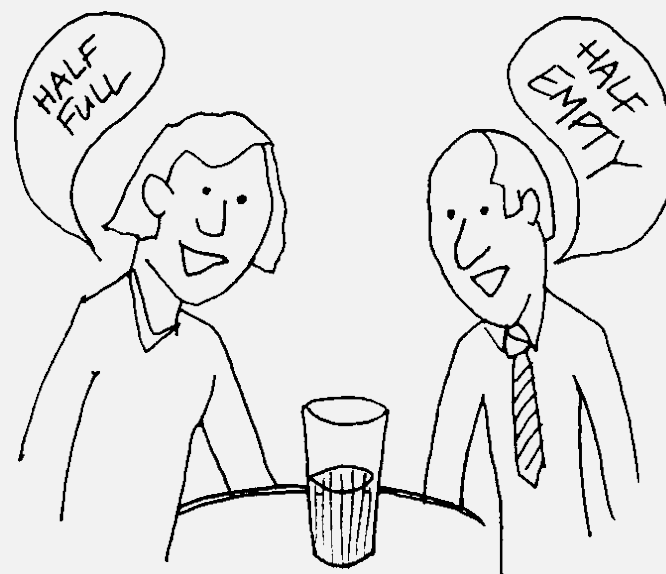


Perceptions of Indonesian local food: the case of Bali.

By: Natasha Agatha - 310215

BA Hons in International Hospitality Entrepreneurship

Supervisor : Mr. Arnaud Frapin



AIM

The aim of this study is to assess foreign visitors' perceptions of Indonesian local food: the case of Bali.

OBJECTIVES

The objectives of the study are to :

- ① Conduct secondary research based on consumer behaviour, food tourism and sociocultural impacts.
- ① Review foreign visitor' perceptions of local food in Bali.
- ② Offer recommendation to Bali Food and Beverage business in relation to consumer perception.

LITERATURE REVIEW

- ① Academic Journal Articles; Institute of Hospitality, Google Scholar, Science Direct.
- ② Books

METHODOLOGY

- ① Collect and analyse secondary data
- ② Conduct primary research: Quantitative research (Questionnaires); Location: Bali
- ① Analyse the data collected and compare to secondary resources information.
- ② Develop and distribute conclusions, limitations and recommendations

RESEARCH INSTRUMENT

The questionnaire was distributed through Facebook, other social media to reach the respondents and also author's cousin who's live in Bali was spreading the questionnaire directly to the tourist to fulfil the questionnaire.

ANTICIPATED FINDINGS

Foreign visitors in Bali have different perceptions about Bali local food. Most of respondents are workers and students. Meanwhile, the main reason from respondents of visiting Bali is 68% Leisure and 24% Food travelling.

REFERENCES

- Ross, J., Patterson, L., and Stutts, M. A. (1992) 'Consumer perceptions of organizations that use cause related marketing.' *Journal of the Academy of Marketing Science*, Vol 20(1), pp 93-97.
- Teas, R. K. (1993) 'Expectations, Performance Evaluation, and Consumers' Perceptions of Quality.' *Journal of Marketing*, Vol57(4), pp 18.