**Tourist Preference in Indonesian Food**

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**Abstract.** Gastronomy is a strategic element in determining the image of destination (UNWTO, 2012). Food preference depends on several aspects including health issue, price, taste, and ingredient. The objective of this research to examine the criteria for selecting local food among tourists, as well as their characteristics. This was a survey study involving 95 international tourists as participants. Participants were asked on their thoughts and considerations when selecting food in a scale of 1 to 4. The data were processed with the SPSS 20 program and Microsoft Excel based on the quantitative descriptive method. The factors that tourists take into account when selecting local food is hygiene (80.3), price (78.8), sensory appeal (78.5), natural content (75.7), health (73.2), locality (71.2), convenience (65.9), mood (56.8), weight control (53.7), religion (53.2), familiarity (46.6), and information (45.1). The result of the study is expected to serve as an input for local tourism-oriented food business in the planning process to the product consumption.

**Keywords:** preference, Indonesian food, foreign tourist