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Indonesia University of Education



Proceedings

Eco Resort and Destination Sustainability *Planning, Impact and Development*





Proceeding of International Seminar of Tourism

Editors : Fitri Rahmafitria, Heri Puspito Diyah Setiyorini, Agus Sudono
Formating and Design : Ghoitsa Rohmah Nurazizah, Reiza Miftah W, Akbar Nurseptian

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PREFACE

The International Seminar of Tourism 2014 is the first international event on tourism involving three study programs at Indonesia University of Education. This seminar has been initiated by *Resort and Leisure Management Study Program* and then organized by collaboration with *Catering Industry Management Study Program*, and *Tourism Marketing Management Study Program*. The three tourism study programs founded at Indonesia University of Education in 2005 at The Social Science Education Faculty.

As a part of global academic community, this seminar has been proposed to facilitate academicians, scholars, and industrial tourism professionals to share the new ideas, research findings, and innovation throughout the world regarding to the tourism management. This year's seminar has raised an idea of "*Eco-Resort and Destination Sustainability: Planning, Development, and Impact*". This issue has been raised to strengthen the stakeholders' capabilities and sights in managing sustainable tourism development in the changing and volatile environment.

The proceeding contains 51 papers and research notes selected from a total of 120 submissions from 8 different countries. Each submission was blind-reviewed by expert reviewers from prominent global universities. We sincerely thank them for their contribution.

Paper published here represent the latest development of managing *Eco Resort and Destination Sustainability*. There were some experts on the plenary session who raised ideas on *Tourism Education in Global Context*, *Resort Concept in Asia-Pacific Region: Development and Sustainability*, *Marketing Ecotourism*, *Silver Tourist Market and Preference*, *The Overview of Resorts Characteristics in Indonesia*, *Green Policy Strategy*, *Tour and Travel Business in Eco Tourism Products*, and *Best Practices of Eco-Resort Development*. Furthermore, other papers were classified into five categories, as 1) *Nature and Culture Based Tourism Sustainability*; 2) *Social and Community Based Tourism Sustainability*; 3) *Business Management and Marketing for Tourism Sustainability*; 4) *Education for Tourism Sustainability*; and 5) *Gastronomy for Tourism Sustainability*.

It is expected that this seminar would develop more insights and knowledge exchanges amongst tourism academic community to manage sustainable tourism development. Hence, it is also expected that more collaboration and partnership could be developed to enhance the creative network for succeeding the sustainable tourism development.

Finally, we would like to express our sincere gratitude to all individuals who contributed to the success of this year's seminar. It is the tremendous commitment and hard work of all authors, reviewers, moderators, and staff members that assure the quality of this seminar, and exchange the fruitful information among the tourism academic community.

Editors

Agus Sudono, *Catering Industry Management Study Program*

Fitri Rahmafitria, *Resort and Leisure Management Study Program*

Heri Puspito Diyah Setiyorini, *Tourism Marketing Management Study Program*

FOREWORD MESSAGE

On behalf of the Indonesia University of Education (Universitas Pendidikan Indonesia/UPI), we are honored to welcome you to this conference of Eco-Resort and Destination Sustainability hosted by our Tourism Department.

Tourism has always been one of the booming industries in the world and it contributes enormously to the global socio economic development. However, tourism and its influence to the environment and cultural aspects should not be neglected. Tourism should become a mode to encourage both tourists and local people to raise the sense of preserving local cultures and environment.

Indonesia in this case, the tourism industry has become one of the nation's major revenues. In 2013, economic contribution of The tourism industry was positioned at the 4th ranked only behind oil and natural gas, coal, crude palm oil and rubber. The revenue from the industry has been instrumental in supporting our local economy development. In spite of that, the development of tourism industry should consider the natural sources sustainability and its impacts toward local socio-cultural aspect. The concept becomes a foundation for The Indonesian government to prioritize sustainability tourism as one of their visions in developing and expanding tourism. Furthermore, the sustainable tourism becomes an important projection for Indonesia to develop not only beautiful and unique places of interest but also set up a more environmental and cultural friendly tourist destinations. The concept of sustainable tourism development is also supported by education in formal and non formal institution. Hence, Indonesia University of Education (*Universitas Pendidikan Indonesia/UPI*) has also participated in developing teacher's education to support the education for tourism sustainable development.

