Increasing the Attraction of Culinary Tourism through Understanding Food Symbolism for Culinary Business Actors

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ABSTRACT

Bali is one of the tourism destinations in Indonesia that offers a variety of amazing tourist attractions. However, facts in the field show that in terms of culinary, Balinese regional food is still not widely known and cannot attract tourists to visit to just enjoy Balinese specialties. Therefore, in this community service activity, service implementers conduct socialization and coaching on understanding "food symbolism" to increase the attractiveness of Balinese culinary tourism. Activities carried out include: 1) Provision of material on increasing the attractiveness of culinary tourism, 2) Provision of material on the importance of "Food Symbolism" and how to promote Balinese cuisine, 3) Provision of material on ways to obtain tourism culinary business certification, 4) Discussion.

1. INTRODUCTION

According to the Indonesian Law of Tourism No. 10 of 2009, tourist attractions include all things that have uniqueness, beauty, and value, which include a diversity of natural, cultural, and manufactured resources as the target or purpose of tourist visits. To develop a tourist attraction, planned and directed efforts or efforts are needed to improve or improve facilities, accessibility, and attractions or at an existing tourist attraction so that it becomes better and more practical becomes attractive for tourists to visit, and can provide benefits to the surrounding community and the Regional Government. Therefore, designing, building, and managing tourist attractions more professionally based on predetermined criteria is necessary to attract more tourists.
Tourist attractions, as one of the principal capital in the world of tourism, are getting
attention from various parties, including the Government. This good news opens up quite a
significant opportunity for the culinary business as a tourist attraction in Bali in the future. Bali
has many different and unique tourism potentials, as well as culinary tourism. According to
Darmardjati (2001), tourism potential is everything that exists in a particular area and can be
developed into a tourist attraction or everything, both natural and intangible (touchable/
untouchable), which can be managed in such a way that it can be transformed into tourism
potential. The community and Government could utilize tourist attractions. Therefore, tourism
potential is a variety of resources that exist in a particular area and can be developed into a
tourist attraction that is beneficial for the economic interests of that area while still paying
attention to other aspects. Bali Province is one of the tourist destinations in Indonesia, which
offers a variety of tourist attractions, both natural tourism, cultural tourism, and unique artificial
tourism. However, the potential attraction of culinary tourism as an element of tourism still
needs to be packaged and managed well.

The main requirement in establishing a tourism business is to meet standardization
(business entity, management, workforce, products, and services). Apart from that, you must
also have certification under the provisions of the laws and regulations that regulate it. Tourism
business standards formulate qualifications and/ or classification, including products, services,
and tourism business management. Tourism service businesses must have standardization both
in terms of competence and in terms of business. This is done through business certification
carried out by an authorized independent institution following the provisions of applicable laws
and regulations. What is meant by an independent institution is a business certification institute
called Lembaga Sertifikasi Usaha (LSU) in the Tourism Sector, which can act independently,
is not influenced by various interests, and whose operational financing does not depend on the
Government and Regional Government. Hence, every tourist attraction object must have
certification, which is a process of granting a certificate to a tourism business or worker to
improve the quality of tourism products, services, and management.

In this regard, the Government, in this case, the Ministry of Tourism, has instructed
through Government Regulation No. 52 of 2012 concerning Competency Certification and
Business Certification in the Tourism Sector, which regulates the obligation for all tourism
entrepreneurs to implement tourism business standards in running their business and carry out
certification for their business. This aims to improve the quality of tourism services and the
productivity of tourism businesses.

Through various facts above, business opportunities for culinary tourism attractions in
Bali must be accompanied by a readiness to manage and develop them. However, managers of
tourist attraction businesses are still facing problems, including structuring, managing and
developing tourist attractions that are still not in accordance with established standards.

Based on the problems faced, the service team proposes a solution, namely providing
outreach and coaching to tourist attraction business managers to understand better the
structuring, management and development of tourist attraction businesses per established
business standards. However, due to limited time, energy, and costs, this activity only focuses
on socializing and coaching tourist attraction business standards. It is hoped that other activities
can be carried out continuously to complement and solve other problems.

