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The Potency of Bali Culinary as Cultural Tourism Attractions with Resource Based Value Approach

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**UDAYANA
UNIVERSITY**



UNIVERSITÉ PARIS 1
PANTHÉON SORBONNE



wonderful
Indonesia

PROCEEDINGS PROMOTING CULTURAL & HERITAGE TOURISM



**International Tourism Conference
Udayana University - Bali,
1st - 3rd September 2016**

Organised by:



Doctoral Study Program in Tourism
Udayana University
Bali-Indonesia



IREST/EIREST-Paris 1 Pantheon
Sorbonne University
France

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Bali-Indonesia

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INTERNATIONAL TOURISM CONFERENCE**PROMOTING CULTURAL & HERITAGE TOURISM**

Udayana University, 1–3 September 2016

PROCEEDINGS

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2. I Putu Eka N. Kencana
3. I Komang Gde Bendesa
4. I Nyoman Darma Putra
5. I G A. Oka Suryawardani

BALI, INDONESIA**2016**



WELCOMING MESSAGE FROM CHAIR OF THE CONFERENCE

Om Swastyastu, May God bless us

Distinguished guests, respected keynote and invited speakers, presenters, ladies and gentlemen. I would like to thank you very much for taking your precious time to participate in the International Tourism Conference “Promoting: Culture and Heritage Tourism” at Udayana University, Bali.

In particular, I would like to extend my gratitude to distinguished guests from overseas.

First of all, please allow me to express my sincere appreciation for:

- Honourable Minister of Tourism, Republic of Indonesia
- Governor of Bali Province
- Rector of Udayana University
- Mayor of Badung Regency and Mayor of Denpasar City
- Director of Postgraduate School, and Head of Doctoral Degree Program in Tourism, Udayana University
- Keynote Speaker Prof. Dr. Noel B. Salazar of University of Leuven Belgium
- Invited Speakers: Prof. Dr. Maria Gravari-Barbas of Sorbonne University France, Prof. Dr. Wiendu Nuryanti of Gadjah Mada University, Prof. Dr. I K.G. Bendesa and Prof. Dr. Nyoman Darma Putra of Udayana University
- All presenters and participants

for coming to our International Tourism Conference. I welcome all of you and hope that this conference will serve as a catalyst for researchers to exchange research results and information in tourism, and to facilitate the sharing experiences and the building of network among tourism practitioners and policy makers.

We at Doctoral Degree Program in Tourism Udayana University have been focused and continued to improve tourism teaching and research to reach a world-class research university particularly in culture and heritage tourism as Bali has been very famous as cultural tourism destination. This

conference is the second conference that have been undertaken by this young doctorate degree program, in which two years ago we did a collaborative conference with the Angers University of France and Bali State Polytechnic. This conference is undertaken in collaboration between Udayana University and Pantheon-Sorbonne University of France. Supports are also given by the Ministry of Tourism of Republic of Indonesia and the Mayor of Badung Regency. We really appreciate all supports provided.

This conference is a very meaningful event where we can share experiences of research, management and promotion of culture and heritage tourism destination, not only in term of academic aspects but also in government policy's and practitioner's works. I strongly hope that all of the distinguished guests and all participants gathered here today will offer your generous support and encouragement for the successful of this international tourism conference. Once again, I am most grateful for your participation and support.

Last but not least, I am thankful mostly for the endless efforts of steering and organising committee members. Have a very successful conference.

Thank you very much. Om Shanti Shanti Shanti Om

Denpasar, 1st September 2016

Dr. Agung Suryawan Wiranatha
Chair of Organizing Committee



WELCOMING MESSAGE FROM THE RECTOR OF UDAYANA UNIVERSITY

Om Swastyastu

Welcome to Bali, welcome to Udayana University, and Welcome to the International Tourism Conference.

We greatly appreciate your participation in Bali to attend our international conference. Your presence reflects the importance of this conference in the context of the development of the science of tourism, tourism education, research, and tourism publications. In Indonesia, tourism is a relatively new science, recognized in 2008. Prior to that, tourism was taught in educational institutions as a vocational course.

