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## MASTER 2 ANGLOPHONE

### INTERNATIONAL HOSPITALITY MANAGEMENT

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**DEVELOPING COOKING  
CLASS PACKAGES AT  
SUPERMAN  
RESTAURANT, NORTH  
BALI AS A SPECIAL  
INTEREST IN TOURISM**



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## ABSTRACT

The relationship between food and tourism is not limited to the basic needs of tourists alone but has also developed into a differentiating factor between destinations by creating an atmosphere and experience that is memorable for tourists. This study aims to develop cooking class packages at Superman Restaurant by utilizing the activities of local villagers to then become a special interest tourist attraction.

This study uses a qualitative descriptive method with observation, interview, and documentation data collection techniques, meaning that in this study the author obtained the data needed by directly observing the facts, events, and phenomena of cooking class packages at Superman Restaurant and local community activities of Kaliasem Village which can be combined with cooking class packages to create special interest tourism.

From the observations, interviews, and documentation carried out, researchers used three local community activities in Kaliasem Village that did not have a bad impact on the environment to be collaborated with the Superman Restaurant cooking class package. This package can be used as a special interest tourist attraction in Kaliasem Village.

To be able to run a business, businesspeople must have a strong business plan, innovations that lead to the creation of new experiences for tourists, have responsibility for the environment where all policies or plans are ensured in advance of the impact that arises, and always carries out a gradual evaluation.

**Keywords:** development, cooking class, special interest, tourism.

## ABSTRAK

Hubungan antara makanan dan pariwisata tidak terbatas pada kebutuhan dasar wisatawan saja tetapi juga telah berkembang menjadi faktor pembeda antar destinasi dengan menciptakan suasana dan pengalaman yang mengesankan bagi wisatawan. Penelitian ini bertujuan untuk mengembangkan paket cooking class pada Superman Restaurant dengan memanfaatkan aktivitas warga desa sekitar untuk kemudian dijadikan daya tarik wisata minat khusus.

Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data observasi, wawancara dan dokumentasi, artinya dalam penelitian ini penulis memperoleh data yang dibutuhkan dengan mengamati secara langsung fakta, peristiwa, dan fenomena paket cooking class di Restoran Superman dan kegiatan masyarakat lokal Desa Kaliasem yang dapat digabungkan dengan paket kelas memasak sehingga tercipta daya tarik wisata minat khusus.

Dari observasi, wawancara, dan dokumentasi yang dilakukan, peneliti menggunakan tiga kegiatan masyarakat lokal Desa Kaliasem yang tidak memiliki dampak buruk terhadap lingkungan untuk dikolaborasikan dengan paket cooking class Superman Restaurant. Yang mana paket ini dapat dijadikan sebuah daya tarik wisata minat khusus di Desa Kaliasem.

Untuk dapat menjalankan sebuah bisnis, pelaku bisnis harus mempunyai rencana bisnis yang kuat, inovasi yang mengarah pada penciptaan pengalaman baru bagi wisatawan, memiliki tanggung jawab atas lingkungan yang mana segala kebijakan atau rencana dipastikan terlebih dahulu dampak yang timbul dan selalu melakukan evaluasi bertahap.

**Kata kunci:** pengembangan, kelas memasak, special interest tourism.

## SUMMARY

Superman Restaurant was founded in 1987 and innovated the sale of cooking class packages in 2010. After running for approximately four years, sales of this package declined until 2017 it did not get participants and was abandoned until now. According to UNWTO (2019), Culinary tourism is a type of tourist activity that characterizes the visitor's experience related to food and related activities while traveling such as visiting local people, participating in food festivals, and attending cooking classes. Many culinary businesses have succeeded in making a profit and can give rise to new businesses. However, not a few culinary business people have experienced failures caused by the lack of good ability and knowledge in processing food, management, determining the target market, and promotion (Suyanto, 2017). In practice, running a business must also carry out an innovation that is able to provide new ideas to become the basis for business development.

The relationship between food and tourism is not limited to the basic needs of tourists alone but has also developed into a differentiating factor between destinations by creating an atmosphere and experience that is memorable for tourists. This study aims to develop cooking class packages at Superman Restaurant by utilizing the activities of local villagers to then become a special interest tourist attraction.

This study uses a qualitative descriptive method with observation, interview and documentation data collection techniques, meaning that in this study the author obtained the data needed by directly observing the facts, events, and phenomena of cooking class packages at Superman Restaurant and local community activities of Kaliasem Village which can be combined with cooking class packages so as to create a special interest in tourism.

From the observations, interviews, and documentation carried out, researchers used three local community activities in Kaliasem Village that did not have a bad impact on the environment to be collaborated with the Superman Restaurant cooking class package. This package can be used as a special interest tourist attraction in Kaliasem Village.

To be able to run a business, businesspeople must have a strong business plan, innovations that lead to the creation of new experiences for tourists, have responsibility for the environment where all policies or plans are ensured in advance of the impact that arises and always carry out a gradual evaluation.



