



THE ROLE OF LOCAL CULINARY ENTREPRENEURS IN TOURISM DEVELOPMENT IN BALI

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Abstract

Culinary entrepreneurs have an important role in the development of tourism in Bali, especially through the culinary world. Their role has not been given much attention when compared to entrepreneurs in the field of property and mining. In the world of tourism in particular, there are many successful entrepreneurs in the field of culinary. This study examines the role of culinary entrepreneurs to support Bali tourism. The research was conducted in Ubud with the research subjects of successful culinary entrepreneurs in Bali using descriptive qualitative methods. Research problems of the research are: 1) how is the development of local culinary business in Bali? and, 2) what is the role of local culinary entrepreneurs in improving Bali tourism? The research found out that culinary entrepreneurs have a role in the development of cultural tourism through three things: popularizing, preserving and strengthening the identity of local culinary. As entrepreneurs they show a role to the world in the context of Bali tourism development.

Keywords: role, entrepreneur, Bali culinary.

I. Introduction

The tourism industry is one of the fastest growing services sectors and the third largest source of foreign exchange in the world after the oil and chemical products industry which has surpassed the automotive and food products industries (UNWTO, 2016). The growth of tourism goes along with the increasing competition among tourist destinations. The spreading of global tourism in various countries has resulted in various economic and employment benefits to related sectors such as construction, agriculture and telecommunications. Indonesia as an archipelago has a variety of tribes and cultures as well as enormous natural potential as the source of tourist



attractions. Tourism that uses cultural resources as a major capital in tourism attractions is known as cultural tourism. Understanding cultural tourism according to Geriya (1995: 103) is one type of tourism that relies on cultural potential as the most dominant attraction as well as providing identity for the development of tourism. This type of tourism provides a wider variety of attractions related to culture such as performing arts, architectural arts, crafts, historical experiences, including traditional or culinary foods (Aryanti, 2014).

Indonesia as one of the multicultural countries has great potential to develop culinary tourism. Each region in Indonesia has its own traditional cuisine and culture that can be used as a culinary attraction. However to attract foreign tourists, it is necessary to promote appropriate and sustainable strategy of culinary tourism. The government has made several culinary promotional efforts in Indonesia. In 2012, the Ministry of Tourism and Creative Economy led by Mari Elka Pangestu set 30 traditional Indonesian cuisines as a culinary icon (Kompas.com, 2012). It can be used as a recommendation to attract tourists to taste the menu. Not only limited to the introduction of the menu, but the government has realized the importance of the role of one component in the culinary tour that is the restaurant where the culinary is being served to tourists. In 2008, the Indonesian Government through the Embassy of the Republic of Indonesia in Washington, USA, formed a Restaurant Task Force to help promote Indonesian restaurants and raise awareness that Indonesia is a culinary rich nation (Rockower, 2010).

Bali is a popular tourist area around the world. Bali is rich with a variety of traditional foods, it can be seen from the availability of various types of traditional food can be found in various districts in Bali, such as suckling pork (*Babi Guling*), *Serobotan*, *Betutu*, *Blayag*, and others (Margi, et al: 2012). This study examines the contribution of local culinary entrepreneurs Bali in tourism development in Bali. Ubud is a tourist area in Gianyar regency. As the third largest regency in Bali after Badung and Denpasar, accommodation and feeding business contributed the largest revenue in Gianyar with 24.4% (BPS Gianyar, 2016). The development of Ubud as a tourist destination followed by the growth of tourism facilities such as accommodation, restaurants, and tourist attraction.



Based on Directory 2016 published by the Bali Provincial Tourism Office, the number of restaurants recorded in Gianyar Regency reaches 504 restaurants. The growth of food stalls and restaurants is an indication of the fulfillment of the basic needs of tourists while visiting Ubud. Cultural elements in Ubud open opportunities for the development of culinary tourism that supports cultural tourism. Culinary which was never previously correlated with Ubud, currently becomes one of the preferences of tourists to visit Ubud. The presence of culinary tourism to rejuvenate the attraction of Ubud as stated in the theory of tourism area life cycle of Butler (1980). Based on research conducted by Pitanatri (2015), that as many as 48% of local tourists deliberately visited Ubud to enjoy local cuisine, of which 62% are repeat visits.

