Indonesia is an archipelago country which is one of the connecting countries of the Asian-Australian continents, and the Indian-Pacific oceans. Because it has 1,331 tribes and cultures, this country has great culinary tourism potential, however this potential has not been explored and managed properly yet. One of the attractions of the bustling tourist destinations is the culinary tourism (traditional restaurants) which exists in every region, with their typical regional uniqueness but still traditional management. These culinary businesses, mostly managed by SMEs, still need help in the development of their businesses. The study of culinary marketing for small and medium restaurant businesses is very rare in Indonesia. It is imperative that a study presenting a model of successful marketing of small and medium restaurants be conducted so that they can grow very well. The main issues to note are the factors driving the public interest to visit these restaurants. The factors of food quality, interactions and physical environments have roles to increase the visit interests. Those can be built through the establishment of the perceived authenticity and the visitors’ attitudes toward the restaurants. This paper attempts to explore these variables through a literature review to build a model that can explain the phenomenon of traditional restaurants in Indonesia. Thus it will be able to provide input to the government to find important factors in the effort of developing small and medium enterprises in this culinary field.

Key Words: Outcome, Interaction, physical environments, perceived authenticity, Attitude, Visit Interest.

Paper type: Proposed Study