

THESIS BY PROJECT

**CANNELE DINING SCENE DEVELOPMENT AND
MANAGING MENU AND CULINARY OFFERINGS:
A NEW ADDITION TO THE MULIA,
MULIA RESORT & VILLAS DINING SCENE**



POLITEKNIK NEGERI BALI

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**POLITEKNIK NEGERI BALI
BADUNG
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BADUNG
2025**

THESIS BY PROJECT

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The Master's Degree in Applied Tourism (M.Tr.Par)
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PREFACE

I deeply thank Ida Sanghyang Widhi Wasa (The Almighty God) for giving praises and allowing me to complete the project research entitled "Cannele Dining Scene Development and Managing Menu and Culinary Offerings: A New Addition to The Mulia, Mulia Resort & Villas Dining Scene."

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The author is aware that the thesis project is far from ideal. As a result, the author intends to learn even more by putting what has been learned into practice. This plan cannot exist without the guidance, input, and direction of many stakeholders. As a result, on this occasion, I would like to express my heartfelt appreciation to:

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ABSTRACT

The impetus of this research is the demand for popular patisserie products in Bali, which prompted The Mulia, Mulia Resort, & Villas to establish Cannele as their additional dining outlet to offer exquisite patisserie offerings. The study employs a POAC-based approach (Planning, Organizing, Actuating, and Controlling) supported by theories in Gastronomy, Menu Engineering, and Gastronomic Culinary. This study employs a qualitative approach, collecting data through observation, document study, interview, and focus group discussion. Findings indicate that The Mulia, Mulia Resort & Villas develop and manage Cannele through POAC management cycle. Menu management was conducted rigorously through menu engineering and trend analysis to classify items based on sales performance for operational analysis. The model that can be designed and applied is the operational management cycle. The comparison of menu categories shows a strong foundation for items in the Star and Plow horse and potential to the Puzzle. However, a significant number of items fall in dog categories. Patisserie/cake product line, ice cream, and coffee show the strongest performance. Meanwhile, the savory menu/main dishes and kids' menu demonstrate low sales. This study contributes valuable applied knowledge in culinary management and hospitality tourism, particularly in F&B product strategy within luxury hotel environments. It is recommended that a strong focus is required on evaluation and item optimization in the Dog category to streamline the menu portfolio and emphasize the existing strength.

Keywords: Menu Engineering, POAC, Patisserie

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya permintaan pasar akan produk patisserie yang populer di Bali, yang mendorong The Mulia, Mulia Resort & Villas untuk mendirikan Cannele sebagai outlet tambahan untuk memperkaya penawaran sajian patisserie yang lezat. Penelitian ini menggunakan teori POAC (Planning, Organizing, Actuating, dan Controlling) yang didukung oleh teori-teori Gastronomi, Rekayasa Menu, dan Kuliner Gastronomi. Penelitian ini menggunakan pendekatan kualitatif. Pengumpulan data dilakukan melalui observasi, studi dokumen, wawancara, dan diskusi kelompok terarah. Hasil penelitian menunjukkan bahwa The Mulia, Mulia Resort & Villas mengembangkan dan mengelola Cannele melalui siklus manajemen POAC. Manajemen menu dilakukan secara ketat melalui rekayasa menu dan analisis tren penjualan untuk mengklasifikasikan item berdasarkan kinerja penjualan untuk analisis operasional. Model yang dapat dirancang dan diterapkan adalah siklus manajemen operasional. Analisis rekayasa menu menunjukkan hasil positif untuk item dalam kategori Star dan Plow Horse dan potensi pertumbuhan untuk Puzzle. Namun demikian, sejumlah besar item termasuk dalam kategori Dog. Secara spesifik, lini produk patisserie/kue, es krim, dan kopi menunjukkan kinerja terbaik, Sedangkan, menu gurih/hidangan utama dan menu untuk anak-anak menunjukkan penjualan yang rendah. Studi ini memberikan kontribusi pengetahuan terapan yang berharga dalam manajemen kuliner dan pariwisata perhotelan, khususnya dalam strategi produk F&B di lingkungan hotel mewah. Disarankan agar fokus utama diberikan pada evaluasi dan pengoptimalan item menu.