Currently Ubud and culinary have become an integral part in the development of cultural tourism. The selection of Ubud as the location in this study because the writer believes the local culinary has a great opportunity to become the main tourist attraction (core attraction) in Ubud compared to other regions. Ubud prevents fast food outlets or fast food runs by international networks in an attempt to maintain the identity and protection of local cultures (Putra and Pitanatri, 2016). The decision opens opportunities for local culinary entrepreneurs to become vital figures in introducing and marketing local culinary.

Culinary tourism continues to grow and is in great demand right now. This is not only attracts tourists, but also contributes to the social, economic and environmental development (Corigliano, 2002). Areas that can offer and utilize their local culinary and put them as major tourism products will greatly benefit as the increase value of their goals. Local culinary entrepreneurs have a central role in the development of local culinary in a tourism area. From the above explanations, the problems in this research are: 1) how is the development of local culinary business in Bali? And, 2) how is the role of local culinary entrepreneurs in improving Bali tourism? The results of this study is expected to reveal the role of local culinary entrepreneurs of Bali and could maximize their contribution to develop the culinary tourism industry in Bali.



II. Literature Review

Food is part of the socio-cultural heritage of society, reflecting the lifestyle of various regions and culinary is something that comes from rooted in one's culture and tradition (Mitchell and Hall, 2006). According to Koh&Hatten (2002) it clearly recognizes the importance of entrepreneurs in tourism development that claims the quality and quantity of availability of entrepreneurs significantly determines the size and shape of the scope of tourism because tourism entrepreneurs are the cause of tourism development. Without the influence of entrepreneurs it is doubtful that the tourism industry will flourish even in areas that are profitable and blessed with resources. Ritchie & Crouch (2003) provides a more dynamic understanding of the role of entrepreneurs and small businesses in creating competitive advantage. Competitions that occur in small companies in tourist destinations will create a superior environment, while interdependence between companies will encourage cooperation.

Culinary is a term that is currently familiar in the societies, in terms of Indonesian dictionary culinary is defined as something associated with cooking (KBBI, 2012). Ardika (2004: 23) explains that the culinary itself is also understood as one of the cultural components that can be a tourist attraction. As part of culture owned by society, the culinary should be preserved to provide economic, social and cultural benefits for the community. The Balinese community as the owner of the cuisine with its distinctive "*base genep*" has been well known by both domestic and international tourists (Widiastini, 2008). According Ardika (2011), culinary tourism is an important segment in the tourism industry; this is caused by various facts among other tourists that they need to eat and the eating activities. Harvey (2012) defines culinary tourism as a tourism activity to learn how to appreciate food and drink in a tourist destination because it is a form of local wisdom, culture, traditions of visited tourist destinations.

Entrepreneurs' ideas to influence development beyond their individual contributions can be the basis to understand the extent of their influence on tourism development. In the context of tourism development, it is influenced by the actions of employers and small businesses, highlighting the economic aspects through the importance of collaboration and networking (Thomas et al. 2011: 969). Research conducted by Putra (2014) "*Empat Srikandi Perempuan Bali*:"



Peran Perempuan dalam Pembangunan Pariwisata Berkelanjutan examines the role of Balinese women in Ubud in opening culinary business as a clear effort as an example of Balinese women who are not classified as job seekers in the world of tourism, but appeared to be businesswomen who create job opportunities. The availability of jobs for local workers is one of the foundations for sustainable tourism development. A similar study was conducted by Pitanatri (2015) on local culinary business which creates a competitive advantage in Ubud, with the findings that local culinary entrepreneurs in Ubud have proved that Bali's culinary is not only potential to improve welfare but also an opportunity to maintain socio-cultural quality as well as a sustainable environment for appropriate management.