Udayana University had an interesting experience in opening tourism faculty. Initially, we set up a tourism faculty, but only allowed by the government to establish the diploma IV program which the status is under S-1. The desire to establish S-1 program was to produce the graduates which are able to analyze and plan the development of tourism in a wider horizon. Since tourism had not been regarded as 'science' in that time, we only developed a D-IV program in tourism.

We did not stop there. Given the importance of tourism studies in preparing planners and development personnel, the team from Udayana University established the Master program of Tourism in 2001. The initiative was welcomed by the government and contributed to the recognition of tourism as a science in 2008. This recognition accelerated our efforts in Udayana in the opening of the Doctoral study Program of tourism in 2010. In Indonesia today, Udayana appeared as a first higher education institution that has the level of tourism studies from bachelor, master, and doctoral degree.

Bali tourism development is very rapid, complex, and dynamic. Lots of interesting things emerge and there are so many complicated issues that must be understood. In this context, we greatly welcome the initiative from the Doctoral and Master program of Tourism Studies Udayana to hold the international conference. On behalf of the institution, we would like to give

our sincere gratitude to French Sorbonne University and the Indonesia's Ministry of Tourism for their support in this conference. We believe this conference will generate lots of interesting and comprehensive ideas to build sustainable tourism, supported by three main pillars of cultural, economic, and environment sustainability.

We hope that this international cooperation remains well-implemented to promote the study of Indonesian and global tourism industry. The selected theme, "Promoting Cultural and Heritage Tourism", is very interesting and necessary, both in terms of technological advances in digital promotion and in terms of the urgency in preserving the cultural heritage as its use as the tourist attractions. I am sure this conference will produce to original ideas to promote our tourism.

Congratulations to all of you, and enjoy the conference.

Denpasar, 24th August 2016

Prof. Dr. dr. Ketut Suastika, Sp.PD-KEMD



FOREWORD
MINISTER OF TOURISM, REPUBLIC OF INDONESIA

It is a great privilege for me to welcome all participants of this international conference. Welcome to Bali, “the Best Island Destination in the World”, welcome to Wonderful Indonesia.

Heritage and culture are the most important resources in the development of tourism for Indonesia, whereby around 60% of visitors to Indonesia is motivated by the richness of Indonesian culture. In developing culture-based tourism, Indonesia complies a number of principles, one of which is the principle of sustainability. In this sense, the development of tourism and the utilization of culture must not destroy the culture, which is the very identity of a nation and ethnic groups. The development of tourism should strengthen cultural conservation in its dynamic terms.

Therefore, I am happy with the initiative taken by Udayana University to organize International Conference on “Promoting Culture & Heritage Tourism”. In this conference, I encourage further discussion on culture and heritage in relation with tourism from various aspects and various perspectives. I am sure this conference will give golden opportunities for participants to exchange views and experiences on the practice of cultural and heritage tourism, and hopefully will result a number of recommendations, both practical and theoretical.

Have a productive and enjoyable discussion, and enjoy the beauty of Bali, with a memorable experience.

Greeting from Wonderful Indonesia

Dr. Ir. ARIEF YAHYA, MSc.
Minister of Tourism

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The Potency of Bali Culinary as Cultural Tourism Attractions with Resource Based Value Approach

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Abstract—This research is motivated by trend of global travelers who enjoyed the culinary as an attraction that makes one factor driving them to visit a tourist destination. Moreover, amid competition among tourist destinations requires Bali is able to show a competitive advantage that can provide added value for tourists visiting Bali. Balinese culinarian has its own unique character and is able to be a differentiator with other culinary, even these differences that add to its appeal. Bali culinary with taste, very unique character has the potential to compete with other culinary-enriched culinary tour in Bali and in the world. But until now Bali culinary have not been able to achieve popularity in nationally and worldwide. Arguably Bali culinary only favored by the Balinese only. Bali Culinary believed to be the result of a copyright, taste, and imagination of the ancestors of Balinese people since many centuries ago and have high values. By using the concept of Research Based Value which emphasizes the uniqueness of its resources to create added value and a competitive advantage and in-depth interviews to the international chef, questionnaires, and observations in data collection and analysis techniques of descriptive, this research found the culinary potential of Bali as a cultural attraction between others: (i) have a distinctive taste and unique that is salty, spicy, greasy and the scent of spices typical is generally derived from the leaves of *Lemo*, *janggar ulam* (ii) have a philosophy in the making and contains noble values, (iii) contain elements *usadha* / preventive treatment and (iv) the name of Bali is already a strong brand in the minds of its customers and is able to create loyalty.