Kata Kunci: Rekayasa menu, POAC, Patisserie

CHAPTER I

INTRODUCTION

1.1 Background

Bali, as one of provinces in Indonesia is famous for its tourist destination. As time goes by, many tourist attractions have developed into tremendous destinations. Many parties gain advantages from tourism development, such as local community, government, and national economies all benefit financially from tourism. This island is recognized by many countries and organizations for its beauty and hospitality. According to TripAdvisor, (2021), Traveler Choice Award, Bali was among the top 10 destinations in Asia. In addition, in 2022, Bali became Asia's Leading Wedding Destination 2022 and Asia's Most Romantic Destination in the World Travel Award. This results in a significant increase in the number of tourists who come to Bali. Therefore, Bali has become the best tourist destination in the world.

However, there are some differences in tourist preferences in the past and present. In the past, they looked for activities that would enable them to see monuments, museums, and other critical national landmarks. Now, tourists seek out cultural experiences where they may fully immerse themselves in a particular culture's cuisine and way of life. Kim & Eves (2012) identified five tourist motivations to consume local food. They are cultural experience, interpersonal relation, excitement, sensory appeal, and health concern.

Food tourism is a type of tourism that is influenced by the desire of tourists who travel to a place to make food, food festivals, restaurants, and locations that provide a variety of food festivals, restaurants and locations that provide a wide variety of food intending to try the food (Hall et al., 2004). The term "culinary tourism" sometimes known as "food tourism", refers to a relatively new and growing subcategory of specialized travel when tourists travel to different locations to sample local cuisine and fully immerse themselves in the culture of that location through their meals. This frequently also includes regional foods like cheeses, chocolates, and beverages.

Bali has many hotels which provide local or foreign cuisine. One of them is The Mulia, Mulia Resort & Villas in Nusa Dua Bali. The Mulia, Mulia Resort & Villas consists of three luxury properties, they are The Mulia, Mulia Resort, and Villas. The Mulia, Mulia Resort & Villas Nusa Dua Bali has 745 rooms, The Mulia consists of 111 rooms, Mulia Resort 526 rooms and Villas 108 rooms with lavish features including private balconies with jacuzzies and personalized butler service. This resort has been established since 2012. It is a luxurious suite-style hotel with access to a mile-long stretch of undeveloped white sand beach. The Oasis swimming pool, Bali's longest infinity pool and a beach front location is one of The Mulia's amenities and is only accessible to guests of The Mulia. The hotel also houses nine dining establishments that offer a range of cuisines. Additionally, The Mulia offers a spa for relaxation and body treatments. There are business facilities, tennis, and fitness centres for individuals who want to stay in shape. The Lounge is a prestigious dining space where guests can enjoy complimentary

afternoon tea and delectable appetizers and cocktails. The Mulia, Mulia Resort & Villas is one of Bali's most magnificent 5-star hotels and offers breathtaking views of the Indian Ocean. The tranquillity and beauty of the natural surroundings are reflected in the hotel. The Mulia, Mulia Resort & Villas welcomes visitors to enjoy Bali's calm beauty and the surrounding natural wonders in a posh setting by providing a wide range of amenities and services. Tourism development aims to enhance the economic activity driven by the tourism sector, which includes activities in related sectors and expectedly creates employment opportunities to contribute to community income growth. Providing comfortable and enjoyable services for tourists from different countries is necessary to ensure smooth operations. One of them is the provision of culinary attractions.

One culinary business worth noting is Cannele, which stands out due to its professional management team with extensive expertise and credibility in the field. The management has identified its target market as tourists staying at The Mulia, Mulia Resort & Villas, Bali, and guests from outside the hotel. Based on field research, the location of Cannele is highly strategic due to its presence inside one of the best luxury five-star hotel areas in Bali. The Mulia, Mulia Resort & Villas Nusa Dua Bali is chosen as the place to conduct the business projects because this hotel is one of the best luxury hotels in the world. This is seen through many awards that it has achieved. In 2024 it achieved Conde Nast Traveler's Readers' Choice Award as the top 10 Resorts in Indonesia, Travel + Leisure World's best Awards as 20 best resorts in the world (The Mulia), 7 Best Resort in South East Asia (The Mulia) and 2 best Resort in Indonesia. According

to travel+leisure, The Mulia, Mulia Resort & Villas was categorized as world's top 500 hotels. It also achieved TripAdvisor Travellers' choice award as top 10% of hotels worldwide. In addition to this, The Mulia, Mulia Resort & Villas achieved Forbes Travel Guide Five-Star Hotel Award and Forbes travel guide four-star hotel award for The Mulia, Mulia Resort & Villas Nusa Dua Bali.

