastline of Java (Semarang) and the southern coastline of Java (Yogyakarta) has strategic position. Therefore, the city has become a transit city and a place of tourist arrivals from outside Surakarta. In addition, Surakarta is also supported by the diversity of interesting tourism potential such as heritages tourism (cultural heritages and traditional values), historical tourism, shopping tourism, and culinary tourism.

In general, the area of tourism in Surakarta spread among districts, including: (i) the tourist area of cultural heritages, history and traditional values lies in Laweyan, Banjarsari, and Pasar Kliwon; (ii) shopping tourism regions include batik shopping area

located in Pasar Kliwon and Laweyan while antiques shopping are in Banjarsari and Pasar Kliwon; and (iii) the tourist area of culinary centers spread all over the city [9].

3.2. Identification of Culinary Tourism Potentials in Surakarta

Surakarta or commonly called Solo has a wide variety of tourism potential, ranging from culture, history, shopping, and culinary tourism. If all potentials are developed maximally, it can become a magnet for tourists to visit Surakarta. Surakarta is also well known by the city of *keplek ilat*, meaning that the city is famous for the various types of delicious cuisines to indulge the food travellers. Based on the preferences of the researchers added by the result of the Focus Group Discussion (FGD) held by involving government, academicians, cultural observers business operators and observers on culinary tour of Surakarta, resulted some culinary icons that can be developed to become the object of tourist attraction of culinary in Surakarta. Some of the culinary described as follows.

3.2.1. *Tengkleng*

Tengkleng is one of the typical cuisines originally from Surakarta, because the existence is not found in other regions. The history of the dish creation started when the occupation of Dutch in Surakarta. The mutton was costly at that time so that only the Dutch authorities and other European can enjoy mutton while the bones were not used to be dishes. The natives indigent who could not afford to buy, they tried to make the remains bones of goat and cooked it with local spices. Therefore this simple dish named *tengkleng*. Although only bones, usually there is a little meat attached to the bones. Until now, *tengkleng* are sold mostly bone of goat and its innards with a little meat attached, but usually completed with the innards of goat. *Tengkleng* is a kind of soup dishes with the ingredient of legs and bones of goat. The physical form of *tengkleng* is different with goat goulash especially in broth, if the broth of goat goulash is thick while *tengkleng* more watery. The taste of this savory sauce *tengkleng* is sour, sweet, and salty because it comes from a mixture of various spices such as galangal, lemongrass, nutmeg, turmeric, onion, garlic, bay leaves and coriander. This dishes is usually found in some stalls such as Bu Jito Dlidir at Jl. Kolonel Sugiono No. 67, Banjarsari, Surakarta. The stall used to serve buyers at 9 am to 9 pm and the price IDR 20 000 per portion completed with rices. Beside that the dishes can also be found at the second floor, Gedhe Market.

3.2.2. *Gudeg*

Generally, the dish is made of young jackfruit, but the difference with another *gudeg* is on the serving. It is served with claws (chicken feet). The chicken feet are cooked by boiling with coconut milk, so it feels soft and savory. The combination of *gudeg* and chicken feet tastes delicious by adding fried sauces named *krecek* (made of cowhide). *Gudeg ceker* is eaten with rice or porridge then served with a sauce areh (a kind of porridge savory coconut) chicken, eggs, or tofu. *Gudeg ceker* can be found at a stall named Gudeg Ceker Bu Kasno located at Jl. Wolter Monginsidi, Margoyudan, Banjarsari, Surakarta. The stall usually opens from 2 am to 7 pm, and the price only IDR 20 000 per portion.

3.2.3. *Nasi Liwet*

Nasi Liwet is one of the original foods of Surakarta. *Nasi Liwet* is savory rice (cooked with coconut milk), served with vegetable of cooked squash, shredded chicken curry or *ayam suwir* (chicken meat cut into small pieces) and areh. The serving of *nasi liwet* is quite unique by using *pincuk* (banana leaf) as a plate. This *nasi liwet* can be enjoyed at the Nasi Liwet Bu Wongso Lemu, located at Jalan Teuku Umar, Keprabon, Banjarsari, Surakarta. The open hours from 4:00 pm until 1:00 am, and the price only IDR 15 000 per portion.