Keywords: *Bali Culinary, Cultural, Creative and Competitive.*

I. INTRODUCTION

A. Background

Bali is an international tourist destination that is the pride of the world and the people of Indonesia. The uniqueness of Balinese culture is a competitive advantage that makes Bali has its own place for domestic and foreign tourists. Most tourists visiting Bali since the first admire the art of dance, sculpture, music, and drama (ballet). But some time lately and foreign tourists began to look at the Bali culinary as one of the cultural tourism attractions in addition to the already known previously.

The rapid growth of the restaurants with Bali culinary along the streets in Denpasar, Bali culinary show that has its own fans and a place in the hearts of the people of Bali and tourists. It is strengthened by the inclusion of Balinese culinary dishes on the menu in hotels and non star with the level of popularity and high sales. The condition also showed a very good start for the Bali culinary at the international level as well as supporting tourism in Bali by Balinese culture.

But on the other hand, the Bali culinary still not capable of the world and interested in part of the international community, such as the Culinary Thailand (Tom Yam Soup), Japanese (Sushi, Yakimiku, Bento), Italian (Pizza, Spaghetti and various pasta), American junk food. Even the popularity of Bali culinary is still inferior to some culinary from several regions in Indonesia, such as Rendang Padang (West Sumatra), Soto Madura (East Java), Sate Madura (East Java), Ayam Taliwang (Lombok), Pempek Palembang (South Sumatra), Lumpia Semarang (Central Java), Bakpia Pathuk (Yogyakarta).

Bali culinary is to host in Bali, but it is undeniable presence culinary outside of Bali besides enriching culinary products are also a threat to the existence of Balinese culinary future. This phenomenon can be seen from the change of culinary tastes Younger Bali generation today who prefer culinary outside the grounds of contemporary and life style. Therefore culinary development of Bali as a traditional food should still continue to remain as the host, do not let the younger generation is more love culinary outside. It is very important to do given the Bali culinary is part of the Balinese culture and identity into the identity of the Balinese.

Resources Based Value (RBV) is a concept that combines economic theory and strategic theory. RBV explain the competitive advantage of an industry in the long term depends on the uniqueness of its resources (Barney, 1991; Barney, Wright, and Ketchen, 2001; Grant, 1991; Peteraf, 1993; Porter, 1991; Prahalad and Hamel, 1990; Chen and Jeou, 2012). Therefore the available resources should have a resistance, difficult to imitate and replaced. In this context Bali culinary can be considered a unique resource for Bali tourism industry and should be constructed to provide added value for tourists who vacation in Bali.

B. Formulation of the problem

Based on the above, the problem can be formulated as follows:

1. What are the potential owned by Bali culinary to be developed as a attraction of cultural tourism based on the Research Based Value concept?
2. Why Bali culinary has not been able to have a high popularity as a cultural tourist attraction?
3. What efforts can be made to be able to develop the culinary culture of Bali as a tourist attraction?

C. Research purposes

This study has the following objectives:

1. To determine the potential of the Bali culinary to be developed as a cultural tourist attraction based on Research Based Value concept.
2. To determine the cause of Bali culinary has not been able to have a high popularity as a cultural tourism attractions.
3. To find out what efforts can be made to develop Bali culinary as a culture tourist attraction

D. Benefits of research

This research is expected to have the following benefits:

1. Academic benefits.

The results of this study are expected to enrich the literature on the culinary field, marketing and cultural tourism related to science.

2. Practical benefits

The results of this study are expected to provide contributions to all tourism stakeholders, especially those engaged in the culinary field in decision-making in order to promote the Bali culinary as a culture tourist attraction.

