

# ANALISA POTENSI WISATA KULINER KOTA SALATIGA

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## **Abstract**

*Culinary diversity in Salatiga City makes culinary in this city has great potential to be developed as in developing culinary tourism potential. Culinary tourism becomes one of the alternative besides the choice of other types of tourism such as cultural tourism and eco tourism which is already known by tourists who come to Salatiga . This research is descriptive research by using primary and secondary data. Secondary data was obtained from the Department of Culture and Tourism Salatiga City, Primary data was obtained by interviewing directly some culinary business people in Salatiga City and visitors. Data and information obtained through field research are then analyzed. This analysis uses SWOT , SWOT analysis is a useful technique for understanding strengths and weaknesses , and identifying both the oppoertunities and the threats . SWOT will analyze both the external and internal environment . External environment includes opportunities and threats that will affect of Salatiga City in developing the potential of culinary tourism Salatiga City. Internal environment includes strengths and weaknesses that will affect the culinary of Salatiga City in developing tourism potential*

**Keywords:** *Culinary Tourism, Tourism, SWOT Analysis .*