

Development of a Culinary Tourism Map for Sego Boran in Lamongan District

Based on Mapping

Degita Danur Suharsono, S.Pd., M.Pd as a chief counselor

Sofiatum Mumaizizah

Tourism Destination Study Program

Manjoring of Language, Communication, and Tourism

ABSTRACT

Sego Boran is a traditional culinary dish with cultural and economic value, but it is not well known to tourists from outside the region due to a lack of information about where to find it. This study aims to identify the distribution of Sego Boran sellers, design a culinary tourism map, and test its feasibility for developing the culinary potential of Lamongan. The Research and Development method was used in this study, involving data collection on potential issues, data collection, product design, design validation, and design revision. The results of this study indicate that Sego Boran sellers are distributed across several locations, including behind the PEMDA building, Rangge Street, Deket Street, Lamongan Plaza, and Lamongan Station. The map created includes the locations of vendors, access routes, and administrative boundaries, making it easier for tourists to explore this unique culinary offering. The map validation results showed a very high level of feasibility at 95% for publication.

Keywords: *Sego Boran, Culinary Tourism Mapping, Lamongan, QGIS*