

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Tourism Study Program
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PLANNING AND PROMOTION OF VEGETARIAN CULTURE

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ABSTRACT

The type of tourism that will be discussed is the type of culinary where culinary tourism is divided into two types namely vegetarian and not vegetarian. Vegetarian is a dietary technique in which consumers consume foods that do not contain animal meat or consume vegetables and animal products such as milk, eggs, and other. Because the basic knowledge of vegetarian culture is to consume vegetables, the majority of people assume that vegetarians are not tasty so they do not want to taste it. The author carries out this research activity or practical work on vegetarian culture.

Researchers pursue or carry out this practical work based on the researchers own experience for 4 months located in Batam and this activity begins in early September to the end of December. Researchers use data collection techniques or methods in the form of interviews, observation, and documentation on the subject that will be used as research objects. The design process carried out by researchers is the selection of sub-districts, the selection of restaurant areas, data processing, implementation, presentation of data.

The result of the implementation of this practical work produced the result obtained by researchers that is getting a broader knowledge of vegetarian culture and can preserve vegetarian culture.

Keywords: Rebranding, Culture, Vegetarian, Restaurant, Food.