A conference like this, where information and knowledge is shared, is central in the pursuit for a better understanding of the whole area and it can give new insights on tourism as an applied science. It is expected that this International Seminar on tourism (ISOT) will deliver significant points to the field of tourism sustainability and strengthen the ties between tourism academicians, professionals and government as the policy maker in the nation's tourism development.

Finally, I shall once more welcome you all to the conference. My sincere appreciation is extended to all of the conference keynote speakers for your support and contribution. I would also like to thank all of the participants for traveling to our beautiful city. I am confident that the conference will be an informative and enjoyable event. I hope you will enjoy your stay in Bandung and experience its beautiful scenery and unique culinary arts. Thank you.

Prof. Dr. Sunaryo Kartadinata, M.Pd

The Rector

Indonesia University of Education



FOREWORD MESSAGE

Assalamualaikum Warahmatullahi Wabarakatuh,

It gives me great pleasure to extend to you all a very warm welcome on behalf of the Tourism Department at Faculty of Social Science Education that arrange this valuable seminar. Please also accept my gratitude for the speakers, presenters, and all of the participants of this International Seminar on Tourism 2014.

Tourism is a global industry that has played as an important trigger to leverage the social, culture, and economic welfare of nations. The development of tourism in a country should be aimed for the goodness of people and the harmonization of life for the people, nature, culture, as well as, economic well being for today and for the future. Hence, the sustainable issues on tourism development become an important topic to discuss comprehensively amongst academician, government, and professional throughout the world. Thus, we could strive together to sustain the tourism development for better future.

It is gratifying to note that the agenda of the Seminar covers a wide range of very interesting items relating to the perspective of developing sustainable tourism from natural, cultural, business, management, education, and gastronomy point of view. These agendas could also contribute ideas and models to strengthen the existence of tourism science from wider perspectives. Furthermore, it could enhance insight for all tourism stakeholders to take a part in developing sustainable tourism.

Finally, I wish all the participants a productive discussion throughout the seminar and an enjoyable stay in our beautiful city of Bandung, Indonesia. Thank you.

Wassalamualaikum Warahmatullahi Wabarakatuh.

Prof. Dr. H. Karim Suryadi, M.Si
*Dean of Faculty of Social Sciences Education
Indonesia University of Education*



FOREWORD MESSAGE

Bismillahirrohmanirrohim.

Warm greetings from ISoT 2014 Committee.

It's a pleasure to welcome you to the first International Seminar on Tourism, jointly organized by department of Resort and Leisure Management, Tourism Marketing Management and Catering Industry Management. It is also our pleasure to organize the seminar concurrently with the celebration of Universitas Pendidikan Indonesia's 60th anniversary.

I would like to welcome all of the delegates who have set an enormous effort to participate in this seminar and to say how grateful we are to all of the speakers and institutions for their sincerity to contribute and support this event.

I do believe that it is always a privilege to attend events such as this. Thus, it may that provide a forum for academics to exchange ideas and discuss the issues that develop global tourism aspect for its sustainability. The theme of *Eco Resort and Destination Sustainability: Planning, Impact and Development*, was chosen to strengthen our global vision on tourism in 2020 that predicted to be leading economic growth, social progress and sustainable environment. To develop tourism sectors sustainability, a balance consideration amongst social, culture, economic, environment and education aspect should be concerned as our responsibilities to local communities and the environment. Regarding to these phenomenons, the sub theme of ISoT was chosen as Nature and Culture Based Tourism Sustainability, Social and Community Based Tourism Sustainability, Business and Marketing of Tourism Sustainability, Tourism Education for Tourism Sustainability and Gastronomy for Tourism Sustainability.

I am confident that the discussions held during the seminar will lead us at the end to important conclusions on the subject of sustainable tourism development.

Please enjoy the discussion along with traditional cultural performances added to the seminar as an effort to show our concern in preservation of our local wisdom. I hope that all of participants could enjoy and feeling great with this event.

