

DETERMINAN INTENSI BERWISATA GASTRONOMI PADA KULINER KERATON YOGYAKARTA

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ABSTRACT

The local wisdom of tourism, especially the culinary gastronomy of the Yogyakarta palace, is the main attraction in this study. This study aims to examine the motive factors that determine the intensity of culinary tours in the Yogyakarta palace culinary. This study also aims to examine the differences in motives based on groups of local and foreign tourists. This research is an associative research and the data is collected using a questionnaire. The population in this study is Yogyakarta tourists with a sample of some of the Yogyakarta palace culinary gastronomic tourists who come from foreign and local. The data analysis technique used is regression analysis and ANOVA. The results showed that there was a positive and significant influence of experience, culture, and socialization factors on the intensity of gastronomic tourism; there are differences in the factors of gastronomic tourism motives for local and foreign tourists. The outcomes of this research are expected to be achieved in Scopus indexed international journals (African Journal of Hospitality, Tourism and Leisure).

Kata Kunci: *Gastronomy, Culinary Tourism, Yogyakarta Palace, Local Culture*