

CHAPTER II

LITERATURE REVIEW

This chapter presented about definition of tourism, culinary tourism in Palembang especially pempek, kinds and the innovations of pempek.

2.1 Definition of Tourism

Tourism in general definition is a journey of a person that held from a place to another place, and with a planning or not mean to earn a living in a place they visited. On the other wise, tourism is enjoying recreational activities to satisfy the desire or variegated.

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs based on Mathieson and Wall in Bonarou, (2011:4)

Franklin confirms that tourism becomes absolutely everything associable with acts of tourist, or put into its proper tautological form “tourism is tour”. McIntosh with Gupta in Yoeti (1992:9) cites that it is a combination of symptoms and the relationships that arise from the interaction of a tourist, business, Government and society hosts a host in the process of attracting and serving the tourists-tourists and other visitors.

According to Sihite in Marpaung and Bahar (2000:46-47), tourism is a way people are doing it for a while, which was held from one place to another is leaving its place, with a planning and with the intent not to seek or

make a living in the places visited, but simply to enjoy the activities of tourism and recreation or to satisfy the desires of a diverse.

In addition, Kodhyat (1983:4) says that tourism was going from one place to another place, be temporary, done individuals and groups, in an effort to balance or harmony and happiness with the living environment in social dimension, culture, nature and science.

2.2 Definition of Food

Food is significant components of overall tourist spend. Wolf (2006:19) states that “nearly 100% of tourists dine out while travelling, and food and beverage consistently rank first in visitor spending”. In New Zealand, dining out was found to be the most important activity for 57% of international visitors based on Statistics New Zealand (2004:24). In a study of rural tourism in the UK it was revealed that as much as 40% of tourist expenditure is spent on food based on Boyne & Hall (2003:285-295).

According Jones and Jenkins (2002:115), food is now used as a means of developing new niche markets, supporting regional identities, developing quality tourism and sustainable tourism. Food has therefore developed from being a basic necessity for tourist consumption to being regarded as an essential element of regional culture.

2.3 Definition of Culinary Tourism

Culinary tourism encompasses more general food ventures as part of a wider range of lifestyle activities such as visiting a local festival or market. In this subset, food is of secondary importance to other interests. Other terms that have been used interchangeably with culinary tourism include gastronomic tourism and food tourism. Agritourism has sometimes been used interchangeably with culinary tourism; while the two are certainly linked

(cuisine often begins with agriculture and ranching), they are not one of the same. Rather, culinary tourism is rooted in cultural tourism, and is also link

According to Long (2004:6), another way to look at culinary tourism is as exploratory eating: individuals explore foods new to them and use foods as the basis to explore new cultures and ways of being. Tourism element comes to the fold when individuals or groups use food and drink to construct marketable and publicly attractive identities to 'sell' other individuals.

A final way to look at culinary tourism is as an "experiential trip to a gastronomic region for recreational or entertainment purposes which includes visits to any of the following: primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food." These tourism activities are the fundamental ways in which tourists can experience food and drink, and in turn inform the way culinary tourism should be strategized, developed, and executed in destinations (United Nations World Tourism Organization, (2012) http://torc.linkbc.ca/torc/downloads1/WTODEfinition_tourism.pdf, accessed in September 23, 2013).

Tourists are divided into three, namely: tourists Indonesia, foreign tourists, and visitors. Tourists of Indonesian population have travelled in Indonesia territorial area rather than to work or school with maturities of less than six months to attraction transact commercial. A foreign tourist is a person or a group of people who travel outside their home country, for less than 12 months at a certain destination, by travel destinations not to work or to earn a living. A visitor (Travelers) is Indonesia's residents who travel to commercial attractions for one day (home-away) without staying in commercial accommodation (2007) in www.busdpar.go.id accessed in September 23, 2013).

2.4 Culinary Tourism in Palembang

The vibrant business and apparel clothing stores the remaining exports on the whole territory of Palembang indirectly encouraged the growth of home business meal. Every food producers vying to create meals/culinary with flavors and different types. This culinary tourism potential can be profitable, especially for Government of Palembang and tourism entrepreneurs. Economically this tourist was able to improve the welfare of society is involved in the activity of tourism itself.