3.2.4. *Timlo Solo*

Timlo Solo is identically a dish with thin broth, completed with Solo sausage, chopped and boiled chicken eggs, chicken gizzard and chicken liver slices. The cuisine is typically eaten with white rice sprinkled with fried onions. This food tastes almost like soup, but the difference is that *timlo* does not use vegetables. The ingredients found in *timlo* is a piece of Solo sausage (a type of spring roll with minced chicken meat inside). This cuisine can be enjoyed in Timlo Solo Restaurant addressed at Jalan Urip Sumoharjo closed to Gedhe Market Surakarta, with the open hours from 9 am to 9 pm. The price is only IDR 18 000 per portion. Other stalls that sells *timlo Solo* are Timlo Sastro at Jalan Keprabon, Banjarsari, Surakarta.

3.2.5. *Sate Buntel*

Sate buntel is a satay made of mutton. The uniqueness of this food is made of mutton finely chopped, seasoned with garlic and pepper then wrapped (*dibuntel*) with mutton fat. This dish is usually enjoyed with soy sauce, sliced chili, onions, shredded cabbage and tomatoes. *Sate buntel* is available at Sate Pak Narto stall at Jalan Kyai Mojo, Baturono, Pasar Kliwon or at Sate Haji Bejo stall at Jalan Sebakung No. 10, Loji Wetan, Pasar Kliwon, Surakarta. The most famous stall for *sate buntel* in Surakarta is Sate Tambak Segaran which located at Jalan Tambak Segaran (Sutan Sjahrir) No. 39, Banjarsari, Surakarta. The stall opens from 6 am until 4 pm. A portion for *sate buntel* is offered IDR 35 000.

3.2.6. *Sate kere*

Sate kere is one of the culinary icon of Solo. *Sate 'kere'* (poor) arised because the beef satay was once considered as luxury foods that were consumed by only the upper middle class in the past. Finally, the poor or 'kere' made satay in another version using *tempe gembus* (dregs of tofu) or *jerohan* (beef innards) for the satay ingredients. The ingredients used for making satay are kikil (boiled cowhide), spleen, liver, and others. While the most famous ingredient for *sate kere* is *tempe gembus*. To enjoy this kind of satay, first we are free to choose some kinds of satay ingredients (*tempe gembus* or *jerohan*), then grilled and served with *lontong* (rice steamed in a banana leaf). The most famous seller for *sate kere* in Surakarta is Sate Kere Yu Rebi—located at Jalan Kebangkitan Nasional No. 1-2, Laweyan, Surakarta. The stall of Sate Kere Yu Rebi opens from 10 am to 9 pm. The price of *sate gembus* (dregs of tofu) is IDR 1 000 per skewer, while *sate jerohan* (beef innards) is IDR 1 500 per skewer.

3.2.7. *Pecel Ndeso*

Pecel is a kind of salad made of blanched vegetables served with peanut sauce. In general, *pecel ndeso* is similar with other *pecel*, the difference is in *pecel* sauce that uses a mixture of *cabuk* (the dregs of sesame oil manufacturing process). The mixture of *cabuk* for ingredients gives black color in this kind of cuisine. *Pecel ndeso* is usually served on *pincuk* (a folded-over banana leaf used as container for portions of food) that gives traditional impression. A portion of *pecel ndeso* consists of red rice served with boiled vegetables such as spinach, cassava leaf, papaya leaf, beans, sesbania, string

bean, sprouts, and *melanding* [*Leucaena leucocephala* (Lam.) de Wit] then poured with *pecel* sauces which the texture is thick and black. To strengthen the aroma, a portion is added with fresh basil leaves and sliced cucumber that add freshness. It is also completed with *karak* (crackers made from rice) that adds savory flavor and crunchy. For the side-dishes, it is served with *bongko* and fat. *Bongko* is a kind of *pepes tholo* (steamed red beans mixed with grated coconut). While *gembrot* is similar to *pepes* (meat or fish wrapped in banana leaf) mixed with grated coconut. The taste of both additional cuisines is mostly sweet and savory—delicious to enjoy with *pecel ndeso*. To enjoy the dish, *pecel ndeso* stall is located at the left of the main entrance of Gedhe Market Surakarta. Although the name of the stall seems simple but it has good flavors. Price for a portion of *pecel ndeso* is very affordable, for one *pincuk* including its side-dishes only costs IDR 10 000, the seller of *pecel ndeso* begin serving buyers from 6 am until 10 am.

