

# **Balinese Traditional Snacks Vs Milk Pie Boosting “Jaje Bali” to Be Travelers’ Favorite Typical Balinese Souvenirs**

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**Abstract—** This research aims to analyse the Balinese traditional snacks and milk pie and how to develop unpopular traditional snacks to be also traveler’s favorite typical souvenirs. There are many traditional snacks in Bali however they are not as popular as milk pie among local travelers. The study use descriptive quantitative research design, the sampling technique is Census Research Samples which was conducted in inside and outside of Bali, from February 21 to March 3, 2017. There is lack of promotion for Balinese traditional snacks, the packaging also is not good enough and attractive, the difficulty to find it on tourism objects, eventhough the travelers prefer Balinese traditional snacks because it’ s more tasty, crunchy and soft. It needs support and participation from many parties, stakeholders such as local government, Department of Tourism and Creative Economy of Bali Province, local communities, tour guides, culinary experts and hotels to develop, promote and encourage the expansion of Balinese traditional snacks production.

**Keywords—** *favorite typical souvenir, Balinese traditional snacks, milk pie, travelers, encourage*

## I. INTRODUCTION

Travelling cannot be separated from shopping or buying souvenirs. Souvenir is one of the five main components which traveler needs during their trip, inside of scenery, tradition, culture and beach. Based on the research of tourists arrivals in 2015 in Indonesia, culinary and shopping tourism ranked the fifth from 9 products portofolio as a tourism objects and attractions dominating their travel activities. ([www.kemenpar.go.id/userfiles/.../LAKIP-KEMENPAR%202015.p](http://www.kemenpar.go.id/userfiles/.../LAKIP-KEMENPAR%202015.p), March 19, 2017).

Shopping is one of many aspects on the tourism industry, became part of ancillary, as a direct elements of the needs of tourists. Shopping has become the number one activity of tourists in the world and can be both an attraction and a basic facility which tourists will expect at a destination. This can include souvenir shopping or purchasing basic necessities. Products which identify with a destination are always popular. In New Zealand, anything to do with the kiwi is sold in huge numbers, in Hawaii its pineapples and macadamia nuts. March 19, 2017

(<https://en.wikiversity.org/w/index.php?title=Tourism/Introduction&action=edit&section=20>).

Bali is one of the most popular and preferred tourism destinations in Indonesia which has many resources still that can be explored. Bali provided completed tourists facilities, accesibility and service such as accomodation, attraction, infrastructure, hospitality and cuisine. “The Local cuisine reflects the history and culture of an area and can be an attraction for many tourist. In addition to providing good quality food for tourists, efforts should be made to promote any dishes unique to the area-most tourists enjoy at least trying to local cuisine” (Inskeep, 1991: 286).

There are many variation traditional Balinese food, dishes and snacks or “jaje” such as jaje Bendu known as Balinese pretzel, jaje Bolong/ Kaliadrem known as Balinese donut, jaje Gambir, jaje Satuh, jaje Sirat known as Balinese hotdog, jaje Lak lak, jaje Lempog and jaje Uli, but not all the Balinese snacks popular among domestic tourists and get good respond. Based on the observation, Pie Susu or Milk Pie is as the one of the most favorite snack and famous as typical souvenir from Bali.

Based on in-depth interview with the Balineses woman, the unpopularity of these traditional snacks is caused by the complicated production process, they do not look attractive because there are any food coloring usage, it is difficult to find certain materials and the snacks will expire in less than a week. Many of young generation today have never know how to make it, or even seen or tasted it. The lack of interest from the snacks makers to pass on the skill of the processing method contributes to the

lack of knowledge from the young generation, so most of the time, the availability is limited only to the need for religious ceremonies or “Piodalan”.

On the other hand, milk pie, based on research, has strength in its flavor, softness and crunchiness texture, good packaging, affordable price, market segment of its own and effective promotion through a tour guide. Another reason the shifting of interest in modern food makes traditional snack face challenge to become people’s favorite souvenirs.

This survey research aims to analyse the Balinese traditional snacks and milk pie, why Balinese traditional snacks is not popular as souvenir and to encourage its expansion as traveler’s favorite typical souvenirs from Bali.