Therefore, this community service activity aims to provide solutions to existing
problems in the culinary tourism attraction business in Bali by providing an understanding of
the importance of the role of "food symbolism," especially related to management standards.
The benefits of this activity are that it is hoped that culinary tourism attraction business managers can better understand the structuring, management, and business development of the culinary tourism attraction by following established business standards.

2. METHOD

The Community Service activities include socialization about increasing the attractiveness of culinary tourism. The target of this activity is culinary business managers in Bali. Implementation of this activity consists of several stages. The initial stage of this activity is the preparation stage. Some of the activities carried out in this stage include coordinating with the Bali provincial tourism office and tourism business certification institutions to prepare work plans, as well as coordinating to prepare the place, equipment, and costs that will be used for community service activities that will be carried out. The service team and partners also coordinated to gather participants who were the target of the training, namely culinary tourism business managers in Bali. They are managers in the culinary tourism business in various regions of Bali.

The next stage is the implementation stage; at this stage, the service team carries out activities, namely socialization and coaching about increasing the attractiveness of culinary tourism, providing material about the importance of "Food Symbolism" and how to promote Balinese specialties, as well as ways to obtain tourism business certification. The coaching material is presented by two resource persons who are experts in this field.

This community service activity was conducted on Tuesday, July 25, 2023, at the Institute of Tourism and International Business campus from 09.00 - 14.30. At 09.00 WITA, the lecture committee opened the event, followed by prayer. From 09.30-11.30, it followed with the delivery of coaching material on "Increasing the attractiveness of culinary tourism" and "The role of understanding Food Symbolism and how to promote Balinese specialties in the culinary industry." After that, take a short break and lunch; at 13.00, there will be a discussion/question and answer until 14.00 WITA, followed by an evaluation of the results of the activities, and the event will close at 14.30 WITA. This community service activity hopes that managers of culinary tourism attraction businesses will increasingly understand the role of food symbolism in efforts to increase culinary tourism attractions; hence, they have good skills in managing culinary tourism attraction businesses following specified standards. The participants also understand the methods/procedures for obtaining tourism business certification and how to promote it.

3. RESULT AND DISCUSSION

Community service activities take the form of socialization and guidance regarding increasing the attractiveness of culinary tourism, understanding the importance of the role of food symbolism and how to promote it, as well as ways to obtain culinary tourism business certification. This activity will be held on Tuesday, July 25, 2023, at the Institute of Tourism and International Business from 09.00 - 14.30 WITA. Participants consisted of 150 culinary tourism attraction business managers from various regions in Bali. The following is a detailed explanation of the activities carried out.
Providing material on increasing the attractiveness of culinary tourism

a. Providing material on increasing the attractiveness of culinary tourism
b. Providing material on "Ways to obtain culinary tourism business certification.

c. Discussion/ question and answer During the discussion activities, participants were very enthusiastic, especially with many questions related to procedures for obtaining business certification, especially for those who had not yet applied for business permits and certification because they were considered difficult to process.

d. Evaluation of the activity results showed that of the 150 activity participants, 121 participants (80.6%) stated that they 'very much understood' the material provided, and 29 participants (19.3%) stated that they 'understood' the material provided. Other results showed that 92 participants (61.3%) felt confident they could manage their business following the set standards. In comparison, the remaining 58 participants (38.6%) felt 'confident' they could manage their business following the set standards. Not a single participant stated that they 'did not understand' the material provided and felt 'not sure' that they could manage their business following the established standards.

4. CONCLUSION

Community Service Activities were carried out well and smoothly. The participants, consisting of 150 tourist attraction business managers from various regions in Bali, were very enthusiastic about taking part in this coaching, where they participated in all series of activities to completion. All participants can immediately feel the benefits of this activity, and they still hope that there will be a continuation of holding this service event on an ongoing basis.

Therefore, it can be concluded that this community service activity positively impacts activity partners, namely increasing partner knowledge. It is hoped that the coaching activities will make partners more capable of managing culinary tourism attraction businesses under established standards and obtaining certification for their businesses.

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5. REFERENCES


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