III. Research methods

This study uses qualitative methods, with data collection techniques conducted by observation on the object of research, in-depth interviews to research subjects, questionnaires and library research. The authors make observations on the object of research to obtain information and explore the formulation of the problem. The next step is to approach the subject of the research and utilize other sources of information obtained from the informants. The data used in this study is the data grouped by the way of the collection. The figures in the statistics book quoted from the Central Bureau of Statistics (BPS) report are one of the primary sources. The sources of the secondary data are data collected by other people or institutions. These data are obtained from the literature, such as articles in newspapers and the internet. The articles used are published in print and electronic media. The researcher also performed simple descriptive statistical analyses such as percentages and determine the highest or lowest answers. The results of this study are expected to reveal the role of culinary entrepreneurs in tourism development in Ubud. This research was conducted in Ubud area, Gianyar regency, Bali. The subjects of this research are the owner and manager of Babi Guling Ibu Oka and Bebek Tepi Sawah Restaurant that are located in Ubud. The study was conducted in 2017.



IV. Discussion

Bali Tourism and Culinary Tourism

Balinese always associate food with the concept of local wisdom because the food comes from plants either as food or as an *upakara*(offerings) material that has religious meanings. Various scriptures in Bali, which one of them is *Dharma Carubanthat* is inherited to the Hindu community as a guide to process and cook (cuisine). Balinese characteristics such as traditional food seem to be given a modern touch. Bali as a tourism destination has the potential for a variety of local food. Many media has been covering Balinese food,even praising the taste and by its appearance. International magazine published in Australian,*Gourmet Traveller* (2015), published an article entitled *Bali's Best Local Food*, a local man named Maya Kerthyasa writes that finding local food Bali is easier when we come to the stalls as for a large part of the restaurant, café, or bar are currently presenting more western food. Stalls are traditional stores that offer daily necessities and mostly serve traditional food. A unique food comes from a mix of spices that can almost be found in any local Balinese food. Pork, chicken, duck, fish main dish that is roasted over wood coals, fruit and vegetables served with sliced raw coconut or called *Lawar*, and rice has always been the main food and sauce as a complement.

Local foods that were successfully registered by the bloggers and writers based on their searching when traveling in Bali showed that tourists is looking for local flavor of each of these foods. In the context of tourism, the growth of Balinese culinary is due to the motivation of the travelers who want to experience local food. The motivation comes from the needs of tourists to eat and drink as a basic need, but nowadays culinary has become part of the lifestyle, so as to encourage in particular destinations like Bali to meet these needs by raising local culinary as a tourist attraction.

Culinary Research Object

During this time, Balinese culinary is consider as supporting tourism with indispensable existence. Balinese Culinary is not easy to be introduced as a food that can be consumed by all people because a lot of votes that the main ingredient of culinary derived from pork. But it cannot be denied that since long time, one of Balinese culinary, *Babi Guling*, has been popular and is consumed by the domestic and foreign



tourists. This is because the people of Bali as the owner of the culinary with their trademark spices, "*basagenep*" have been recognized by both domestic and international travelers (Covarubias, 2013). The Balinese distinctive flavor can be used in almost all Balinese cuisine, including suckling pig and duck. The following are culinary business profiles as the subject of this study:

a) Warung Babi Guling Ibu Oka

Warung Babi Guling Ibu Oka in Ubud only serves suckling pig. Conveniently located in the center of Ubud, Warung Babi Guling Ibu Oka Ubud is open on three areas in Ubud that are very crowded with tourists. Babi Guling Oka 1 is located right next to Banjar Pekraman Ubud and Ubud Palace which is a business location that has been initiated by Bu Oka since 1960 in Ubud. Babi Guling Oka 2 is located on Teges street, Peliatan and Babi Guling Oka 3 located in Jero Ubud, a large family residence of Ibu Oka. In Warung Babi Guling Ibu Oka 3, tourists are welcome to see the process of making suckling pig early in the morning at 8:00-10:00 before the stall opened. The whole process of cooking is done here and the other two stalls received suckling pig from here as well.