3.2.8. *Selat Solo*

Selat is a typical food from Surakarta which is inherited from the Dutch occupation era. The word *selat* was adopted from the Dutch word *slachtje* which means meat or slaughter meat into small pieces. But at that time the native tongue was hard to say the word *slachtje* then they often pronounced the word *selat*. In the beginning, this dish originated when the Vastenburg fort was being built, in front of the gate of Surakarta Palace, frequent meetings between the Royal parties and the Dutch were held. In every meeting, the king certainly provided dishes, but the dishes were not appropriate with the tastes of Dutchs who want foods made from meat, while the king was accustomed to vegetable dishes. Thus the grievance of both parties was followed up by creating a new menu by combining ingredients such as *aardappelen* (potatoes), *wortelen* (carrots), *boon* (beans), *komkommer* (cucumber), *sla* (slada), *ei* (eggs), and *sojasous* (soy sauce), and mayonnaise sauce. The meeting of two parties and two cultures arose *selat*—a unique dish of Surakarta. The most famous *selat Solo* is in *Selat Mbak Lies*. Despite being in the middle of the township residents—located in *Kampung Serengan 2 No. 42*, the stall is always full visitors. *Selat Mbak Lies* stall opens from 8 am until 5 pm, which costs IDR 15 000 per portion.

3.2.9. *Bestik Solo*

Bestik Solo is a typical food that tastes delicious. *Bestik* refers to Steak, but in its presentation, *bestik* is suited to the native's tastes and local ingredients. Thus it becomes a typical food that adopt the culture of non-local to local culture. The main ingredients are from beef / beef tongue and mixed with tomatoes, carrots, potatoes, cabbage, onions, lettuce with sweet brown sauce. The delicacy is not only in the flesh, but its sauce is also fresh and tasty. One of the popular *bestik* stalls in Solo is Bestik Pak Mangun, located in Jalan Perintis Kemerdekaan No. 77, Kabangan, Laweyan. The open hours of Bestik Pak Mangun starts at 4 pm until 10 pm. Although Bestik Pak Mangun is only a pavement stalls and not commodious stalls, it is always crowded by *bestik* lovers ranging from the middle class until the upper middle class. The price for one portion approximately IDR 20 000.

3.2.10. *Soto Gading*

Soto gading is popular culinary in Surakarta which is located in Gading Pasar Kliwon District. Basically *soto gading* is a chicken soup, while the word gading is the name of an area where the culinary comes from. When viewed from the name, *soto gading* is legendary dish. Typical caharacteristic of *soto gading* is on the broth, it has a clear broth because the ingredients of spices is not thick. The broth is very tasty with containing *sohun* (transparent noddles) and the shredded chicken so that it creates appetites. Side-dishes and snacks served separately such as tofu, *tempe*, innards satay, beef satay, *perkedel* (similar to a croquet of spicy ground meat and boiled potatoes) makes a great flavor. Moreover, it can be delicious if served with *wedang kencur* (a specific drink made from greater galingales). *Soto gading* restaurant is located at Jalan Brigjen Sudiarto No. 75 Gading, Pasar Kliwon District and opens from 6 am at morning until the afternoon. The price of *soto gading* is relatively cheap IDR 7000 for a portion (not including side-dishes and snacks). The restaurant is not only visited by lower and middle class but also but state officials had ever tasted the *soto*.