Cannele, as part of The Mulia, Mulia Resort & Villas Nusa Dua Bali was created to provide the best dining experience for international and local customers. However, based on the observations there was no popular pastry products in Bali. Bali as international tourist destination should offer a diverse culinary experience, including pastry products. Therefore, The Mulia, Mulia Resort & Villas Nusa Dua Bali as one of the best luxury hotels in Bali constructs patisserie restaurant named Cannele which allows customers to sample and order takeout meals from other cultures, such as French, Italian, Western, Asian, and Balinese cuisine. Cakes, bread, chili sauce, jam, and cold cuts are among the products that can be ordered for takeout. The design of Cannele business project can be seen in figure 1.1 and 1.2.



Figure 1.1 Cannele Layout and Images
(Source: Wenten, 2025)



Figure 1.2 Cannele Indoor Layout
(Source: Wenten, 2025)

The trend of bakery business in Indonesia is growing from year to year. As reported by Solusibisnis.co.id (2023), the bakery business in Indonesia is predicted to grow even faster. Several factors make the bakery business grow in Indonesia, including increasing consumer needs, ease of doing business, improved technology, Indonesia's good economic development, and healthy competition. Boyarsky (2024) reported that the global bakery market was valued at \$331.37 billion in 2020, and it is anticipated to grow to \$436.91 billion by 2026. Major firms play a significant role in getting bakery goods into the hands of hungry consumers all around the world. Retail bakeries generated about \$3 billion in sales in 2019, compared to \$31 billion in sales from commercial bakeries.

The development of Cannele's dining and the administration of menus and culinary offerings at Cannele: A new addition to the dining scene at The Mulia, Mulia Resort & Villas Dining Scene have not been the subject of any research or projects. Therefore, it is deemed pertinent and important to make this scientific work in the form of a project. This study aims to investigate the concept behind Cannele's menu and culinary offerings, and how it differs from other dining options at The Mulia, Mulia Resort & Villas. Moreover, it reveals how guests perceive the quality and value of the food at Cannele compared to other restaurants at The Mulia Bali. The results of this study may have substantial implications for The Mulia Resort dining options. The Mulia, Mulia Resort & Villas could boost its entire eating experience and draw more visitors by comprehending the idea behind Cannele's menu and how it varies from other dining alternatives at the resort. Additionally, the resort might alter its menu and

pricing plan to fulfil visitors' expectations and boost revenue. It is done by learning how they see the quality and value of the food at Cannele in comparison to other restaurants at The Mulia, Mulia Resort & Villas. Overall, this study may offer insightful information about how Mulia Resorts may continue to offer outstanding dining experiences to its visitors while maintaining its competitive advantage in the hospitality sector.

1.2 Formulation of Problems

- a. What is the process of The Mulia, Mulia Resort & Villas Dining Scene in developing a Patisserie Dining Place?
- b. How does The Mulia, Mulia Resort & Villas Dining Scene manage the Menu and Culinary Offerings at Cannele?
- c. What model can be designed and applied from the menu and culinary offerings at Cannele managed by The Mulia, Mulia Resort & Villas Dining Scene?

1.3 Objective of The Study

This research effort aims to accomplish two objectives. They are general and specific objectives.

1.3.1 General Objectives

The general objective in this business project is to improve gastronomic experience of The Mulia, Mulia Resort & Villas Dining Scene through the high-quality and innovative arrangement and menu management in Cannele.

1.3.2 Specific Objectives

Specifically, this project will aim to describe the process of developing a Patisserie Dining Place, how The Mulia, Mulia Resort & Villas manage the menu and culinary offerings and the model which can be designed and applied from the menu and culinary offerings at Cannele?

1.3 Significances of The Study

It is expected that Cannele projects can bring significance to many people and institutions. The significances of these projects are theoretical and practical significance.

1.4.1 Theoretical Significance

The theoretical significance of this project is to give contribution to the development of knowledge about menu management and culinary offerings. Methods, and techniques used by Cannele Chef can be compared to create interesting, varied, beneficial menu and culinary offerings.