Not only suckling pig process, the process of making *Oret* and cooking other ingredients can be immediately seen. Warung Bu Oka 1 is a place of food preparation with a capacity of 100-200 people also decorated with piglet sculptures ornaments that demonstrate the distinctiveness of the stall. Warung Babi Guling Bu Oka 2 was the residence of the Ibu Agung Oka along with her daughter. According to Agung Suci (the fifth daughter), the stall is established in Teges, not far from Rudana Museum that has a wider parking area than the first *Warung*. From observations during the visit, the three stalls are never empty. One portion of menu with two kinds of ordinary and special presentation is at a price of respectively Rp. 50,000 and Rp. 75,000 per portion. The popularity of Warung Babi Guling Ibu Oka has increased after several celebrities such as Antonio Bourdain covered the processing of suckling pig. Putra (2014) discloses the development of mass media and electronic has opened the scope of the local culinary, celebrities and TV presenter traveled to dig culinary uniqueness for each destination and introduced to the world through the television show.



b) Bebek Tepi Sawah

Bebek Tepi Sawah is a restaurant located on Jalan Raya Goa Gajah, Br. Teges Peliatan - Ubud Gianyar. This restaurant is not only serving a menu but also beautiful Balinese landscapes. Bebek Tepi Sawah Restaurant is built from the simple concept of a well-known local artist Nyoman Sumerta, which serves preferred food and often eaten by the family. As a family business, this restaurant prepares their own spices prepared by the wife of Nyoman Sumerta so that the taste and quality of the served food is well maintained. Because Nyoman Sumerta is a painter, then this restaurant is placed in tandem with Pak Nyoman painting gallery.

The restaurant that was established in 1999 has traditional-international concept. From the name it could be concluded that the main menu of the restaurant is duck based dishes and is located near rice fields. Duck as main menu selection is because ducks are the characteristic of Ubud. In addition by treating with the views of rice fields, the cool air and comfortable place, so the restaurant with an open concept and Balinese paced interior is able to attract tourists and food lovers to stop by and dine there. Some mainstay menu of Bebek Tepi Sawah that is the most attractive one is the menu Tepi Sawah Crispy or Grilled Duck. The fried duck is cooked in a traditional way, so that the meat is very tender but still crisp on the skin. As a complement, Tepi Sawah Grilled or Crispy Duck is served with Kalasan Balinese vegetables from stringbeans, *Sambal Matah* is a simple concoction of onion, lemongrass and chili doused with coconut oil.

Bebek Tepi Sawah Restaurant starts operating from 10:00 until 22:00. This restaurant is more known to the public because guests who have visited the restaurant are not only tourists but also artist, minister, ambassador to the former president of Susilo Bambang Yudhoyono. When Bali to host the Miss World 2013 pageant, contestants had the opportunity to visit Bebek Tepi Sawah restaurant and presented a menu of Tepi Sawah Grilled or Crispy Duck and *Sate Lilit* which is also a traditional food. The hope to introduce these dishes to the contestants of Miss World, the traditional Balinese food will be lifted and known to the world. In addition to the dishes, the contestants also entertained a variety of Balinese dances such as Pendet, Barong and Legong. After the show ended, the contestants are taught Balinese dance directly by the wife Nyoman



Sumerta who are also a reliable Balinese dancers. Has currently being known by the people, this restaurant apart from opening several branches in Bali has also opened branches in Yogyakarta. Located at Sleman, Yogyakarta, Bebek Tepi Sawah typically presents various types of cuisine, complete with natural atmosphere. In addition to Balinese and an open-concept interior, this branch also serves as rice terraces like the restaurant in the center of Ubud.