## II. LITERATURE REVIEW

### A. Travelers

In Webster dictionary traveler means person who moves around from place to place instead of living in one place for a long time and in, Oxford dictionary is a person who is traveling or who often travels. (<https://www.merriam-webster.com/dictionary/traveler>)

### B. Cuisine became one of the motivating factor to travel

Recently Cuisine became one of the motivating factor to travel, “Food tourism may be defined as visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel”.(Hall and Mitchel, 2001a: 308) and besides that not only history and culture become a reason for tourist, there is another such as experience and cullinary techniques. “Culinary tourism includes any tourism experience in which one learns about, appreciates, and or consumes food and drink that reflects the local, regional, and national cuisine, heritage, culture, tradition, or culinary techniques.” (Culinary Tourism in Ontario: Strategy and Action Plan 2005-2015, p.12).

### C. Souvenirs

Origin and Etymology of *souvenir* is from: French, literally, act of remembering, from Medieval French, from (*se*) *souvenir* to remember. A thing that is kept as a reminder of a person, place, or event. (<https://en.oxforddictionaries.com/definition/souvenir>). Something that you buy during a holiday or at a special event to remind you later of being there. (<http://www.macmillandictionary.com/dictionary/british/souvenir>) Definition of souvenir, Gordon defines a souvenir as something which concretizes an intangible state into a tangible object. Its physical presence leads the viewer to capture or freeze any non- or extra-ordinary experiences in the past. As a concrete reminder, a ‘souvenir’ is similar to a ‘memento’. However, a souvenir is commercially produced whereas a memento is a non-purchased object that has a personal meaning (Gordon, 1986).

The term souvenir is usually found in the tourism field because those who usually buy souvenirs are tourists. But, Gordon provided further understanding about —tourism in the context of souvenir. Although tourism refers to a real journey from one place to another, Gordon also identified it as an intangible journey from one status to another. Types of souvenirs Gordon classified souvenirs into five types. (i) Pictorial images such as postcards and photographs; (ii) Piece-of-the-rock souvenirs, which are natural materials, or objects retrieved from the natural environment; (iii) Symbolic shorthand souvenirs such as miniature of landmark; (iv) Objects which basically have no meaning but have markers on them, such as T-shirts or hats marked with name of the place or special event; (v) Local product souvenir, which includes a variety of objects; for example indigenous food, local clothing or local craft (Gordon, 1986).

([http://eprints.qut.edu.au/43468/1/2011009687\\_Zulaikha\\_ePrints.pdf](http://eprints.qut.edu.au/43468/1/2011009687_Zulaikha_ePrints.pdf) , March 19, 2017)

### D. Favorite

The meaning of favorite is: a person or thing that is especially popular or particularly well liked by someone. Or a thing that someone likes best or enjoys most. ([dictionary.cambridge.org/dictionary/english/favourite](http://dictionary.cambridge.org/dictionary/english/favourite))

### **E. Typical**

Something that is typical is what you can expect, like reading a guidebook about a faraway country you will visit to learn the typical weather and kinds of food you will encounter while you are there. (<https://www.vocabulary.com/dictionary/typical>)

### **F. Encourage**

The meaning of encourage is to make someone more likely to do something, or to make something more likely to happen. (<http://dictionary.cambridge.org/dictionary/english/encourage>)

### **G. Balinese Traditional Snack**

Jajan or jaje in a Balinese word. A limited selection of these cakes can still be found today in markets and supermarkets, but they are seldom seen at roadside warungs or even the baskets of wandering snack vendors any more. Some of the ingredients, like black sticky rice, have become rare and costly. Few young women can be bothered making jajan these days. Each type takes about two hours to make, they are sold very cheaply and most must be consumed within a day. Before baking powder was available, Balinese women used fermented cassava for leavening. They still use the traditional pandan and suci leaves to colour and flavour the green cakes and, when steamed in a banana leaf, a pale green colour is imparted. Red palm sugar lends a caramel hue. Generally speaking, jajan are a healthy snack. If you steer clear of the pink ones (which sometimes use textile dyes), the ingredients are natural and local. (Cat Wheeler bali\_cat7@yahoo.com Copyright © 2011 Greenspeak)

### **H. Jaje Kaliadrem/ Jaje Bolong or called Balinese Donut**

The Ingredient:

1. Rice flour 1000 g
2. Brown sugar 250 g
3. Oil 500 g
4. Sesame 50 g
5. Salt 1 tablespoon
6. Water 250 ml
7. Coconut oil 250 g
8. Vanilla taste

(<https://dianmahayanti.wordpress.com/f-b-product-2/dessert/resep-jaje-kaliadrem-si-manis-dari-bali/>, February 26, 2017)

### **I. Jaje Gambir**

The Ingredient: Material Skin

1. White Glutinous rice flour 2 kg
2. Brown sugar 1 1/2 ml
3. Lompong taste
4. Cooking oil
5. Bamboo leaves to taste
6. Raffia rope

The Ingredient to fill jaje Gambir

1. 1 kg green beans, wash
2. Brown sugar 200 grams
3. 500 grams sugar

(<https://hobimasak.info/resep-kue-gambir-bali/>, February 26, 2017)

### **J. Jaje Sirat or called Balinese Hotdog**

The Ingredient:

1. White Glutinous rice flour 500 g
2. Tapioca flour 25 gr
3. Sugar 259 gr
4. Cooking oil 500 ml
5. Sugar 250 gr

### **K. Jaje Bendu or called Balinese Pretzel**

The Ingredient: Material Skin:

1. 750 grams of glutinous rice flour
2. 185 ml of Hibiscus Flower water

Material To Fill:

1. 1 1/2 Coconut fruit, grated
2. 100 grams of brown sugar
3. 1/2 tsp salt

([https://www.google.com/search?q=Google+translate&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&gws\\_rd=ss](https://www.google.com/search?q=Google+translate&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a&gws_rd=ss), February 26, 2017)

### **L. Balinese Milk Pie**

Milk pie is a small baked dish which is usually made of pastry dough with a diameter of about 7 centimeters contains a filling of various ingredients, such as sugar, flour, egg, milk and margarine topped with many variants; original, chocolate, cheese, strawberry and blueberry.

### **M. The History of Balinese Milk Pie**

Milk pie is well known abroad as egg tart in Hongkong and Portuguese; egg tart from Hongkong is maybe regarded as the forerunner of Bali milk pie. So it remains a question how milk pie eventually becomes a unique souvenir from Bali?. In Hongkong itself, milk pie was introduced in the 1940s by Tengs Cha Chuan, and became popular in the 1960s. Although regarded as the forerunner of Bali milk pie, but the pie milk from Hong Kong is also regarded as an adaptation of from custard tarts that originated in England. Moreover, Hong Kong is also used to be a former colony of Britain. Milk pie from Hongkong is shaped layer (puff pastry), which becomes the outer skin with the contents of the egg custard. While the pie milk of Portuguese known as pastel de nata, which is also believed to go to Hong Kong via the Portuguese colony located in Macau. The difference with milk pie crust outer Hongkong is more of a shortcrust pastry. Balinese Milk Pie is believed to be a combination of Hongkong milk pie and the West Country. Balinese crust milk pie has the outer form of shortcrust pastry with egg custard, egg is not too high makes it more crispy and it does not make nauseated.

(<http://homefoodstory.blogspot.com/2016/06/hong-kong-style-milk-egg-tart-thicker-pie-susu-bali.html>)

The ingredients to make the skin Milk Pie:

1. 500 grams of wheat flour
2. 300 grams of margarine
3. 150 grams of refined sugar
4. 1 egg

The Ingredients for stuffing Milk Pie:

1. 3 egg yolks
2. 50 grams of sugar
3. 150 grams of sweetened condensed milk
4. 250 cc of liquid milk
5. 25 grams of pasta rhum.

(<http://www.dboenes.com/asal-usul-pie-susu-khas-bali/>)

## **III. METHODS**

The study use descriptive quantitative research design. The object's analysis was 122 Bali travelers. The technique of collecting data is through the observation, in-depth interview and questionnaire. The primary data are collected by distributing questionnaire to 160 travelers who have visited Bali as the population. They consist of respondent's profile and four statements of respondent's sense and experience of jaje Bali and Balinese Milk Pie by using Likert Scale from 1 (strongly disagree) to 4 (strongly agree).