3.2.11. *Kue Serabi Solo*

Serabi Solo is a kind of pancake shaped like a round plate with a little crust around it. The food texture is chewy but soft and the taste is very sweet. It is different to pancake of *Surabi Bandung* which uses basic ingredients of flour and poured with palm

sugar sauce, while the Solo's pancake or *Serabi Solo* is served without sweet sauces. The process of cooking *Serabi Solo* is still traditional, the batter consisting of rice flour, coconut milk, sugar, salt, and pandan leaves as a fragrance, then the batter is cooked on *waja* (little wok) heated with charcoal stove for approximately 3 min. After cooked, the pancakes are rolled in banana leaves to make easy when eating it. *Serabi Solo* has several flavors, like the original flavor, chocolate and jackfruit. The most famous stall of *serabi Solo* is Serabi Notosuman. The Serabi Notosuman was first established in 1923 by a Chinese couple Geng Hoo Hok and Jade Tan Lan. They initially often got orders to make *apem* cakes then they modified it on the ingredients and the cooking process. Finally many people were interested in ordering that pancake, from which evolved the business of making pancake named *Serabi Solo*. Pancake Notosuman is located at Jalan Moh. Yamin No. 49 Notosuman, Kratonan, Serengan District. The price for each box containing ten pancakes is IDR 20 000.

3.2.12. *Intip Solo*

In terms of the Java language, *intip* is a term for rice crust. In Surakarta City, rice crust or *intip* is processed into typical snack food which is crispy and savory. *Intip* is the result of rice crusts as sediment of *nasi liwet* cooking process on the bottom of boiling pot with firewood. One characteristic of *intip* is on the sprinkling of *kinco* (liquid of red sugar/coconut sugar) on the fried *intip*. The sprinkling of salt is to get crispy and salty *intip*. *Intip Solo* is divided into two types, namely original and artificial *intip*. The original one is made from the sediment/rice crust of rice cooking, but the artificial one is produced separately with rice cooking process. Artificial *intip* is frequently encountered in a souvenir shop in Klewer Market, Jongke Market, a gift shop Singosaren Market and in front of the Orion bakery shop. While the original *intip* can be found at Jalan S. Parman, Pringgading Setabelan, Banjarsari, District. The price for one artificial *intip* is IDR 7 500, while the original one is IDR 10 000 per pack.

3.2.13. *Tahok*

Tahok is traditional Chinese culinary brought by immigrants of Chinese living in Gedhe Market and then passed down from generation to generation until today. *Tahok* derived from two words 'tao' or 'teu', which means soybeans, and 'hoa' or 'hu' which means creamed. From its etymology, *tahok* is a pulverized soy food. Actually the food is not much different from tofu, but the texture of *tahok* is softer than

tofu, with clean and white color. *Tahok* has soft texture like pudding mixture. In the presentation, *tahok* is poured with a sauce made of coconut sugar, leaf lemongrass, pandan leaves, and ginger as sauce ingredients. Completed with the sauce ingredient, *tahok* is appropriate menu as a body warmer. Aside from being body warmer, actually *tahok* has other benefits, such as the source of calcium that can strengthen bones and prevent osteoporosis because it contains compounds that similarly to estrogen. Another benefit is that *tahok* can delay the arrival of menopause for women and prevent prostate cancer for men. If consumed regularly every morning, *tahok* also can lower cholesterol levels in blood. The menu is also suitable for diet program because it can lose weight and reduce obesity. The foods can be found in the north of Kretek Gantung, Loji Wetan and in the Gedhe Market. Some places are popular with *tahok* sellers, but the most famous seller is Tahok Pak Citro in southern of Gedhe Markets. They open from 6 am to 4 pm and the price is IDR 4 000 per bowl.

3.2.14. *Ice Dawet Ayu Telasih*

This drink is different from other *dawet* ices. Generally, ice *dawet* is made of porridge of rice flour poured with syrup or sugar liquid. The ice *dawet ayu telasih* consists of *onggok* (a kind of porridge of rice flour), black rice, and *telasih* (*Ocimum basilicum*). The clear difference between *dawet ayu telasih* and *dawet* from Banjarnegara lies in syrup as the sweetener, if *dawet* from Banjarnegara using liquid of red sugar, while *dawet ayu telasih* use a syrup made of of palm sugar as the sweetener. The most famous seller for *dawet ayu telasih* is Ice Dawet Bu Dermi stall inside Gedhe Market Solo, precisely around the northside market entrance. One bowl of ice *dawet* with a complete composition costs IDR 5 000.

