Female Entrepreneurs contributions in Promoting and Supporting Balinese Local Food

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SCOPE OF DISCUSSION

1. INTRODUCTION
2. METHODOLOGY
3. RESULTS AND DISCUSSION
4. CONCLUSION
WOMEN IN TOURISM BALI

- K’tut Tantri
- Pollok

- Wayan Taman
- Makiko Iskandar
- Astuti Kompyang
1. Researches on women in the tourism industry have been conducted by many scholars, Cukier (1996), Sri (2013), Janapriati (2015), Darma Oka (2015), and Putra (2014).

2. Women’s contributions in the development of the tourism industry are very important.

3. These eight research subjects have their own ways in presenting their culinary delights.
WOMEN IN CULINARY INDUSTRY

Ketut Tjuki
Men Weti
AA Oka Sinar
Sang Ayu Putu Wija

Made Masih
Wayan Murni
Janet deNefee
Kadek Nilawati
METHODOLOGY

1. Descriptive qualitative
2. Depth interviews with food bloggers: Epicurina, Balikalapmakan, Food in Frame Bali, and Delicious Food Bali.
RESULTS AND DISCUSSION

(1) Popularizing Balinese food,
(2) Maintaining the existence of Balinese food,
(3) Strengthening the Balinese culinary identity, and
(4) Supporting tourism in Bali.
From left to the right are nasi campur of Warung Made, Warung Nasi Ayam Kedewatan, Warung Men Weti and Warung Bodag Maliah. Nasi campur that they serve has reflected Balinese food with Balinese spices in each food.
CONCLUSION

1. The female culinary entrepreneurs undoubtedly have a huge contribution in promoting Balinese food.
2. These women popularize Balinese food, maintain the existence of Balinese food, strengthen the Balinese food identity and support the tourism in Bali with their creativity in presenting and transforming the food to be their top culinary delights in the warung and restaurants that they manage.
3. The Balinese culinary delights that they have popularized, attract tourists who have interest in culinary to come to try and enjoy it.
4. These female entrepreneurs have contributed both in the context of maintaining the existence of the Balinese food and supporting the tourism development.
5. Consistency and commitment in serving Balinese cuisine have supported the development of Balinese food as the potential to promote tourism.