The sampling technique is Census Research Samples. The advantages of sampling over Census studies are less compelling when the population is small and the variability within the population is high. Two condition are appropriate for census study: a census is (1) *feasible* when the population is

small and (2) *necessary* when the element are quite different from each other (Cooper and Schindler, 2011: 365).

Arikunto (2001: 117, 125) said that samples are part of the population is taken as a source of data and can represent the whole population and as estimation, if the researcher has several hundred subjects in the population, they can determine approximately 25% - 30% of the amount of the subject. If the number of members in a population of subjects covering only between 100 to 150 people and in data collection researchers used a questionnaire, should be the subject of a number was drawn entirely. So it can be said to be a census study. The research was conducted in inside and outside of Bali, from February 21 to March 3, 2017. Then the data that has been collected is processed and compared.

#### IV. RESULTS AND DISCUSSION

TABLE I. DATA PROCESSED RESULT

No.	Statement	Strongly disagree	Disagree	Agree	Strongly agree
1	Buying souvenirs while visiting Bali	3,3 %	3,3 %	45,9 %	47,5 %
2	The souvenirs bought is a typical Balinese food	1,6 %	6,6 %	55,7 %	36,1 %
3	Obtaining sufficient information about the Balinese traditional snacks	1,7 %	26,2 %	50,8 %	21,3 %
4	Like Balinese traditional snacks / "Jaje Bali"	1,0 %	22,0 %	59,0 %	18,0 %
5	Like jaje Kaliadrem / jaje Bolong as in this photo	3,0 %	33,6 %	57,4 %	6,0 %
					
					
6	Like this jaje Gambir from Bali	9,3 %	22,7 %	50,8 %	17,2 %
					
					
7	Like this jaje Sirat from Bali/ Balinese Hot Dog	7,7 %	45,1 %	39,3 %	11,5 %
					
					
8	The Balinese traditional cakes are delicious	1,7 %	17,2 %	59,8 %	21,3 %
9	Like this Jaje Bendu from Bali/Pretzel ala Bali	2,4 %	24,6 %	53,3 %	19,7 %

No.	Statement	Strongly disagree	Disagree	Agree	Strongly agree
					
					
10	The Balinese traditional cakes are crispy	1,9 %	23,8 %	68,9 %	5,4 %
11	The Balinese traditional cakes are soft	1,6 %	24,6 %	66,4 %	7,4 %
12	The packaging of Balinese cake is good	1,7 %	27,9 %	65,6 %	4,8 %
13	The packaging of Balinese cakes is attractive	2,8 %	35,2 %	59,6 %	3,0 %
14	The Balinese traditional cakes are easy to be found in tourism object	3,8 %	42,6 %	51,6 %	2,0 %
15	The prices of the Balinese cake are affordable	1,6 %	17,2 %	65,6 %	15,6 %
16	Buying Balinese traditional cake as souvenir	3,3 %	21,3 %	63,1 %	12,3 %
17	The Balinese traditional snacks are popular	9,0 %	46,7 %	44,3 %	-
18	Obtaining sufficient information about the Balinese Milk Pie	2,5 %	4,9 %	65,6 %	27%
19	Like Milk Pie as in this photo	-	8,2 %	52,5 %	39,3 %
					
20	Balinese Milk Pie is delicious		7,4 %	55,7 %	32,8 %
21	Balinese Milk Pie is soft		4,9 %	62,3 %	32,8 %
22	Balinese milk pie is crispy		5,4 %	64,8 %	27,9 %
23	The packaging of Balinese milk Pie is good		3,3 %	67,2 %	29,5 %
24	The packaging of Balinese milk pie is attractive		6,5 %	68,9 %	24,6 %
25	Balinese milk pies are easy to be found in tourism object		4,6 %	67,5 %	27,9 %
26	The prices of the Balinese milk pie are affordable		12,3 %	70,5 %	17,2 %
27	Buying Balinese milk pie as souvenir		6,6 %	62,3 %	31,1 %
28	Balinese milk pies is popular		1,7 %	55,7 %	42,6, %