3.2.15. *Wedang Dongo*

Wedang dongo is a typical drink of Surakarta. *Wedang dongo* actually is not much different from *wedang ronde* (Javanese drinks). A portion of *wedang dongo*, contains peanut concoction, the fruit of sugar palm (*Arenga pinnata*), and balls made of flour contains finely ground nuts. The difference between two drinks is on its water, the water of *wedang dongo* colored brown containing ginger that has stronger aroma than *wedang ronde*. *Wedang dongo* can be found at Jalan Teuku Umar, Keprabon, Banjarsari District, Precisely in southeast of Mangkunegaran Palace. The stall opens from 5 pm until 11 pm. A portion costs IDR 7 000.

3.3. Mapping of Culinary Tourism Potentials of Surakarta

Based on the observations and data collection, it can be described the distribution of the culinary destinations in five districts in Surakarta City. The detailed information are described in the following table.

TABLE 1: Distribution of culinary for each district in Surakarta.

Name of Food	District				
	Banjarsari	Laweyan	Serengan	Ps. Kliwon	Jebres
Tengkleng	√				√
Gudeg Ceker	√				
Nasi Liwet	√				
Timlo	√				√
Sate Buntel	√			√	
Sate Kere		√			
Pecel Ndeso					
Selat Solo			√		
Bestik Solo		√			
Soto Gading				√	
Serabi Notosuman			√		
Intip	√		√		√
Tahok					√
Dawet Ayu Telasih					√
Wedang Dongo	√				

As listed in Table 1, the distribution of culinary tourism in Surakarta Banjarsari District has seven kinds of local foods of Surakarta, namely: Tengkleng Bu Joko Dlidir, Gudeg Ceker Bu Kasno, Nasi Liwet Bu Wongso Lemu, Timlo Sastro, Sate Buntel Tambak Segaran, Intip Pringgading Gift Store Solo, and Wedang Dongo Keprabon. Serengan District has three culinary tourism destinations: Selat Mbak Lies, Serabi Notosuman and Intip Singosaren Gisft Store. Jebres District has five culinary destinations such as: Tengkleng Gedhe Markets, Timlo Solo Restaurant, Intip Gift store at Orion Bread, Tahok and Ice Dawet Ayu Telasih Gedhe Market. Pasar Kliwon District has two culinary destinations namely Sate Buntel Haji Bejo or Sate Buntel Pak Narto and Soto Gading.

Laweyan District has two culinary destinations namely Sate Kere Yu Rebi and Bestik Pak Mangun.

3.3.1. A Package of Culinary Tourism in Surakarta

An effort that can be done for tourism development in a region is by packaging of a tour package. When viewed from the viewpoint of tourism marketing, tour packages can be defined as a form of packaging for tourism product promotion strategy of tourist destinations. Therefore, Surakarta, a city with many culinary tourism potentials has opportunity to develop the tourism sector through the development of culinary tourism packages. A tour package can be regarded as a product of amalgamation or packaging of objects and tourist attractions, accommodation, transport, food and others. Thus the main job of a tour planner is to plan, select, sort and pack the tourism components aiming to tourist's satisfaction.

There are several things that can be considered to draw up a package of local culinary tourism, as expressed by Wolf in Suriani [2] that there are several things into consideration or assessment of tourists to consume local cuisines, namely: (i) an affordable price; (ii) a distinctive flavor; (iii) brand (trademark); (iv) local packaging; (v) quality of food; (vi) a suitable price for a portion; (vii) authentic location; and (viii) physical facilities of typical building. Furthermore, Turgarini in Suriani [2] adds several steps that must be done to develop local culinary tourism, namely: (i) innovation in developing products based on natural resources and local human resources; (ii) eco-friendly (social and natural); (iii) style or local style; (iv) hospitality; (v) standing for local values; (vi) the authenticity or genuineness of culinary tourism products which are not available in other places; and (vii) keeping the simplicity of its culinary products.