Finally, I wish you a productive and successful seminar and have a very pleasant stay in Bandung.

Fitri Rahmatia, SP., M.Si.

The Chair of International Seminar On Tourism 2014



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THE BUSINESS POTENTIALS OF BETAWI TRADITIONAL CULINARY ON TRADITIONAL CULINARY ECOTOURISM MARKET IN THE DKI-JAKARTA

Ricky Avenzora¹, Dhian Tyas Untari², Dudung Darusman³, and Joko Prihatno⁴

ABSTRACT

For the last ten years the role of traditional culinary in Indonesia on tourism activities are growing importantly, and has shifted from “supporting element” of tourism activities towards a position of “main object” for attracting the tourists. Even the traditional culinary products are more than plenty with a very huge, such as the Betawi Traditional Culinary as an example, however the business itself is still on a marginal condition. Therefore, a scoring method of qualitative study on business potential of Betawi Traditional Culinary has been taken to find the strengthening, weaknesses, opportunities and thread of the business. The results show that around two-third out of 86 products of Betawi Traditional Culinary are still in a lesser-known position of the market and the businesses scale are mostly just in a micro-business level. The business opportunities are so wide, however a systematic and consistently supports from the Local Government of DKI-Jakarta are so much needed to let the Betawi Tradition Culinary having better position on penetrating the big culinary market of heavy competition in Jakarta.

Keywords: *Betawi, traditional culinary, ecotourism, business*

BACKGROUND

As globally there is no single doubt anymore on the multiple benefits of tourism activities therefore nowadays the tourism sector of Indonesia has done great efforts to improve its intensity of performance. In the last 5-10 years, the central and provincial governments have tried really hard to both promote Indonesian tourism and improve the existed various tourism resources. Now, one of the potentials, that has got special attention, is the resources of traditional culinary.

Eng (1996) stated that the land character of a region will influence so much the variation of the culinary in the area. Then, Marliyati, SA; Dwi Hastuti and Tiurma Sinaga (2013; in Frans Teguh and Ricky Avenzora.eds. 2013) affirm the huge culinary potentials in Indonesia. It is obviously understood, for instance, if every ethnic in Indonesia has at least 5 traditional foods, so approximately there will be about 2,000 kinds of traditional foods.

Above all of these potentials, Betawi Traditional Culinary theoretically has large culinary potential, both in the context of Betawi culture historical and marketing perspectives. The history of Betawi culture is special for its long intensity of cultural acculturation (Hendrik 2012), results in various traditional foods. Besides that, the number of Jakarta's people (more than 10 millions inhabitant; BPS, 2013), and its commuter people who works to Jakarta, as the capital city, theoretically considered as a potential

¹ The Head of Post Graduate Study on The Management of Ecotourism And Environmental Services, Bogor Agricultural University. Email: avenzora19@yahoo.com

² Lecturer at Indraprasta PGRI University

³ Professor on Natural Resources Economic; Bogor Agricultural University.

⁴ Ph.D on Ecotourism Marketing; Senior Officer on the Ministry of Forestry of Republic Indonesia.

large market (both totally reaching 20 million people). Unfortunately, this richness of traditional culinary is not really well-known within thousands of culinary kinds sold in Jakarta.

Based on those considerations, therefore a research entitled 'The Strategy of Betawi Business Culinary Development as Supports of Culinary Ecotourism Activity in DKI Jakarta is important to be conducted. Furthermore, the objectives of this research is to identify the strengths, weaknesses, opportunities, threats, and challenge in developing Betawi Traditional Culinary; which therefore some strategies are needed to support this culinary ecotourism activity in DKI Jakarta.

RESEARCH METHOD

Basically, this research is a phenomenology one that consists of three different perspectives namely, production process, market, and strategic management. The orientation of production perspective focuses on mapping the production values exist within the society of Betawi Traditional Culinary businessman. Then, the market perspective is oriented to find and know the value order of the consumer in consuming Betawi Traditional Culinary. Last, the strategic management perspective is intended to find the best strategy to develop Betawi Traditional Culinary in order to support the culinary ecotourism development in DKI Jakarta.