II. THEORITICAL REVIEW

A. Empirical study

Research by Sri Sadjuni (2006), who were investigating the Bali gastronomic meals by taking a standpoint on the consumer behavior traveler / customer. By using qualitative methods found that gastronomic meals Bali already comply with the main food served to tourists. Judging from the structure of the menu, the food Bali own completeness from the appetizers (appetizer), soup (soup), main meals (maincourse) and desserts (dessert). Similarly, the composition of the nutritional value owned Balinese culinary already meet nutritional standards required of the human body. The findings are reinforced by the expectation and perception of tourists are very high on Balinese food. Efforts to do so as more acceptable Balinese culinary travelers is to do the right marketing strategy.

Sirtha (1998) with his studies on traditional Balinese food reveals that Bali culinary is a form of physical culture is highly valued. Bali culinary not only to meet the needs and desires of eating and drinking, more than the Bali culinary has associated with processes involving the religious and social systems (customs, banjo, Sekehe) in its processing. Traditional food is very high potential as a tourist attraction with a unique taste, presentation and cultural values contained in them. On the other hand there is no doubt that the Bali culinary has a high economic value to the welfare of the people of Bali as the Balinese culinary producer itself.

Hendrayana (2011) conducted research on Bali culinary in the Sanur area of Bali with using SWOT analysis, and QSPM found that (i) the strength of the Bali culinary lies in: the power of taste and aroma, the product quality of traditional Bali culinary, the arrangement of traditional Bali culinary served, correspondence between the costs incurred with satisfaction, the composition of traditional Balinese cuisine, appearance, attitude and friendliness of the staff restaurant serving traditional Bali culinary; (ii) Weaknesses owned among other flavors inconsistent, at

least a variation of traditional Balinese food menu selection and unavailability of traditional Balinese food specialty restaurant in the hotel; (Iii) Opportunities include: (i) development of special interest tourism culinary, (ii) traditional Balinese food is varied, the support from the government to develop culinary tourism in particular to introduce more Bali culinary on tourists; (Iii) The threat faced, among others: (i) the increased culinary outside Bali that enliven culinary products in the Bali and (ii) the standards of hygiene and sanitation is increasing.

Sunada (2013) conducted a study on the potential of traditional Balinese food-based community as a tourist attraction in the Common Market Gianyar using qualitative descriptive method. The results showed that the potential of gastronomic traditional Balinese food sold in the Common Market Gianyar meet the criteria *kunikan*, *orijinalitas*, *otentsitas*, diversity, as well as an attractive appearance for tourists so worthy to offer as a tourist attraction. Efforts made by the manager of the market in the development of traditional food by involving indigenous village that villagers in the production process of supplying food ingredients, processing, sales, provision of land selling place. It is certainly intended that the benefits derived from the business activities of traditional foods as much as possible for the indigenous (local).

B. Product development

Kotler (2002: 3) The product has a broad meaning covering everything that can be offered, owned, used or consumed in order to satisfy the needs and desires of customers that includes physical, services, people, places, organizations and ideas.

Product development (Kotler, 2000: 374) is to be done by the company to face the product life cycle, where at a certain moment the product experienced a period of maturity and decline that require rejuvenation products. Product development should also be made to answer the needs and desires of targeted customers are constantly changing within a certain time.

Product development purposes, among others: (i) meet the needs and desires are not satisfied, (ii) increase sales turnover, (iii) enhancing the competitiveness and win the competition, (iv) further empower production resources, (v) save on production costs using the same raw materials, (vi) optimize the use of material remains, (vii) that the customer is not saturated with products, (viii) the simplification of packaging (Buchari, 2000: 101).

C. Marketing

Marketing is the management function that organize and regulate all business activities including predict consumer demand and changing consumer purchasing power that needs to be effective against the particular product or service, as well as bringing a product or service to the consumer or end user so that it can achieve the goals or other goals established by the company or organization (Holloway, 2004: 7)

Kotler (2002: 12) meyakini that marketing is a social and managerial process that resulted in individuals and groups obtain what they need and want through creating products and value, as well as the exchange of products and value that distinguishes it from the other party.