Many of the culinary delights of the Palembang liked tourists because aside from the price relatively cheap, taste and way of presentation is quite interesting. It was supported by a sense of very in price. Seen in terms of price, there's still food that has bottom price in IDR 5000, 00, for there are still portions that are costing under IDR 10.000. While for the cake in another city the price could reach IDR 30,000 to IDR 50.000, whereas in Palembang is still there that cost under IDR 30,000 fare.

2.4.1 The Kinds of Traditional Food Tourism in Palembang

Palembang is not just Musi River and the Ampera Bridge. The city is also famous for its numerous typical and delicious foods. There are many places that is could serve as a culinary tour in Palembang.

Traveling to Palembang, not valid if not try its culinary variety. Most of the traveler would say if asked about the Pempek specialties of Palembang, South Sumatra. But, the city with the landmark Ampera bridge not only had it been. There's more variety of foods typically are no less delicious. Pempek, tekwan, model, laksan, celimpungan, Tempoyak, Brengkes Tempoyak, sambal tempoyak, pindang tulang, pindang ikan patin, kue Srikayo, kue 8 jam, enggak, lapis legit, bolu kojo, maksuba, burgo, lakso, mie celor, Kemplang, kerupuk.

2.4.2 History of Pempek Palembang

Historically, pempek have existed in Palembang since the entry China's traveller to Palembang that it is around the 16th century, when Sultan Mahmud Badaruddin II reigned in a Sultanate Palembang-darussalam. Name of pempek, empek-empek or believed to come from s-word 'apek', namely appellation to old man of Chinese descent.

Based on folktale, circa 1617 a frowzy aged 65 years who live in the assembly (its edges mushi) feel concerned witnessed catch fish abounding in streams mushi. The catch is not yet entirely put to good use, only for deep-fried. Then he tried alternative processing other. He is mixing flesh of double-milled with flour tapioca, thus produced food new. The new food sold by the frowzy and cycling around the city. Because sales help called by s-word 'pek apek', then known as the food finally pempek or empek-empek.

At first the pempek are made from belida fish. However, with increasingly scarce and expensive price of belida fish, belida fish replaced with Cork fish that cost is cheaper, but with a flavor that remains tempting. On further development, used also of fish other rivers, e.g. fish putak, toman, and get. Worn also species of marine as mackerel, red snapper, parang-parang, yellow tail, and flatfish.

2.5 The Kinds of Pempek and the Way to Make Pempek

There are many kinds of culinary tourism in Palembang such as Pempek, model, tekwan, laksa, pindang, lempok durian, otak-otak, kemplang, celimpungan, and soon. Pempek is the most traditional foods in Indonesia, particularly in Palembang. Pempek existence as one of the cultural heritage of South Sumatera that gives its own characteristic culture which is now still preserved, with typical flavors using basic ingredients from fish. Pempek is a traditional food in Palembang.

Pempek is one of the traditional foods from Palembang. History of Pempek Palembang began to be known is not known with certainty, but is expected because of Chinese immigrants began coming to Kilkenny, which is about the 16th century, when Sultan Mahmud Badaruddin II came to power in the Sultanate of Palembang. Pempek is a savory fishcake delicacy from Palembang, Indonesia, made of fish and tapioca. Pempek is served with yellow noodles and a dark, rich sweet and sour sauce called cuko.

From one Pempek dough can be made various forms of snacks, ranging from Laksa served with a sauce containing coconut milk, and Models Tekwan presented by broth mixed with elephant ear mushroom, shrimp, sprinkled with bengkoang, celery, fried onions and other spices as well. There is also Lenjer Pempek, adaan and the most famous is Pempek Submarine. Not complete it if you come to Palembang not tasted this comestible. There are many stalls that sell food made from fish and sago.

Pempek is a type of small fishcake that originated in Indonesia. It is made by combining ground fish with tapioca flour and forming the dough into a specific shape. Fillings such as eggs, papaya, fish skin, tofu or shrimp are sometimes added. The dough can be boiled, steamed, fried or any combination thereof before it is served. When not being used as a component in a larger entree, pempek can be served with a type of sweet and sour sauce called kuah cuko and then sprinkled with powdered, dried shrimp or served with crispy krupuk, also known as shrimp chips. The different shapes into which pempek can be made and the variations in ingredients each carry their own names. A long, log-shaped cake is called a lenjer and a small ball is an adaan. When the dough is wrapped around an egg, it is known as kapal selam, if stuffed with tofu it becomes tahu, and when filled with papaya it is called pistol. Many other variations also exist.

