

## ABSTRACT

*The city of Tangerang holds significant potential as a tourist destination due to its rich authentic culture and multicultural community. The Pasar Lama Tangerang culinary scene stands out as an attractive destination, offering a variety of traditional food vendors. However, its development lags behind other regions. This study aims to identify the characteristics of culinary tourists at Pasar Lama Tangerang based on age, gender, and education level. The analytical methods used include descriptive analysis, factor analysis with Bartlett's Test and KMO, crosstab analysis, and variance analysis using the Kruskal-Wallis and Mann-Whitney tests. The findings categorize the variables into three main factors: motivation, gender, and demographics. Crosstab and variance analyses reveal significant differences in the motivation levels of tourists based on age, gender, and education. Motivation emerges as the most dominant factor, indicating that tourists' interests are heavily influenced by specific drives that motivate them to act in certain ways.*

*Keywords: Culinary, Tourism, Local Economic Development, Cultural, Pasar Lama Tangerang*