1.4.2 Practical Significance

The practical significances of this project are beneficial for student, Politeknik Negeri Bali, and for The Mulia, Mulia Resort & Villas Nusa Dua Bali

a. For Student

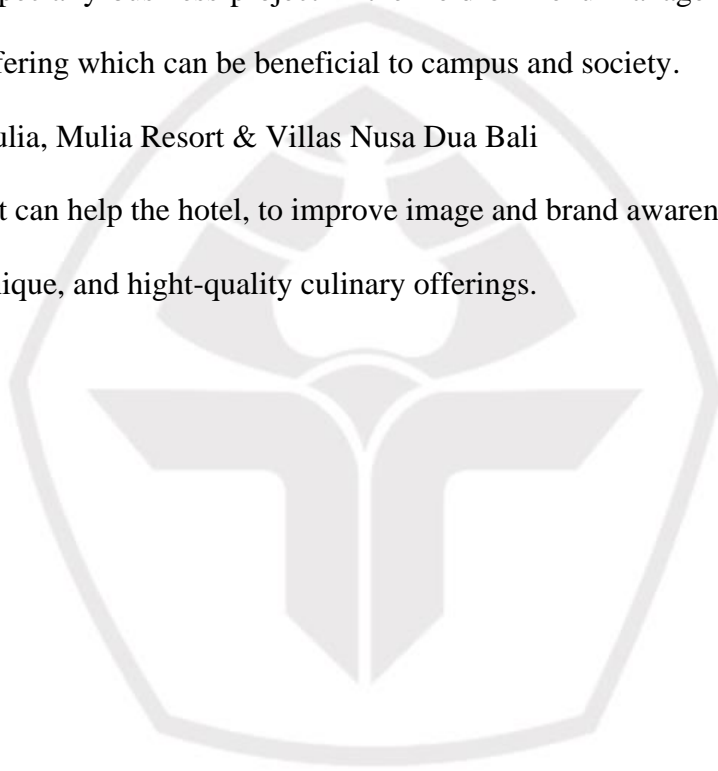
This project can give students knowledge and insight about POAC management applied in restaurant business so that they can improve their skill and competency especially in menu management and culinary offering.

b. For Politeknik Negeri Bali

This project can add contribution to the development of knowledge and research especially business project in the field of menu management and culinary offering which can be beneficial to campus and society.

c. For The Mulia, Mulia Resort & Villas Nusa Dua Bali

This project can help the hotel, to improve image and brand awareness by showing unique, and high-quality culinary offerings.



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CHAPTER VI

CLOSING

6.1 Conclusion

The Mulia, Mulia Resort & Villas in managing menu and culinary offerings at Cannele reflects a comprehensive and holistic process. A strong foundation is built through a well planning based on deep research toward the market trend, customer preference, and exploration of culinary innovation. Data analysis becomes a guidance in conceptualizing menu which aligned with brand identity as well as attracting various customer.

Organization aspect also plays crucial role by implementing cross function's structure involving experts from food and beverage management, marketing, and operational. This collaboration guarantees integrated culinary experience, start from menu design until last serving. Well-defined commando chain facilitates efficient communication and smooth synergy between chef and other kitchen staff.

In actuating stages, well-skilled and experienced culinary team are given enough space to express their creativity by maintaining the standard of brand quality. The training and sustainable development are implemented to ensure the mastery of food protocol safety as well as standard of modern service provided by the team. The commitment to professional growth which sharpen the innovation and excellence, enables the team to consistently the best culinary dish in Cannele.

A tight quality control becomes inseparable part of menu management and culinary offerings. Monitoring and evaluation are done carefully to ensure every dish fulfil the highest standard such as taste, serving, and consistency. The evaluation of taste and collection of feedback involve culinary expert regularly to collect precious information and insight as well as conduct necessary adjustment to menu and culinary offerings. The process ensures the relevance, innovation, and balance with the quest preference is always aligned.

6.2 Recommendation

To sustain the excellence and relevance of Cannele in the middle of dynamic culinary landscape, it is recommended that The Mulia, Mula Resort & Villas always conduct market research and data analysis regularly. The exploration of the newest culinary trend, the shift of customer preferences, and innovative cooking methods should become main priority. In addition to this, the improvement of training and development program need to be done to make sure that the skills and knowledge of culinary team are always updated.

To maintain Cannele's position as the best luxurious patisseries destination, improvement of marketing and promotion strategy becomes a must. The collaboration with culinary influencer, food blogger, and lifestyle media can increase its visibility and credibility. Besides that, the unique and unforgettable culinary experience such as exclusive culinary show or the chance to interact with famous chef will help to build loyal customer basis and strong brand ambassador.

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