

CHAPTER 1

INTRODUCTION

1.1 Background

Tourism industry is one of the important sectors to increase foreign exchange from tourism destination, culinary and accomodation in an area, a city or country. Its incomes are taken from the devise that come tourism sectors such as tourism destination that contributions from charge of visitors act. It also able to create a job field for example selling accomodation, culinary food and souvenirs and being a tour guide etc. Consequently, our country or city is more well-known than before and many visitors both domestic or foreign tourism come to our country. This shows that tourism as a service industry has a big role in distributing development for economic growth in Indonesia.

Culinary tourism is one of the many types of tourism which currently has very much impact on the development of the regional economy. Culinary tourism is defined as a visit to the main destination and support of the food industry, festivals, banquets, restaurants and special locations where food is tasted and / or the nature of the food produced by the region is a major motivating factor for travel (Hall and Mitchel, 2001). One of the important values is to develop the potential of authentic regional foods that seem to have begun to be displaced by foreign products or foreign food oriented. For this reason, an effort should be made to increase this economic potential by providing medium to attract local or foreign tourists to enjoy the original culinary of an area or region.

Indonesia has 34 provinces from Sabang to Marauke. They have variety in their custom started from clothes, housing, music, song, dance and food variety or uniqueness such as Aceh is famous for *Mie Aceh*, Papua is famous for *Papeda*, Jakarta is famous for *Kerak Telor*, West Java is famous for *Seblak* and South Sumatera is famous for *Pempek*. Most of the tourists who visit an area always take the time to taste the food and drinks typical of their destination. The term culinary tourism is now familiar in Indonesian society, especially in big cities like

Palembang. Palembang city is not only known for its cultural tourism and religious tourism, but also its traditional foods.

According to South Sumatra Culture and Tourism Office (2015), *Burgo* is one of traditional food in Palembang city. This food can be classified as a snack and not a main food. This food can be found in typical stalls of Palembang and is usually served along with other foods such as lakso, laksan, and celimpungan. The main ingredients of burgo are rice flour, sago, cork fish, and water. In addition, the process of making *burgo* also uses additional spices, such as galangal, coriander, hazelnut seeds, kencur, onion, garlic, sugar, bay leaves, and a little betel lime.

The form of *Burgo* are only small roll with white color. White color comes from rice flour. Then, the writer offers a *Burgo* innovation called Rainbow *Burgo*. The roll's color comes from natural dyes. This innovation is done in form of adding color to it that is made from natural ingredients that come from vegetables and fruit. The foundation of thinking that, the writer wants to provide alternative choices to *Burgo* connoisseurs, enrich the variant and attract the tourist enjoy this variant. Therefore, the writer got the idea to make a final report project with the title **“Rainbow *Burgo* as Alternative Culinary Tourism in Palembang City”**.

1.2 Problem Formulation

Based on the background above, the problem formulated are :

- a. How to make Rainbow *Burgo*?
- b. What are the ingredients used to make Rainbow *Burgo*?

1.3 Research Focus

Based on the problem formulation above, the research purpose of the final report is making innovation of *Burgo*, Rainbow *Burgo* as culinary tourism in Palembang city.

1.4 Research Purposes

Based on the formulation of the problem that have been mentioned above, the pupose of this research are :

- a. To know how to make Rainbow *Burgo*.
- b. To know the ingredients used to make Rainbow *Burgo*.

1.5 Research Benefit

Benefit of this research are :

- a. For the writer
 1. To increase knowledge about the used of fruit and vegetables's color to make *burgo* roll.
 2. To add the writer's experience of making innovation of *burgo*, Rainbow *Burgo* as alternative culinary tourism in Palembang city.
- b. For the readers
 1. To give the information how to make Rainbow *Burgo*.
 2. To give knowledge about the natural dyes can be used in Rainbow *Burgo*.