Contributions of Local Culinary Entrepreneurs in Developing Tourism in Bali

Culinary entrepreneurs as subjects of this research have made some contribution because they have created icons of some famous culinary business. Both contributions of the culinary entrepreneurs, Ibu Oka and Nyoman Sumerta, in supporting the Balinese culinary are as follows:

a) The Tourism Development through Local Menu

Both of these culinary entrepreneurs when establishing their businesses admitted that they do not have a specific way or team that to introduce the food they served in the stall or restaurant. The traditional way is still used to engage with consumers, receive input from consumers and then analyze the advantages and disadvantages of the menus offered. If the stalls and restaurants want to introduce a new menu, it is done by introducing the menu to the travelers, but most of the menu is the result of the creativity of entrepreneurs that do not change the originality of the taste. Warung Babi Guling Ibu Oka for example, adds vegetable soup on the Babi Guling menu to anticipate some of the visitors who cannot eat the Lawar. At first the menu was introduced by word of mouth, which means the information of the stalls and restaurants are obtained from friends who have visited the place while the current use of social media such as *Facebook* and official website has begun to be treated by using pictures and information uploaded via social media, the search on the internet for these objects of this study are listed on Trip Advisor that has reviews of their visitors. Bebek Tepi Sawah uses official web to share information about the restaurant, the website is also directly connected to other features in addition to information about the culinary, the visitors can also find information about Nyoman Sumerta activity or events held by the restaurant. Warung Babi Guling Ibu Oka does not indicate the use of



active social media even it is found out to have a facebook with the name of the stalls, but the account was created for the needs of the culinary connoisseur who wants to share the experience during a visit to Warung Babi Guling Ibu Oka without any involvement of the shop owner in managing this account. These stalls are joining the Fan page Indonesian Restaurant in Ubud.

b) Consistent in Keeping Taste and Originality

Consistency of the culinary entrepreneur can be seen on local menus that range from the menu offered to tourists. They are trying to maintain the originality of the menu with creativity that they have like Balinese local menus as Lawar and suckling pig that are served with more attractively so travelers are also motivated to taste the Balinese food. Babi Guling Oka has only one kind of main menu to keep the characteristic of the stalls, besides the traditional processing is also consistent with the use of firewood from trunk of coffee tree to create a unique flavor to the suckling pig. Bebek Tepi Sawah has a main restaurant that is equipped with duck as the main menu and rice paddy views in accordance with its name. The used spices retain its own flavor which is processed in order to maintain the confidentiality of recipes and flavors, while employees only provide the raw material.

c) Popularizing Balinese Culinary

The main types of food served by both culinary entrepreneurs are Balinese food. Both use signature food concept, the legendary culinary that has its popularity as an icon of the region. Food that is categorized as the signature food has not done a lot of innovations on the main menu. For example Warung Babi Guling Ibu Oka with its main menu, Babi Guling. Bebek Tepi Sawah, although seems to serve universal food, but its main menu is *crispy duck* which is cooked by Balinese spices and equipped with other Balinese food. Both entrepreneurs through their mainstay menus, have had roles to popularizing Balinese food to tourists. Balinese culinary that is maintain the taste to attract tourists especially when perform some innovation in terms of presentation and packaging so that Balinese culinary can be served as a souvenir. Popularizing Balinese food in the traditional way can still be said to be successful, though many campaign media that could be used like the social media.

d) Preserving Balinese Culinary



Consistency in presentation of the menu for decades is an attempt made by Balinese Culinary entrepreneurs as a contribution to preserve the Balinese culinary. The lack of recording and documenting of the Balinese food, has made some Balinese foods are rare to know or even served. But both Warung Babi Guling Ibu Oka and Bebek Tepi Sawah has made conservation and preservation of Balinese culinary in a way still serving Balinese cuisine in their stall, even though they have been developing their business over the years but the menu still support the taste of Bali.