In addition, there are other consideration in designing package as stated by Kesrul [10] which involves: (i) the schedule for the aircraft, the name of the restaurant, hotel, tour guides and other components must have a reservation and confirmation to ensure the fluency of tours; (ii) the order of the visits should be systematically according to the location, condition, time of visiting the attraction; (iii) the brochures are arranged in interesting language, clear, and easy to understand; (iv) the price of tour package should be made in a separate sheets of brochures of tour packaged; (v) tour packaged offered must conform the demand of the market.

Based on the observations during the field study and some of the development concept of local culinary tourism, therefore it is chosen some culinary potentials that can be used as tourism object in culinary tourism packages of Surakarta, such

as *tengkleng*, *nasi liwet*, *gudeg ceker*, *timlo Solo*, *selat Solo*, *bestik Solo*, *soto gading*, *sate buntel*, *sate kere*, *pecel ndeso*, *serabi Solo*, *intip*, *ice dawet ayu telasih*, *tahok*, and *wedang dongo*.

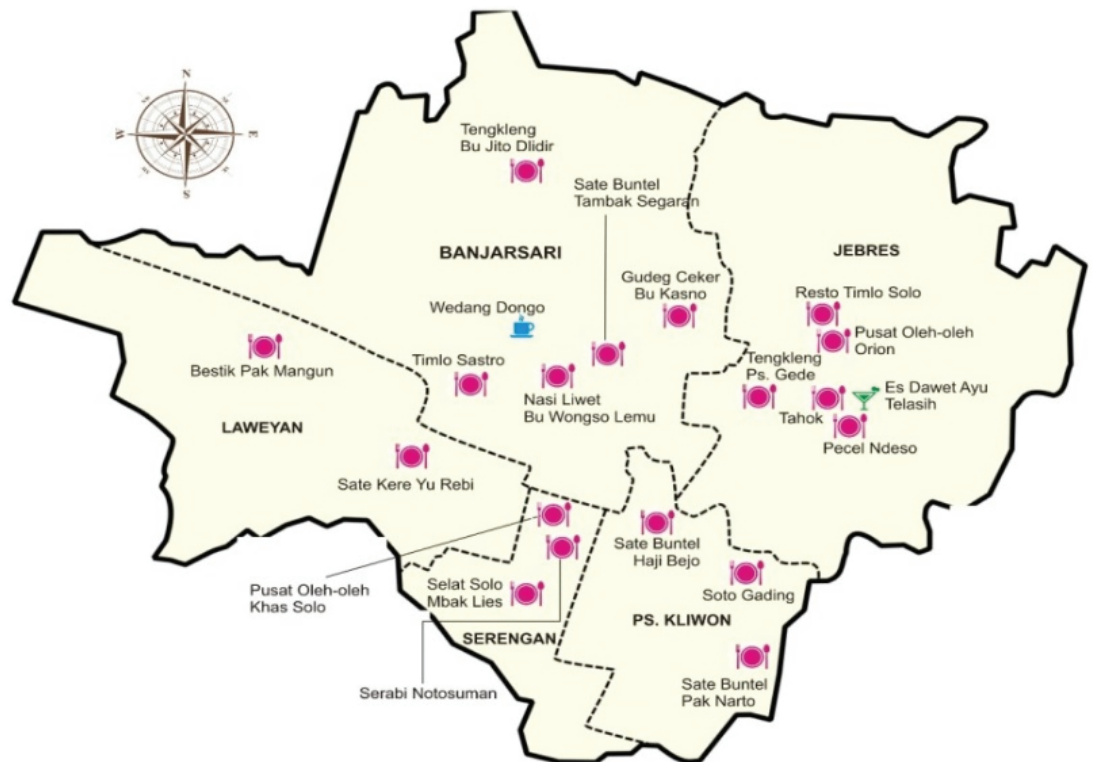


Figure 2: Culinary tourism map of Surakarta.