The perspective of production and process and market are done by adopting *one score one indicator scoring system* method, proposed by Avenzora (2008); which is developed through the elaboration of questionnaire series to collect data and evaluate any variables of production and market processes. Besides that, the analysis of strategic management is applied by implementing EFAS/IFAS and SWOT evaluation model, which its qualitative subjectivity is attempted to eliminate through assembling the weighting and ranking.

This research was conducted in three center areas of Betawi traditional culinary, namely: Setu Babakan, Kota Tua Area, and Senen Area in DKI Jakarta. The sample of population was chosen purposively by focusing on micro businesses. The sample population of the businessmen was three people in each center of business area, while the numbers of consumer to be the respondents (= n) were 30 people. This whole research series was conducted in June-July 2014.

FINDINGS AND DISCUSSION

The results of literature sources show that there are at least 86 kinds of Betawi traditional culinary that has written and discussed in many information media (books and internet). The field observation results show that there were only 36 kinds of food that were continually sold in the market. Besides that, the field study also shows that out of 9 businessmen respondents, they only knew 60% of kinds of total Betawi traditional culinary; which the highest score of mentioning kinds of food were less than 50 foods. Based on this findings, it can be temporarily concluded that one of the basic problems to develop the traditional culinary of Betawi was the dissemination of product knowledge.

The results of production process dynamic analysis show that most of the businessmen of the traditional culinary of Betawi were not originated from Betawi ethnic group; so that it was not surprising to know why their product knowledge was relatively low. Even though they have been running business for more than 5 years, but it seemed that their capacity was not in line with their length time of their business. This is allegedly

caused by their low educational background (mostly high school graduates only) and their absence in the process of improving capacity through some skill improvement courses. Moreover, the low quality of human resources also happens in all the lines of production process; like the owner, “kitchener” and also waitress. The detail figure of those dynamics is summed up in the Table 1.

Table 1. Profile of culinary businessmen

No	Demography							Daily turnover (to estimate monthly turnover)			Kitchener			
	Age	Sex	Education Background	Origin	Ethnic	Time length of running the business	Basic Capital (Amount)/Year	Daily Expenditures	Usual	Holiday	Weekend	Course/not	Ethnic	Experience
1	34	P	SMA	J	3	1jt/'12	400rb	600rb	900rb	800rb	N	J*	2	3
2	29	P	SMA	S	3	1,5jt/'12	500rb	800rb	1 jt	1 jt	C	B	5	3
3	50	P	SMP	B	20	50rb/'94	200rb	500rb	700rb	800rb	C	B	>20	10
4	45	L	SD	B	10	500rb/04	200rb	300rb	600rb	600rb	C	J	5	2
5	49	L	SD	J	9	2,5jt/'05	300rb	500rb	800rb	1 jt	N	J*	>10	9
6	52	P	SD	B	14	5jt/'00	300rb	600rb	900rb	1 jt	N	B*	>14	14
7	38	L	SMA	S	6	6jt/'08	600rb	1,1jt	1,2 jt	1,2 jt	N	S*	5	6
8	43	P	SMA	S	10	4,5jt/'04	500rb	900rb	1 jt	1 jt	N	S*	6	10
9	29	P	SMA	J	1	2jt/'13	300rb	550rb	600rb	700 rb	N	J	>5	1

Note: 1). Data was processed in June-July 2014; 2). *cooking by themselves; 3). Yellow is the Setu Babakan Area ; Blue is the Kota Tua Area; White is the Senen Area

Frewer and Trijp (2007) stated that the consumer's choosing pattern in consuming a culinary supply is influenced by her/his surrounding environment; both for the physical and socio-culture environment and the variation of culinary offered. Therefore the important challenge in developing a culinary business is not only about of how to create a product (Dittmer and Keefe, 2009; Sexton, 2006; McKerchner dan Cros; 2002; McCarthy and Perreauld, 1990; Ballesco, 2006) but also about of how to develop the value and speciality of product uniquely (Vellas dan Becherel, 2008; Reilly, 2010). Further, Parma (2012) stated that some important aspects in managing a restaurant are menu, food production strategy, services, pricing and the ambience. While, Alamsyah (2011) and Indrasari (2012) convincing that the hygiene, expired-date, the “halal” indicator and the display are also playing a very important role in culinary business.