e) Strengthening the Culinary Identity of Bali

According to Caplan (2003) in a book entitled "Food, Health and Identity" states food as language can be understood as a cultural system through a sense shaped by cultural and social control. Food is very complex because it can be associated with the customs, history, traditions of a region. The same with the culture, the food is the identity of a region, for example, suckling pig, *sambal*, *base genepare* Balinese culinary that exist in every district in Bali. All Balinese foods are sourced in spices or *base* and the characteristic of Balinese food is *basegenep* which is a complex seasoning. The use of *basegenep* is one form of maintaining the culinary identity in Bali. Although in a stall or restaurant presenting diverse menu but *basegenep* is the main ingredients that strengthen the identity of Balinese food. Directly, they have preserved it by presenting it on an ongoing basis without changing the taste and flavor of the food while maintaining the originality of Balinese food. Balinese culinary taste that are served by the stalls and restaurant owners have strengthened the identity of Balinese cuisine in the eye of the travelers of diverse Balinese culinary, as an identification of Bali as a tourist destination.

f) Supporting the Bali Tourism

Businessmen contributions in favor of Bali tourism through culinary business is shown by the consistency of culinary business they have founded. As a result of this culinary business activities have an impact on tourism in Bali. Culinary business evolved over the years has opened up opportunities of local food to be known by tourists. The food, stalls, and restaurants have created exciting and fun culinary activities for tourists, as well as introducing other types of local foods. Culinary business can be developed in Bali to lift various types of Balinese



culinary, with a touch of creativity that will increase the development of tourism in Bali. Travelers can easily find a shop and a restaurant serving Balinese food.

Businessman contributions in support of tourism in Bali have been shown to establish branding of Balinese food. The served Balinese menu has created branding of local Balinese culinary which also indirectly promote Balinese food for local and foreign tourists. Activity such as enjoying the local food menu is an activity that can directly introduce the traditions and culture of Bali. This activity became part of the stalls and restaurants in introducing the cooking traditions like Warung Babi Guling Ibu Oka which invite tourists to join the activities from butchering to the process into suckling pig and a variety of other foods, showing the tourists that they are still using firewood in cooking process and also introducing Balinese spices as mainstay in every Balinese cuisine. Bebek Tepi Sawah often hold events from time to time such as Balinese dance performances like Pendet, Barong, and Legong, so in addition to get the Balinese with flavors of Bali, visitors can also enjoy direct form of Balinese culture. Moreover, Nyoman Sumerta as the owner is also a painter of Balinese painting, so visitors may look around and buy the painting in the art shop owned by Nyoman Sumerta which is also available in the restaurant. The two businessmen also decorate their stall and restaurant premises with various Balinese ornaments such as sculptures, carvings and *poleng* fabrics which are identical to Bali so it reinforces the impression for the tourists. In addition, the culinary businesses are also into labor of many local people, mainly from local communities around the location.

V. Conclusion

Based on the discussion, the followings are the conclusions of this study. Bali as a tourist destination that also offers a variety of local culinary certainly has many competitors in sales. Culinary entrepreneurs contribute to two way directions in the context of local culinary preservation and the development of tourism in Bali. In the context of the preservation of the local culinary, Balinese culinary entrepreneur has successfully introduced and strengthened the identity of Balinese culinary menus to tourism industry. Tourism development has a great opportunity for them to offer the typical of local culinary menu, which is got from the riches of Balinese culinary. Correspondingly, in the context of tourism, Balinese culinary



entrepreneurs play an important role to strengthen the image of Bali tourism with the existing local gastronomic peculiarities. The tendency of tourists to enjoy local food when visiting a destination is responded by Balinese culinary entrepreneurs by providing Balinese cuisine. Role of both the business entrepreneurs in Ubud, Warung Babi Guling Ibu Oka and Bebek Tepi Sawah, in developing tourism in Bali cannot be separated from the local culinary influences into the main menu. Culinary entrepreneurs have a role in the development of cultural tourism, through three things: popularizing, preserving, and strengthening local culinary identity. As businessmen they show their role to the public in the context of the development of tourism in Bali in the culinary field. Bali with its local culinary diversity requires the attention of various parties, not only by the culinary entrepreneurs, but also support from the government and local residents of Bali, especially with regard to development and tourism policy to assist communities in exploiting and processing of traditional cuisine into culinary tourism product.

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