3.3.2. The Itinerary of Surakarta Culinary Tour (2 days 1 night)

For the first day, after arriving in Surakarta, you will be picked up at the Adi Sumarmo Airport then transferred to Penumping, Laweyan District to enjoy Sate Kere Yu Rebi. The next visit is Serengan District, precisely in the area of Notosuman to see the process of making a pancake Serabi Notosuman. While observing the process of making Serabi Notosuman, you can also taste and buy Serabi Notosuman as original souvenirs of Surakarta. Here is also available the various kinds of original souvenirs of Surakarta. For lunch, we invite you to enjoy a dish named *tengkleng* in the area of Gedhe Market in Jebres District. If you are not interested in dishes made of mutton, we have an alternative lunch menu—*timlo Solo* which is still located at the area of Gedhe Market.

The next trip, you are invited to go into Gedhe Market. There you are invited to walk around the market, looking at the activities of a traditional market of Surakarta. After walking around the market, we could stop for a moment in a stall of Bu Dermi to enjoy fresh drinks Ice Dawet Ayu Telasih. Later on, we are transferring to the hotel to have a

rest. In the evening, we will invite you to have dinner at Nasi Liwet Bu Wongso Lemu, Keprabon, Banjarsari District or enjoy Bestik Pak Mangun (if you need a dish made of beef) which is located at Kabangan Market area, Laweyan District. After enjoying *nasi liwet* or *bestik*, to warm the body, we invite you to taste *wedang dongo* and other various drinks that available at Wedang Dongo Keprabon stall. Then we are going back to the hotel to have rest.

The second day, you go shopping and doing culinary tour until transferring to the airport. At 02.00 am in the morning, we will invite you to enjoy a unique culinary–Gudeg Ceker Bu Kasno, who was in Margoyudan, Banjarsari District. The *gudeg* stall is very unique because the side-dishes for *gudeg* is chicken foot (claws) and the stall open in the middle night. Then we are going back to the hotel. At 09.00 am we check-out at the hotel and then we invite you to have breakfast in *soto gading* which is located in Gading, Pasar Kliwon District. After breakfast, we will take you shopping for batik and other unique souvenirs of Surakarta in PGS (Solo Wholesale Center) in the area of Gladak. After shopping, we invite you to have your lunch at Sate Buntel Pak Narto stall in Pasar Kliwon. Beside popular with *sate buntel*, Pak Narto stall also provides a full menu of processed meat such as mutton satay, tongseng and goat goulash. For the last visit, we invite you to enjoy the culinary *selat Solo* at Mbak Lies stall, Serengan District. Finally, you are transferred to the airport/other destination and the tour ends.

4. Conclusion

The culinary potentials in Surakarta spread at five districts is very diverse. Banjarsari District has Tengkleng Bu Joko Dlidir, Gudeg Ceker Bu Kasno, Nasi Liwet Bu Wongso Lemu, Timlo Sastro, Sate Buntel Tambak Segaran, Intip Pringgading Solo, and Wedang Dongo Keprabon. Jebres District has five culinary potentials such as Tengkleng Gedhe Market, Timlo Solo Restaurant, the gift center at Orion Bread, *Tahok*, *Pecel Ndeso*, and *Ice Dawet Ayu Telasih* of Gedhe Market. Pasar Kliwon District has two culinary potentials such as Sate Buntel Haji Bejo, Sate Buntel Pak Narto and Soto Gading. Furthermore, Serengan District has three culinary destinations such as Selat Solo Mbak Lies, Serabi Notosuman and Intip Singosaren. Then, Laweyan District has two culinary destinations such as Sate Kere Yu Rebi and Bestik Pak Mangun. Considering the diversified potentials of Surakarta City, actually it has a great opportunity to be developed into a culinary tourism package which is able to attract tourists to visit in Surakarta. In addition, the development of culinary tourism packages in Surakarta support the creation of brand image Surakarta as a best culinary destination in Indonesia.

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