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Experiential Value of Bandung Food Tourism

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ABSTRACT
The food industry is an industry that continues to grow along with the development of the world's population. Even so research on food travel is still limited. Bandung is one of the creative city in Indonesia which has a tourist attraction which is quite high especially in the food industry. The great variation in the culinary Bandung, which is the main attraction for tourists both domestic and foreign.

The method used is kuantitatif approach. Data were collected through questionnaires, observations and interviews. Data obtained from the tourists who've been to Bandung from various ages. This study aims to investigate the importance of food tourism for branding a place such as a specific city or region. A description of the branding spot has an influence on the food tourism.

Based on this research, it was found that behavioral intention is the highest dimension. It is quite groundless because many of the tourist who wants to go back to Bandung and should definitely enjoy the specialties of Bandung. The implications for this study is expected governmental contribution for policies that support food tourism in Bandung making food tourism sector can be proud of and stimulate the economy in general people in Bandung.

Keywords: Experiential Value, Food Tourism, Bandung Culinary

1. INTRODUCTION
Tourism is one of the fastest growing factors in Indonesia because it can help increase state revenues. Aside from being a source of state revenue, the tourism sector also contributes to the economic progress because it is able to create new jobs especially for the people around the tourist area as well as increase the income value of the people from tourism itself. Bandung is one of the creative cities in Indonesia that has a high tourist attraction for local and foreign tourists. According to the data of tourism and culture of Bandung city, in 2015 the number of tourists visiting the city of Bandung reaches six million people consisting of foreign tourists and domestic tourists. The next year is 2016 a very significant increase. Quoted from the page ayobandung.com that Head of Tourism and Culture Tourism Promotion Bandung, revealed during the period of the first semester in 2016, ie January to June 2016, the visit of tourists and foreign tourists who visit the city of Bandung reached 6.5 Million