The basis for all pempek, regardless of the shape or eventual contents, is the dough. One of the main flavor elements is the fish that is used. Traditionally, the fish is one of any number of local varieties, including snakeheads and wahoo, although mackerel is often used outside Indonesia. The meat of the fish is separated from the bones and skin and either dried and turned into a powder or ground down into a very smooth paste.

2.5.1 The Basic Dough of Pempek

Pempek is a food that it is making from fish and tapioca.

Ingredients:

1 kg fish/mackerel fish Cork already grinded

800 g of tapioca

500 ml ice water

3 tablespoon rice flour

2 tablespoon salt

4 eggs

2 tablespoon flavoring

How to make:

1. Mix ground beef, eggs, fish, salt, and flavoring. Pour rice flour into it, stirring, and then put ice water bit by a few stir back until evenly distributed.
2. Enter the Sago gradually, stirring slowly, knead as necessary until pure and easy set up.
3. Take a handful of dough, shape according the needed.
4. Boil the water in a panic to boil the pempek.
5. Once boiling, pour 2 tablespoons cooking oil.
6. Enter the pempek into panic, wait until the float then removes and drain.
7. Fry pempek heated with oil over medium heat until cooked golden brown, remove and serve with cuko. For those who don't like fried, after boiled can be directly edible.

2.5.2 Cuko Pempek

Cuko is a saouce of pempek that make from sugar Palm shell or Java sour.

Basic ingredients:

- 500 gr of sugar Palm shell or 50 gr of Java sour
- 5 glasses of water
- 4 tablespoon white vinegar (if liked)
- 5 tablespoon oyster sauce Marinade that mashed:
- 5 cloves garlic
- 2 tablespoon ebi
- 10 pieces cayenne pepper
- 1 tablespoon salt

How to make:

1. Simmer water, sugar, tamarind juice, which has dissolved, add the vinegar.
Use medium heat, after lifting the boil then strain.
2. Put marinade already mashed.
3. Bring to a boil again and serve.

2.5.3 Kinds of Pempek

Pempek are deviding into some kinds. They are:

1. Pempek Tahu

Ingredients:

- 10 of tofu, cut be into 2
- And dredging cores until bowl-shaped
- ½ basic dough of pempek

How to make:

1. Fill up the dough of pempek into tofu and fried to dry.
2. Serve warm with Cuko.

2. Pempek Adaan

Ingredients:

600 grams Mackerel fish

200 ml of ice water

3 yellow grains eggs

8 grains shallots, slice smooth

300 grams flour starch

1 teaspoon sugar

1 teaspoon salt

How to make:

1. Stir fish, yolk, shallots sugar, salt and water.
2. Knead while put flour starch until pure.
3. Hand-held dough then press and take the dough which is out with a spoon.
4. Stew in boiling water and fried until ripe.
5. Serve with Cuko.

3. Pempek Kulit

Ingredients:

½ recipes of basic dough pempek

½ teaspoon baking soda

200 gram skin of fish

How to make:

1. Mix of all the ingredients of pempek
2. Boiled floating and matured until then cool.
3. Fried to ripen and serve with Cuko.

4. Pempek Lenggang

Ingredients:

½ basic dough recipes of pempek

2 eggs

Banana leaf

How to make:

1. Shape the dough of pempek put upon bowl banana leaf pour beaten eggs.
2. Baked pempek above ember to mature serve with cuko.
3. Pempek lenggang can also made from pempek lenjer that has been boiled and then sliced thick 1 cm then dipped in egg and whisk omelet and serve with cuko.

5. Pempek kelesan

Ingredients:

½ basic of dough recipes pempek

How to make:

1. Strain to dough of pempek resembling krupuk using sieves and steamed until ripe.
2. Serve with cuko

6. Pempek Pistel

Ingredients:

½ dough recipes of pempek

Filling ingredients:

250 grams pepaya young, coarse drawstring

100 grams touge

1 tablespoon cooking oil

½ tablespoon maizena plus 50 ml water

Seasoning smooth:

1 tablespoon of ebi

1 tablespoon cloves of garlic

½ teaspoon of colliander

1 teaspoon salt

How to make:

1. Sautéed seasoning delicate fragrant, then add papaya and touge.
2. Mixed maizena with water. Stir back to mature and chill.
3. Make more thinly the dough of pempek then add flav both content then flops (shaped like patty).
4. Fried, and serve with cuko.