## CHAPTER I INTRODUCTION

### 1.1 Background

The tourism sector is one of the strategic sectors because it can spur the economic growth of a region with the development of its potential. Three aspects make it a strategic sector, namely economic, social and cultural aspects (Yakup, 2019). Tourism is a multidisciplinary activity involving several other sectors and its benefits can be felt by the community such as the creation of jobs and also generating of income for the government (Samimi et al., 2011). According to Indonesia Law No. 10 of 2009, tourism is a wide range of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and local government.

There are three types of main tourism in Indonesia, which are cultural tourism, natural tourism, and artificial tourism. In general, cultural tourism can be interpreted as a type of tourism activity by develops cultural tourist attractions that aim to add to the life experience for tourists. The Indonesian Ministry of Tourism categorizes the types of cultural tourism products into three groups, namely, cultural and historical heritage tourism, culinary and shopping tours, and village and city tours. (Palupi & Fitri, 2019). Culinary tourism has become something that must be done if visiting a place. It will feel less if traveling to an area does not try the typical culinary area. Although not a major tourist product, the presence of culinary tourism becomes a sub-product that supports the existing tourism potential (Besra, 2012).

The relationship between food and tourism is not limited to the basic needs of tourists only but also has developed into a differentiating factor between

destinations by creating an impressive atmosphere and experience for tourists. According to UNWTO (2019), culinary tourism is a type of tourism activity that characterizes the visitor experience related to food and related activities while traveling such as visiting local producers, participating in food festivals, and attending cooking classes. Many culinary businesses succeed in reaping profits and can rise new businesses. But not a few culinary business people experience failures caused by good ability and knowledge in processing food, mismanagement, promotion, determining the target market, and product pricing (Suyanto, 2017). Restaurants are a type of culinary business that is experiencing significant development.

**Table 1.1 Number of Restaurant by Regency/Municipality in Bali, 2012-2021**

Kabupaten/Kota <i>Regency/City</i>	Tahun /Year					
	2016	2017	2018	2019	2020	2021
Jembrana	76	76	76	134	136	158
Tabanan	32	40	40	80	80	119
Badung	823	823	823	823	823	728
Gianyar	504	505	622	612	952	053
Klungkung	31	31	146	243	245	375
Bangli	22	30	36	44	47	14
Karangasem	118	118	120	146	146	269
Buleleng	173	173	200	200	200	548
Denpasar	438	455	455	582	604	604
<b>Jumlah/Total :</b>	<b>2</b> <b>217</b>	<b>2</b> <b>251</b>	<b>2</b> <b>518</b>	<b>2</b> <b>864</b>	<b>3</b> <b>233</b>	<b>3</b> <b>868</b>

*Source: Tourism Department of Bali Province*

The data from the Bali Provincial Tourism Office, Buleleng Regency in 2021 as many as 548 restaurants and restaurants were recorded in Bali and in the last 6 years, the number has increased significantly. According to Government Regulation of Tourism and Creative Economy No.11 of 2014, restaurants are businesses providing food and beverage services equipped with equipment for the process of making, storing, and serving in a permanent place that does not move to obtain profits and/or profits.

As one of regency In Bali, in 2019 Buleleng Regency recorded 200 restaurants. As a means of Support Activities and tourism, those restaurants are spread from the east to the west of Buleleng Regency. One of them is Superman Restaurant, located in Lovina, Kaliasem Village, North Bali. The restaurant has been in existence since 1987. Superman restaurant serves Indonesian and Western food. Superman Restaurant is located on Krishna Street, Kaliasem Village. The assets from Superman Restaurant are not only the buildings but also fields that are used by owners to grow rice, vegetables, and some spices.

Tourists who come to North Bali generally come to see the dolphins. Tourists can see dolphins by joining dolphin tour services by the community. Dolphins will appear on the surface of the water and sometimes jump as it likes to show how beautiful they are (Putrajaya &Antara, 2014). Other marine tours that can be explored in Lovina are snorkeling, sailing, boating, and fishing (Purwahita, 2019). In addition to having the potential for marine tourism, other potentials can be developed into tourist attractions in Lovina, such as culinary tourism potential. Palupi & Fitri (2019) explained that the interest of tourists to travel to culinary places or culinary tours (food tours) reached 63%, and the interest of tourists to learn local food through direct practice (cooking class) was recorded at 62%.

As one of the old restaurants in Lovina, Superman Restaurant maintains the quality of service and taste of its cuisine. Not stopping there, the owner also opens a cooking class with an Indonesian menu in 2005. But the cooking class couldn't go as planned.