D. Traditional food

Ernayanti (2003: 2) traditional food with cultural values, traditions and beliefs rooted in the local culture (local indigenous) greatly affects the food patterns tribes in Indonesia, including the selection of raw materials, the style and tradition of eating, eating behaviors and serving method. The traditional food of a region can be a mirror of civilization and culture of a region, will be presented as well as the right enjoyed by the local community as well.

Holy (1986) and Hendrayana (2011) traditional Balinese food can be defined as foods that are processed and made by local people of Bali for generations by using a combination of local herbs (base) which has a flavor and aroma that differentiates it from other regions.

E. Development of Traditional Food

Development of traditional Balinese food to pay attention to the following matters: (i) processing methods, (ii) technology is an aspect to note (iii) includes the adaptation of the presentation of the food, using the concept of French service, Russian service, American service, Buffet service, family service, *risjttafel* service and (iv) improving the quality of food that includes presentation, taste and flavor, texture of food, temperature, color of food, and the character of food (Pauli, 1979; Sudiara, 1998; Ciptono, 1996 and Hendrayana, 2011)

F. Cultural tourism

Tourism is a phenomenon that consists of various aspects, such as: economic, technological, political, religious, cultural, ecological, and defense and security. Developing tourism through transparency and communication across cultures, through tourism is also growing more widespread communication between other components within the framework of relations of mutual influence (Geriya, 1996: 38)

Culture as one aspect of tourism can be used as a potential in the tourism development. This is due, in the development of tourism in a country or a region strongly associated with the potential of the region or a country.

Indonesia, for example, to capitalize the wealth of national culture backed by a unique variety of regional cultures can use culture as a tourist attraction.

Development of cultural tourism that relies on further termed cultural tourism. In other words, cultural tourism is a type of tourism that is developed based on the culture (Geri, 1996: 45). Culture is meant here is the Indonesian culture is built from a variety of regional cultures that exist in Indonesia. This means that, every step made in tourism development efforts in Indonesia has always relied on a national culture of Indonesia. All aspects related to tourism, such as: promotion, attractions, management, food, souvenirs, should always utilize the potential of national culture of Indonesia. Thus Indonesia tourism will have its own characteristics which can be distinguished from other country's tourism potentials others.

The above description shows how close the relationship between tourism and the national culture of Indonesia. Indonesia's tourism potential is developed based on existing national culture and national culture will evolve along with the development of tourism. In addition, the development of sustainable tourism with the concept of cultural tourism will be able to strengthen national culture of Indonesia.

G. Resource Based Value

Concepts Resource Based Value (RBV) view of the resources owned by an organization or business entity that is a source of value creation for creating competitive advantages (Chen and jeou, 2012). Furthermore, Barney (1991) mentions that RBV assumes that resources are diverse in nature and are not evenly distributed and can be used to be a competitive advantage. These resources can be categorized into (i) Physical capital resources, such as technology, equipment, geographical location and raw materials; (ii) human capital resource such as training and experience of human resources; (iii) Organizational capital resource such as organizational structure, perenanaan, control, coordination and informal group relationships.

Firm resources are strength that firms can use to conceive of and implement Reviews their strategies (Learned, Christensen, Andrew, and Guth, 1969; Porter 1981), which accordi to the theory of RBV resources owned by the company that caused a company can outperform. The resources in question are assets, capabilities, organizational processes, firm attributes, information, knowledge, and what is under the control of companies that allow the company to implement its strategy efficiently and effectively (Daft, 1983).

Resource are the tangible and intangible assets firms use to conceive of and implement Reviews their strategies (Teece, 1980; Itami, 1987: 12; Prahaland and Hamel, 1990: 82; Barney, 2001). Development companies need resources to determine strategic market (Original M. Jay Barney and Arikan, 2001). In general, the resource may need to reduce the cost incurred by the company, but can increase the income obtained by the company in implementing its strategy (First M. Jay Barney and Arikan, 2001). The strategy itself according to Drucker (1994) "strategy is a firm's theory of how it can gain superior performance in the markets within the which it operates"

Firm performance can be efficient and effective if it cost to create it's own costs are considered too large by the company and is not feasible, and the company can not enjoy a competitive advantage due to the existing resource is not entirely a positive contribution to the implementation of the strategy

Handszuh (2000), Telfer and Wall (1996) in the perspective of Resources Based Theory (RBT) to a country or region, the food not only serves as an important resource for the development of culinary tourism, but a value-added features (value added) for region or the tourist destinations. Besides food or culinary can be a sustainable competitive advantage (sustainable competitive advantage) (Crouch and Ritchie, 1999).