7. Pempek Kapal Selam

Ingredients:

- 1 prescription basic dough of pempek
- 8 grains of eggs

How to make:

1. Take 150 grams basic dough of pempek, make flav and fill with eggs and closed seams.
2. Boiled in water boils up floating and matured then cool.
3. Fried and serve with cuko.

8. Pempek Lenjer

Ingredients:

The basic Recipes dough of pempek

How to make:

1. Shape dough pempek like pieces of wood (round or flat and length). Flat, round shape, and small lenjer
2. Simmer until cooked and then chill.

9. Pempek Lenggang Panggang

Ingredients:

Basic dough of pempek

Chicken or duck egg

Banana leaves

How to make:

1. The dough is shaped roughly as big as small round meatballs
2. Whisk eggs
3. Banana leaf made rectangular and Bowl in small rib disposable clamp, strive not to leak.
4. Place the dough on banana leaf pours beaten eggs.
5. Grill over coals until cooked through, after the bottom is cooked, lenggang issued into banana leaves and the top place on the grill.

2.6 The Innovation

Based on Bartono (2005:192-194), an innovation should be focused on innovation and invention. This is because innovation is a process that never stops because of the demands of consumers who always want the latest product. The goals of innovation, among others, as below:

1. The customer satisfaction will always be hungry for ideas, food, appearance and new atmosphere.
2. Winning the competition with competitors who would do the same thing with their products.
3. Seeking new products to maximize profits for their uniqueness or taste.
4. Material for management's assessment of the kitchen staff are innovative and critical, associated with the career.
5. As a way to utilize existing materials and inexpensive in order to be sold.

Based on these objectives the innovation can be done at any time, without waiting for the planned program.

An innovation will start from the collection of the idea, then research materials and tools. From there, a recipe is formulated for daily active experiments by the perpetrator, then made an experiment with recipes that exist, the results of the experiment were assessed and revised if necessary, and if it is deemed perfectly, then established as the new menu.

The process of innovation:

Bartono. (2005, p.192-194). Food Product Management.

Based on the above and innovation can be defined as:

1. Trying to find something new or that has not been done before.
2. Updating existing with good results and better than ever.
3. Perfecting a system or procedure that results are better in a way to make changes.

An object of innovation becomes more widespread, it's no longer just the food, but rather concerning just about anything related to food production.

2.7 Promotion Activity

Marketing activity can be succeed not only depends on quality of product that is offered, the accurate of wisdom, distribution and service, but it also depends on good promotion techniques which used. Marpaung claims that promotion is one effort conducted for accommodating the tourism product with the tourist demand which can make more interesting (2002:103).

Attempts to lift the image of the typical traditional food Indonesia in order to serve as a tourist destination, boga, the main thing to do is change the perception of some people who are still degrading the food yourself. This of course can affect perception of foreigners against Indonesia's food.

With the rapid advancement of science and technology, thus through a touch of science and technology, traditional foods need to be developed in order to have the identity and image of Indonesia which professional specialties, namely, delicious and unique tastes, is served fast and practical, attractive and easily packaged, look beautiful and artistic, high quality nutrition and good, as well as spacious, tasteful at once which can guarantee security, hygiene and health, as well as strong market competitive power domestic as well as international markets. To that end, modifications in the procurement, processing, packaging and serving traditional food Indonesia by utilizing the results of modern food technology it is time to do, so that it can compete with imported food that looks more superior in terms of promotion.

Efforts to further promote the traditional food of Indonesia can be reached through promotion and information in various print media (newspapers, magazines) and electronic media (radio, TV, internet) or make it more popular through the major hotels and restaurants as well as following the weekend food or food events organized by either the Government or groups or individuals.

To further enhance the culinary development in Palembang is necessary holding of promotional activities in the form of event especially in the field of culinary tourism, promotion is very important in order to promote and invite society to preserve the culinary heritage of the archipelago, especially culinary of Palembang. Through this event more people get to know the city's own specialties and ads inspiration for traders.