

CONTENTS

| | |
|--|------------|
| <i>Cover</i> | <i>i</i> |
| <i>Contents</i> | <i>ii</i> |
| <i>Abbreviations and Acronyms</i> | <i>iii</i> |
| <i>Figures</i> | <i>iv</i> |
| <i>Abstract</i> | <i>v</i> |
| I. INTRODUCTION | 1 |
| 1.1. Background | 1 |
| 1.2. Research Questions | 2 |
| 1.3. Conceptual Framework | 2 |
| 1.4. Main Arguments | 6 |
| 1.5. Research Methodology | 6 |
| II. GASTRODIPLOMACY AS A TOOL TO PROMOTE TOURISM | 8 |
| III. INDONESIAN GASTRODIPLOMACY: THE PROMOTION, IMPLEMENTATION, AND DEVELOPMENT | 15 |
| 3.1. Rendang Diplomacy: A Focal Event of Indonesian Gastrodiplomacy | 15 |
| 3.2. The Adoption of Gastrodiplomacy by Indonesian Government..... | 18 |
| 3.3. The Web of Gastrodiplomatic Efforts by Indonesia | 25 |
| 3.4. The Development of Indonesian Gastrodiplomacy | 26 |
| 3.5. Stakeholder Collaborations in Recent Gastrodiplomacy by Indonesia | 28 |
| IV. CONCLUSION | 34 |
| REFERENCES | 37 |

ABBREVIATIONS AND ACRONYMS

| | |
|---------------------|--|
| AGI | Akademi Gastronomi Indonesia |
| ASITA | Association of Indonesian Tours and Travel Agencies |
| BEKRAF | Badan Ekonomi Kreatif |
| IDN | Indonesian Diaspora Network |
| IGA | Indonesian Gastronomy Association |
| IKTI | Ikon Kuliner Tradisional Indonesia |
| PHRI | Perhimpunan Hotel dan Restoran Indonesia |
| Renstra PDIP | Rencana Strategis Pengembangan Destinasi dan Industri Pariwisata |
| TAT | Tourism Authority of Thailand |
| TRA | Thai Restaurant Alliance |
| UN | United Nations |
| UNS | Universitas Negeri Sebelas Maret |
| UNWTO | United Nations World Tourism Organization |

FIGURES

| | |
|---|----|
| Figure 1. Stakeholders Identification | 31 |
|---|----|



UNIVERSITAS
GADJAH MADA

GASTRODIPLOMACY AS A STRATEGY TO PROMOTE INDONESIAN TOURISM

ARINDHA NITYASARI, Drs. Usmar Salam, M.I.S.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>