**A. Characteristic of Biography**

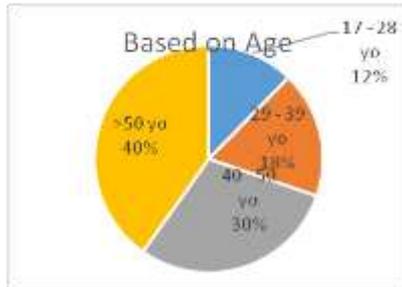


FIG I. RESPONDENTS BASED ON AGE GROUP

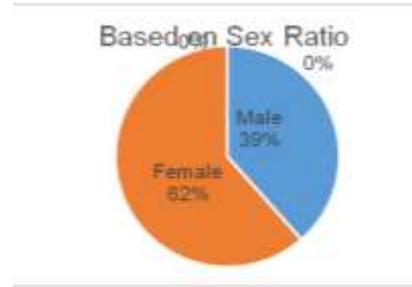


FIG II. RESPONDENTS BASED ON SEX

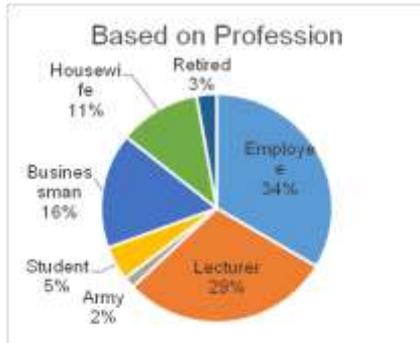


FIG III. RESPONDENTS BASED ON OCCUPATION

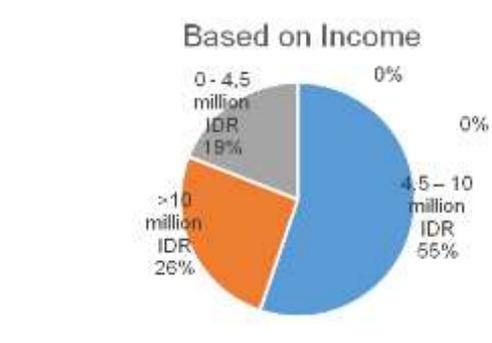


FIG IV. RESPONDENTS BASED ON MONTHLY INCOME

TABLE II. THE COMPARISON BETWEEN JAJE BALI AND BALINESE MILK PIE BASED ON RESPONDENTS' RESPONSES

No	Variable	Balinese Traditional Snack				Balinese Milk Pie			
		1*	2*	3*	4*	1*	2*	3*	4*
1	Obtaining sufficient information about :	1,7 %	26,2 %	50,8 %	21,3 %	2,5 %	4,9 %	65,6 %	27%
2	Like	1,0 %	22,0 %	59,0 %	18,0 %	8,2 %	52,5 %	39,3 %	
3	Deliciousness	1,7 %	17,2 %	59,8 %	21,3 %	7,4 %	55,7 %	32,8 %	
4	Crispness	1,9 %	23,8 %	68,9 %	5,4 %	5,4 %	64,8 %	27,9 %	
5	Softness	1,6 %	24,6 %	66,4 %	7,4 %	4,9 %	62,3 %	32,8 %	
6	The packaging of cake is good	1,7 %	27,9 %	65,6 %	4,8 %	3,3 %	67,2 %	29,5 %	
7	The packaging of cakes is attractive	2,8 %	35,2 %	59,6 %	3,0 %	6,5 %	68,9 %	24,6 %	
8	The cakes are easy to be found	3,8 %	42,6 %	51,6 %	2,0 %	4,6 %	67,5 %	27,9 %	
9	The prices of the cake are affordable/reasonable	1,6 %	17,2 %	65,6 %	15,6 %	12,3 %	70,5 %	17,2 %	
10	Buying the cake as souvenir	3,3 %	21,3 %	63,1 %	12,3 %	6,6 %	62,3 %	31,1 %	
11	Popularity	9,0 %	46,7 %	44,3 %		1,7 %	55,7 %	42,6 %	

1\* Strongly disagree

2\* Disagree

3\* Agree

4\* Strongly agree

**TABLE III. TYPE OF BALINESE TRADITIONAL SNACKS PREFERRED**

<b>No</b>	<b>Name of Traditional Snacks</b>	<b>Like/%</b>
1.	Jaje Kaliadrem / Jaje Bolong/ Balinese Donut	57,4 %
2.	Jaje Bendu /Pretzel ala Bali	53,3 %
3.	Jaje Gambir	50,8 %
4.	Jaje Sirat / Balinese Hot Dog	39,3 %

**Result of Characteristic of Biography:**

61,5 % of respondents are female which 40,2 % over 50 years, 77,9 % married who 33,6 % are employees which 36,9 % with income from 4,5 to 10 million IDR.