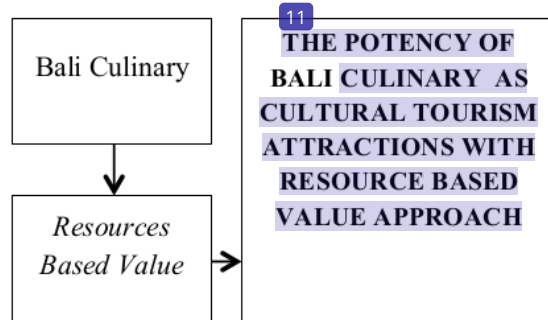
H. Culinary tourism

In recent years emerged a new activity in the world of tourism associated with food, where pleasure in food consumed become one of the tourist motivation in deciding to travel. Many people refer to these activities with food and wine tourism, culinary tourism, gastronomy / gastronomic tourism, food festivals and other designations (Hall and Sharples, 2003; Hashimoto and Telfer, 2006; Henderson, 2004; Ignatov and Smith, 2006; Kivela and Crofts, 2005.2006; Long, 2004; Quang and Wang, 2003; Richards, 2002; Santich, 2004, Chen and jeou, 2012).

Culinaria and gastronomy is often considered to be a word which both mean the same cooking skills, food ingredients, and food preparation skills that can enhance the culinary diversity of a destination. Ignatov and Smith (2006) defines the culinary aspects of the emphasis on tourism activities to enjoy local cuisine (food and drink) or observation and learning activities to produce food (ranging from agriculture to the cooking process) as the main motivation. Therefore culinary uniqueness should be developed through local food which is the main factor towing of a tourist destination and improve the image of the destination (and Jou Chen, 2016).

III. RESEARCH METHODS

A. Conceptual framework



B. Locations

Location of research at some hotels and restaurants in Denpasar, Badung and Gianyar serving bali culinary. The choice of location research based on the consideration that (i) hotel and restaurant is visited by many tourists both domestic and foreign, (ii) are managed by a chef who has the reputation in the culinary field.

C. Object

Which is the object of this research is the bali culinary which was served on a five-star hotel and restaurant in southern Bali.

D. Data collection

Data collected by the method of: (i) in-depth interviews to the chef who has a reputation and a very understanding about the bali culinary in terms of both physical and philosophical, (ii) observation, by visiting the hotel and restaurant provides bali culinary, (iii) documentation, with using written sources, the pictures of the bali culinary.

E. Data analysis

This study used a qualitative method by using a case study approach, with phases of (i) build a conceptual framework, (ii) formulating the research problem, (iii) the sample selection and discussion of research, (iv) instrumentation, (v) data collection, (vi) data analysis and (vi) the results (Miles and Huberman in Satori and Komariah, 2012: 81)

IV. DISCUSSION

A. The potential of Bali culinary to be developed as a cultural tourist attraction based on research based value concept

Bali culinary has a unique potential, taking into account the following three factors:

1) Physical capital resources (physical resources)

a) Technology

Understanding technology for culinary objects, can be likened to cooking methods. Bali Culinary Cooking methods can be done in many ways such as culinary archipelago or other international cuisine. Balinese food processing methods are quite varied among Nguling or international culinary Guling or in so-called open spit roasting, ngukus (Steam) nyat-nyat or (braising / presto) traditional cooking methods using firewood will add culinary delights and uniqueness of Bali.