Such kind of the abovemarketing axioms of culinary business are also taking a place in the dynamic of business of Betawi traditional culinary. The results of the study show that the respondent's choice in consuming a certain kind of food is influenced by the taste, service, appetite, menu variation, cleanliness of the location, atmosphere of the place, popularity, and eating procession . The Table 2 shows the most determining factors as stated by the respondents, namely taste (6,83), service (6,8), appetite (6,77), menu variation (6,77), cleanliness (6,6) and price (6,47),popularity (5,4); atmosphere of places (5,13); while the location (4,7) and procession of eating method (1,4)are considered not influencing

Table 2. The Influencing Factors Of Consumer in Consuming Betawi Foods

No	Variable	Total score from 30 respondents	Score Average
1	Appetite	203	6,77
2	Taste	205	6,83
3	Price	195	6,47
4	Location	141	4,7
5	Service	204	6,8
6	Cleanliness	198	6,6
7	Atmosphere of the place	154	5,13
8	Popularity	163	5,4
9	Variation	203	6,77
10	Procession of eating methods	42	1,4

Source: Primary Data (June-July 2014)

Furthermore, Table 3 also explains that the respondents perception toward Betawi culinary traditional is considered positive in all of the variables. It is clear that the score average of each variable was above 4, even for the variable of “taste” the respondents gave their highest score consecutively of 6.83; in contrast, the variable of eating procession got the lowest score of 2.4. As the results indicate that the procession of eating method does not become a main consideration in consuming certain Betawi traditional foods, therefore, once it is linked to the marketing strategy later on, it is clear that the market potential of Betawi Traditional Culinary is grouped in the phase of so called *induced demand*(as it is potential to become a daily choice of meal for the inhabitants).

Table 4. IFA Matrix

No	Key Internal Factors	Weighted	Rank	Weighted Score
Strengths				
1	Taste	0.15	4	0.60
2	Price	0.10	2	0.20
3	Menu variety	0.05	3	0.15
4	Betawi already has its own brand within the community in Jakarta	0.05	2	0.10
Sub Total		0.35		1.05
Weaknesses				
1	Service	0.20	1	0.20
2	Cleanliness	0.20	2	0.40
3	Restaurant's atmosphere	0.10	3	0.30
4	Culinary workers do not represent Betawi community	0.15	4	0.60
Sub Total		0.65		1.50
Total		1.00		2.55

Table 5. EFA Matrix

No	Key Eksternal Factors	Weighted	Rank	Weighted Score
Opportunities				
1	Culinary tourism market in DKI Jakarta	0.20	4	0.80
2	Training for service improvement	0.15	3	0.45
3	Training for financial management	0.10	4	0.40
4	Training for production process	0.15	2	0.30
5	Increasing needs towards food	0.05	2	0.10
Sub total		0.65		2.05
Threats				
1	Not enough information/publication about Betawi culinary	0.10	1	0.10
2	Not enough collaborations between UMKM unit, particularly in culinary business	0.05	3	0.15
3	Difficulty in getting loan for business capital	0.05	2	0.10
4	Tight competition between culinary businesses in DKI	0.15	3	0.45
Sub Total		0.35		0.80
Total		1.00		2.81

When the conditions in those tables were articulated into SWOT Analysis Cartesian Diagram (as seen in Figure 1), the dynamics of Betawi Traditional Culinary business is in Quadrant-I. Therefore, the needs of strategic management in the first level should be orientated to prevent “turn around” condition; which then needs to be completed with more strategies to create higher “market aggressiveness.”