**Result of general interest:**

47,5% of respondents strongly agree to buy souvenirs while visiting Bali and 55,7% agree to buy typical Balinese food as the souvenir. This case shows that travelers still prefer to buy souvenirs in form of typical Balinese food.

**Result of the comparison between Balinese traditional snacks and Milk Pie:**

1. The information  
50,8% agree to receive adequate information about Balinese traditional snacks 65,6% agree to receive adequate information about Balinese milk pie. So the information of milk pie product is more sufficient than Balinese traditional snacks.
2. Preference  
59,0% of respondents prefer Balinese traditional snacks than milk pie which is only 52,5%.
1. The Deliciousness  
59,8 % of respondents agree that Balinese traditional snacks are more delicious than milk pie which is only 55,7%.
2. The Crispness  
68,9 % of respondent agree that Balinese traditional snacks are more crispy than milk pie which is only 84,8%
3. The Softness  
66,4 % of respondent agree that Balinese traditional snack are more soft than milk pie which is only 62,3 %
4. The good packaging  
67,2 % % of respondent agree that packaging of milk pie is better than packaging of Balinese traditional snacks which is only 65,6 %
5. The attractive packaging  
68,9 % of respondent agree that packaging of milk pie is more attractive than packaging Balinese traditional snacks which is only 59,6%
6. The availability  
67,5 % of respondents agree that milk pie is more easy to be found than Balinese traditional snacks which is only 51,6%
7. The price is affordable  
70,5 % of respondents agree that the price of milk pie is affordable/reasonable than the price of Balinese traditional snack which is only 65,6 %
8. Buying the cake as souvenir  
63,1 % of repondenst agree to buy the Balinese traditional snack as souvenirs than buy milk pie which is 62,3 %
9. The Popularity  
55,7 % of respondents agree that milk pie is popular, but 46,7 % respondents are disagree that Balinese traditional snacks are popular.

According to the results, although the promotion of milk pie is better thus making it more popular as well as the packaging is better and more interesting than Balinese traditional snacks, however tourists prefer Balinese traditional snacks than milk pie, because it' s more tasty, crunchy and soft.

Travelers want to buy Balinese traditional snacks as a souvenir although the price is little bit higher than milk pie but unfortunately it is more difficult to get a typical Balinese snacks than finding milk pie which shows that the availability of milk pie is better than Balinese traditional snacks, especially in tourism objects. The result of the types of Balinese traditional snacks most preferred For the most preferred Balinese traditional snacks, on the first rank is Jaje Kaliadrem Donut, second rank is Jaje Bendu, third rank is Jaje Gambir and on the last rank is Jaje Sirat.

## V. CONCLUSION

The travelers still prefer to buy souvenirs in form of typical Balinese food, they prefer Balinese traditional snack because it's more tasty, crunchy and soft, and they want to buy it as a souvenir although the price is little bit higher, but unfortunately it is difficult to find these snacks especially on tourism objects or souvenir center eventhough there are many Balinese traditional snacks preferred by the travelers however heir availability is limited only in the traditional market.

The lack of promotion for Balinese traditional snacks and also its packaging which is not good enough and attractive that have made them are not as popular as milk pie.

Therefore it's important to get more support and participation from many parties, stakeholders such as local government; Trade Agency Regional Offices and the Creative Economy of Bali Province, and culinary experts, to develop, promote and boost the expansion of Balinese traditional snacks production.

The participation of local communities especially Balinese woman and young generations is also required to love and preserve traditional snacks included the role of tour guides, they must be active to promote these snacks to the travelers or tourists. The role of the hotels in introducing traditional snacks to foreign guests in their dessert dishes are still also is needed that not only traditional snacks remain known in the country but also be known abroad. If the hotels continue to promote traditional snacks in a modern way the shift in interest towards modern food from traditional food is expected could be anticipated.

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