b) Equipment

Equipment used for cooking Bali culinary is very flexible and dependent on the circumstances. However, to create a natural flavor cooking utensils should use the tools that come from nature. For example, for cooking, it is better to use a furnace with fuel derived from dry wood that comes from the gardens, fields or forests. Similarly, the equipment for mixing it is advisable to use materials derived from bamboo or wood. Containers should also culinary uses coconut shell with paved with banana leaves. The equipment used will greatly affect the taste. Cooking appliances for Bali culinary such as: Bamboo (to suit / spatula, chopsticks / Tong clay to make Payuk / bowl and Jalikan (tradional Balinese stove), wood cutting board or cutting board made from the wood is thick enough and the heat energy is used firewood (wood fire). However, the use of traditional tools can be adapted to the hotels and great restaurants without reducing the flavor, aroma, color of the food. Principles of hygiene and sanitation are also background for the use

of modern tools in the cooking process. Eg cutting boards made of wood is rarely used with less hygiene reasons. Similarly, the use of firewood to be replaced with a gas burner in order efiktifitas and work efficiency.

c) Geographic location and raw materials

Location Bali is located on the equatorial and tropical regions, of course, have a diversity of flora and fauna typical. This diversity is certainly a unique resource in the development of bali culinary. Principles in Balinese culinary namely: (i) All ingredients are natural / Natural in the sense that all the easily obtainable in the land of Bali, (ii) materials such food in fresh condition, and (iii) Foodstuffs Bali many related to health / Usada (Jukut Ares good for the health of hair, and leaves Janggar Ulam good for treating cholesterol). Bebeberapa fabrics Identics with Balinese food, among others Bebungkelan (rempah2 of tubers), Jejaton (Base wangen), Lemo fragrant leaf and Lemongrass.

2) Human capital resource

Bali culinary can be developed by all people around the world. Flavors generated by each cook for Balinese culinary depends to whom they learn. However, the names of the Balinese used in marketing Bali culinary remains an image of himself that strengthens originality and distinctiveness.

If we associate with other cultures, such as dance, sound art (pesantian), sculpture, etc. It is true that everyone around the world can learn the art and culture of Bali, but art and culture will be alive when performed by native people of Bali, particularly the Balinese people who were born, lived and raised in Bali and are in the ring in Balinese culture. The specificity and the character will be difficult to replace.

3) Organizational capital resource

Balinese culinary development is strongly supported by the traditional village which is a traditional social organization has an organizational structure, with a management function (planning, direction, control, coordination). The function of the Village People is managing Balinese life in order harmony with God, fellow human beings and nature by implementing the teachings of Shiva Shidanta (Hindu Dharma). In the concept of worshipping God, and pay debts (Yadnya) to the gods, the sage, the ancestors, the government and people must not be separated with bali culinary. For example, for piodalan in Pura Puseh required offerings of Babi Guling, for teeth cutting ceremony / mepandes usually invite guests needed Balinese dishes like *Jukut Ares, Pelecing Kangkung, Sate Lilit, Sate Be Celeng, Jukut Nangka, Be Kecap* and *kerupuk babi, Be Siap Mesitsit, Tum Be Siap, Be Wild boar, Urutan, Lawar Barak, Lawar Putih* etc.

B. Factors that cause Bali culinary has not been able to have a high popularity as a cultural tourist attraction

Based on observations, it can be seen some of the causes of bali culinary dont have high popularity as a cultural tourism attractions, among others:

- 1) Not many Balinese people life outside of Bali and abroad, not comparable with the Minang tribe, Madura, Java, China.

When compared with other tribes in Indonesia who life throughout Indonesia and the world, the percentage of people of Bali who wander included in small quantities. It is undeniable that the colony had a big hand in raising local culinary. Kuliner Minang or Padang cuisine able to grow across the country, even the world because it is supported by overseas- minang located anywhere. They make unity (community) to each other assist in the development of culinary Padang both in terms of finance, human resources and marketing.

2) Bali Culinary connotes not Halal

This condition causes the Balinese culinary difficult to penetrate the Muslim market. Currently the community is composed of 85.00% Muslim (Yudhasmara, 2015). However, if the non-Muslim market glanced globally amounted to 77.57%, the Balinese culinary opportunities to penetrate the global market is widely open.