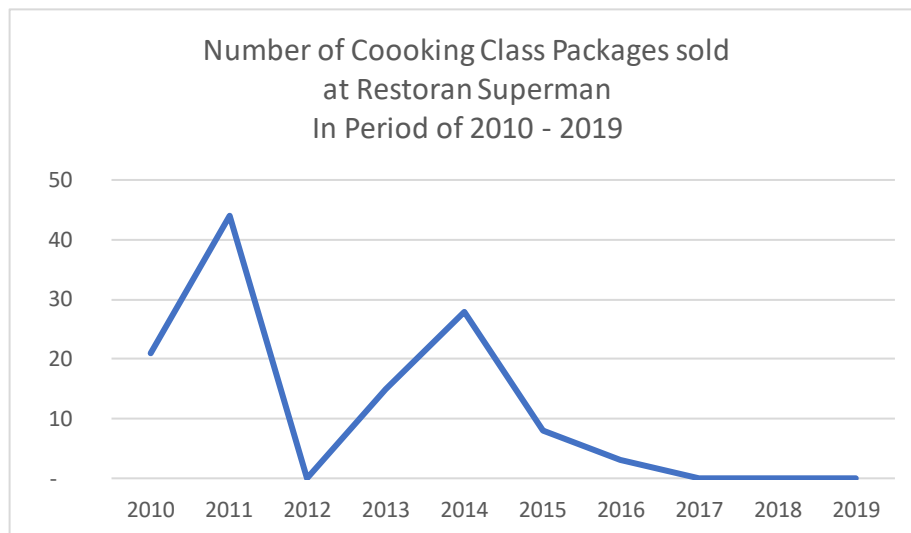


Figure 1.1 Number of Cooking Class Packages Sold at Superman Restaurants.

Source: Superman Restaurant

As can be seen in Figure 1.1, in 2014 sales of cooking class packages at Superman Restaurant began to experience a decline and in the last 3 years, there were no sales of cooking class packages. This became the basis for researchers to develop cooking class products in Superman Restaurant by utilizing the existing potential.

## 1.2 Problems Statement

From the observations, the researcher found several problems, that the owner of Superman Restaurant has no plans for the development of the cooking class program. A strategic location in the tourist area of Lovina, Kaliasem Village, Superman Restaurant has a private garden that is planted with vegetables and

spices and has a boat to provide guest who wants to take snorkeling packages and dolphin tours.

Kaliasem village also has a wealth of natural resources and diversity of activities of its residents which can then be combined into cooking class packaged as special interest tourism that does not have a negative impact on the environment.

### **1.3 Purposes of Research**

#### **1.1.1 General Purposes**

Based on the background description above, the purpose of this paper is to know the local people activities of Kaliasem Village that give a good impact on the environment. And then combined with the cooking package owned by Superman Restaurant to creates a special interest in tourism.

#### **1.1.2 Specific Purposes**

To develop cooking class packages in Superman Restaurant as special interest tourism which can attract more customers by engaging in local activities based on the environment.

### **1.4 Benefits of Research**

#### **1.1.3 Theoretical Benefit**

This research is expected to contribute to future research as both a source of supporting information and reference in the future. This research is useful to increase understanding of business development, especially in the tourism industry which begins with the identification of problems and then examines theories and applications in the field.

#### **1.1.4 Practical Benefits**

Carrying out a development innovation (extension) requires a clear plan. This research is expected to help Superman Restaurant in making attractive cooking class packages with existing potential that respond to the environment.

## CHAPTER VI CONCLUSION

This study aims to develop Superman Restaurant cooking class products that since 2014 have not received participants so that they cannot run anymore. From the observations, interviews and documentation conducted for approximately four months, there are four key to making a sustainable business:

1. Strong business plan foundation. Superman restaurant left one of the points of its business plan which is not to do promotions. All segments of the business plan are important and interrelated with each other. Promotional activities are not only carried out to introduce new products to consumers but also to keep reminding that the products/services of a business still exist.
2. Business innovation is important because humans have a bored nature and thirst for new things. Innovation is carried out to develop a business for its sustainability. Innovations that can be done are by collaborating the natural wealth of local villages to create special interest tourist attractions. Innovations led to the creation of new experiences for tourists
3. Responsible for the environment. The most important thing that needs to be considered in every business owner is their responsibility to the environment, both with the surrounding residents and the surrounding nature. The three packages launched at the evaluation stage have been carried out a study first, where it was found that the three activities to be collaborated have no adverse impact on the environment if carried out in accordance with applicable procedures and regulations.
4. Evaluation in every policy that has been implemented is important to improve quality and make a sustainable business. This evaluation activity should be

carried out regularly, daily, monthly, and yearly. With the evaluation, the small things that arise can be solve immediately before they become big things and are difficult to solve.

Like planting a tree, a business plan is like a piece of land, innovation is a seed, responsibility for nature is the fertilizer used and how to care, and evaluation is harvesting activities. To obtain a crop according to the plan, it needs loose and healthy soil, well treated by giving enough water and applying organic fertilizers that do not damage the soil elements. If the yield is not as desired or exceeds expectations, an evaluation and research must be carried out to answer the phenomenon.



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