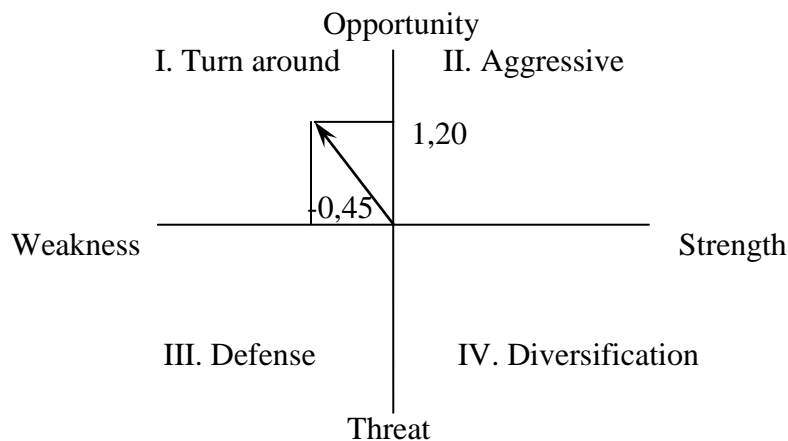


Figure 1. SWOT Analysis Cartesian Diagram

To complete the analysis process described above, the mapping of strengths/weaknesses and opportunities/threats was done as seen in Table 6. From the table, steps needed to solve existing problems and to achieve important missions to support the development of Betawi Traditional Culinary Business can be recognized.

Table 6. SWOT Matrix Strategies Combination

IFAS	Strengths - Taste - Price - Menu variety - Betawi already has its own brand within the community in Jakarta	Weaknesses - Service - Cleanliness - Restaurant's atmosphere - Culinary workers do not represent Betawi community
EFAS Opportunities - Culinary tourism market in DKI Jakarta - Training for service improvement - Training for financial management - Training for production process - Increasing needs for food	SO - Focus towards existing culinary market. - Management skills development	WO - Increase the quality of service - Collaboration with the government, academics, and business community to improve competence.
Threats - Not enough information/publication about Betawi traditional culinary - Not enough collaboration between UMKM unit, particularly in culinary business - Difficulty in getting loan for business capital - Tight competition between culinary businesses in DKI	TS - Maximizing communication media in Betawi culinary promotion - Make more collaboration forward and backward with other UKM	WT

Matrix I/E in Figure 2 showed that Betawi Traditional Culinary business is in Position II. As every position of I/E matrix will always has a specific consequence (Fred, 2005), so for the position of Betawi traditional culinary implies that a good market penetration strategy and market development strategy are needed in order to improve the business. With the limitation of financial capability by the businessmen, the process of market penetration and market development will need support from the government; to deliver the information and introduce dozens of Betawi Traditional Culinary which are still remainin a position as *lesser-known* products, as well as to encourage the formation of *actual demand* from *induced demand* (which is actually already existed) and to support the needs of capital for market development.

	Total average IFE weighted		
Total average IFE weighed	I	II	III
	IV	V	VI
	VII	VIII	IX

Figure 2. Matrix I/E



CONCLUSION

From the various characteristics analysis and dynamics of Betawi Traditional Culinary business described above, it can be concluded that Betawi Traditional Culinary has a very high variety of menu, but unfortunately only 1/3 of it is well known. The potential strength is also supported by the potential large number of consumer in DKI Jakarta; even though the actual demand is still very low, but several indicators showed that there has been some loyal induced demand.

The basic weakness currently existed is the lack of service quality, caused by lack of human resource capability; which also caused low level of cleanliness and low capability in managing the restaurant performance. The management of Betawi Traditional Culinary by individuals who are not actually from Betawi is also a weakness since it reduces the sense of originality of the products. While the biggest challenge of capital problem caused the capacity of promoting and the competitiveness become very low.

To eliminate the weaknesses, a series of strategic actions is needed. It is very important to elaborate a systematic formation of business groups that has to be fostered consistently and with discipline through various management trainings generally or especially for increasing the quality of product and quality of service. While for the main problem of financial capacity, the Government of DKI Jakarta convinced to allocate a kind of “social fund” for Betawi Traditional Culinary Business Union (*Koperasi Usaha Kuliner Tradisional Betawi*). By the “social fund”, a movement for marketing can be done systematically, efficiently, and effectively; to strengthen the position of the existing market as well as to create new markets to wider areas outside DKI Jakarta.

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