3) Bali Culinary has a very strong character (extreme)

The flavor and character of Balinese culinary spicy, salty and typical of an obstacle for an acceptable rating. Travelers with oriental and continental culinary culture unfamiliar with the character of the food is soft, not too spicy, not too salty and flavorful do not sting. To illustrate these conditions comparable Italian cuisine (pasta: spaghetti, lasgna, fetucine, pizza) with betutu, tum, salad sauce, boiled, bulung passage and various other Balinese culinary. Not easily accept the bali culinary and it takes time to for a fan. Even for those who are not accustomed to, and for the first time can enjoy Balinese culinary experience digestive problems.

4) Do not have standard recipes that taste is different and depends on the skill of cook

Not many restaurants and hotels serving bali culinary has a standard prescription food processing. This causes the culinary flavors of Bali produced varies and depends on the skill of the chef who cultivate. The condition

causes disappointment for tourists who enjoy the Bali culinary, not necessarily because they get a Bali culinary with aroma, flavor, and the same portion in enjoying the Bali culinary.

5) Hygiene and sanitation

Most Balinese culinary sold in the market, particularly in small and medium enterprises are still not implementing good sanitation hygiene in food processing. For example if you buy lawar or suckling pig in small restaurants, often merchants receive payment, holding money and then handling food with their hands to serve another buyer without washing hands first. Similarly, when washing eating utensils and drinking often using soap and chlorine. This situation will certainly make the tourists feel free to try the Bali culinary small traders in particular sold.

C. *Efforts should be made to develop the culinary culture of Bali as a tourist attraction*

- 1) To disseminate the potential of Bali culinary to the Balinese people who live throughout Bali and Indonesia with an emphasis on the business potential that can be developed. Currently Bali culinary already started to demand by people outside of Bali. In addition keep maintain the tradition of Bali overseas, for example *ngelawar* during *Galungan day*. In Jakarta, Bali culinary such as *Nasi Campur Bali*, *Ayam Betutu* already present in one big shopping center in South Jakarta called *Kasablanca (Kokas)*.
- 2) In order to be acceptable to the Muslim market, can be reached by seeking the halal certificate for culinary Bali that do not use pork as a raw material.
- 3) In order to be acceptable international market, need creativity in adjusting the taste is acceptable internationally.
- 4) Standardize the Balinese culinary recipe needs to be done, so that tourists can enjoy the culinary Bali with the same taste.
- 5) Provide counseling to Bali culinary entrepreneurs about the importance of hygiene and sanitation to health and is a fundamental requirement for tourists.

V. CONCLUSION

- 1) Based on the concept of value-based research, culinary Bali has a unique potential and can be developed as a cultural attraction. This potential can be seen from (i) the physical resources that include traditional cooking methods, such as *Nguling* and *nyatnyat*; traditional equipment, and raw materials 1 (ii) human resources Bali with the customs and culture will add culinary peculiarities of Bali, and (iii) customary village as social organizations that maintain and develop culinary Bali.
- 2) The cause Culinary Bali has not been able to have a high popularity as a cultural tourist attraction, partly due to (i) Compared to other tribes, not many Balinese population living outside Bali, (ii) Balinese culinary connotation is not kosher, (iii) has a very strong *krakter* (extreme), (iv) do not have a standard prescription, (v) the procedure for processing and presenting yet meet the standards of hygiene and sanitation.
- 3) Efforts to do to be able to develop culinary Bali as cultural tourism attractions among other things: (i) reproduce Balinese food festival activities, (ii) the government requires every five-star hotel to provide culinary Bali on a five-star hotel, (iii) the government to pay more attention professional associations related to local culinary / Bali, (iv) prepare the culinary center of Bali with a good standard, (v) increase the awareness of young people going to culinary Bali.

VI. SUGGESTION

- 1) The Government should collaborate with the private sector to increase food festival Bali,
- 2) Through the relevant agencies require that any five-star hotel to include Balinese food on their menu either in the form of Authentic or Fusion,
- 3) The existence of government attention in professional associations such as Cook (chef),
- 4) Prepare Culinary Area or center that has a standardization of the cleanliness and presentation of food
- 5) Increase the awareness of young people about Bali culinary by holding Balinese cook competitions between senior high school.

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