

THE IMPROVEMENT OF CREATIVE INDUSTRIES-CULINARY SMES IN THE TOURIST DESTINATIONS OF THE GREATER BANDUNG REGION

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Abstract. This research aims as consideration in formulating policies, regulations, strategies, and culinary tourism feasibility studies to be sustainable. The development of culinary products as a model for culinary tourism development in Indonesia. It aims to improve the welfare of small and medium creative industries in the food and beverage sector in the Greater Bandung area. Data collection techniques with direct interviews and questionnaires. The data analysis method used is the SWOT analysis. The results of this study indicate that culinary business opportunities in the Greater Bandung Region are considered high, but the lack of capital, knowledge, and regulations that are still lacking makes culinary SMEs in Bandung less developed. Some things that must be considered by SMEs to support business, namely knowledge, and experience, product uniqueness, product innovation, capital, courage to do business.

Keywords: *Culinary SMEs, Tourist Destination, Business actors.*

1. INTRODUCTION

Food and Beverage Industry is a sector with gross domestic income which tends to increase in Indonesia. In 2008, the GDP value of the food and beverage industry reached USD 20 billion and grew by an average of 16% annually. In addition, this industry is an absorbent of the number of workers in Indonesia. In 2010, the food and beverage industry absorbed 3.6 million workers or an increase of 3.28% compared to 2009. Another performance of the food and drink industry was shown by an increase in the value of exports during the period January-August 2010. The export value of industrial food has been increased by 16% and drinks 13%.

Currently, the food and drink industry is considered as an export commodity in West Java. This industry contributes greatly to the number of non-oil exports. In 2013, the contribution of food and drink exports in West Java was 58.70%. The following details the acquisition of exports of processed food products.

Food exports decreased in 2012 and 2013 when compared to the acquisition in 2014, namely US \$ 194,890 and the US \$ 181,059. This shows the competitiveness of eating and drinking has decreased. Although West Java is one of the bustling tourist destination provinces in Indonesia. For more details, here are the details:

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Table 1. The Export Value of the Finished Food Industry in West Java in 2011-2013 (in thousands of US dollar)

No.	Export of The Finished Food Product	Year		
		2011	2012	2013
1.	Snacks	13.004	13.266	17.105
2.	Meats	1.258	647	1.061
3.	Fresh fruit products	27	447	690
4.	Fresh Vegetables	17	28	31
5.	Processed fruit	101	0	12
6.	Processed Vegetables	65.816	53.171	56.686
7.	Juices	3.921	4.078	7.373
8.	Coconuts	6.450	4.248	2.006
9.	Beers and Wines	0	38	0
10.	Cutting flowers	421	661	820
11.	Processed Coffees	9.519	9.704	11.384
12.	Herbs and Spices	132.360	106.193	80.852
13.	Other processed products	1.708	2.409	3.038
	Total	234.603	194.890	181.059

Source: IPB, Integrated Information System for Exported Leading Food Products, 2013

Table 2. Data of Tourist Visits to Bandung City in 2009-2011

Year	Foreign Tourist	Domestic Tourist	Number of Tourist
2009	168.712	2.928.157	3.069.869
2010	180.603	3.205.269	3.385.872
2011	194.062	3.882.010	4.076.072

Source: Central Statistics Agency of Bandung, (2012)

The Table 2 shows the increase in the visit to the city of Bandung each year, both foreign tourists and domestic tourists. This shows that the city of Bandung is visited and the growth of tourist attraction becomes an important thing to continue to be developed, including culinary tourism. This culinary tour of the Greater Bandung Product has advantages in terms of good taste and affordable and realistic products. But unfortunately, culinary products of the Greater Bandung Area are still less popular than other culinary products from Surabaya, Semarang, Bali, etc. The need for the development of culinary tourism in the Greater Bandung Area. This has led researchers to raise the title of The Improvement of Creative Industries - Culinary SMEs in The Tourist Destinations of The Greater Bandung Region.

2. LITERATURE REVIEW

2.1 Creativity

Creativity is important in the development of tourism. This is channeling ideas in the form of products so that they are competitive and have value. Of course, this creativity can be in the form of channeling ideas that have never existed in the form of products or existing product innovations.

Howkins (2007: 6) states three important requirements for presenting creativity, namely personal, originality, and significance. In theory, Howkins emphasizes that creative is personal and not object. Creativity does not always require people to work inside themselves. There are several other creative works that involve and even grow successfully in a group. Creativity itself has no economic value, but its creative form can be seen in the form of products or services that can be sold to produce commercial value. Creativity can also create many other values such as social values and personal values. However, creativity itself must be sustainable to create values.

2.2 Creative Industries

Creative industries are defined as a collection of economic activities related to the creation or use of knowledge and information. Creative industries are known as creative economics because ideas that are realized into products can produce economic value. The Indonesian Ministry of Trade defines the creative industry as an industry that originates from the use of individual creativity, skills, and talents to create prosperity and employment to produce and exploit the creative power and creativity of the individual.

Creative industries in the contemporary sense carry economic potential that is felt in terms of production, employment income, and fulfillment of consumer demand. The creative economy consists of all transactions in creative products. According to Howkins (2007), the creative economy consists of advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, research, development, software, games and toys, television shows, radio broadcasts, and videos.

The Government of Indonesia through its Ministry of Trade (Ministry of Trade, 2007: 33) establishes the domestic creative industry to include 14 sub-sectors consisting of (1) advertising, (2) architects, (3) arts and antiques, (4) crafts, (5) design, (6) modes, (7) video film and photography, (8) interactive games, (9) music, (10) performance art, (11) printing and publishing, (12) computers and software, (13) television and radio, (14) research and development. Recently, the government included the culinary sector as the 15th creative industry.

According to the United Nations Conference on Trade and Development (UNCTAD), the creative economy is a developing economic concept based on creative assets that have the potential to produce economic growth and development. The UNCTAD model tries to expand the idea of creativity from a traditional understanding of artistic activity as

“... every economic activity that produces symbolic products with great dependence on intellectual property and for the widest possible market ...” (UNCTAD, 2010: 7).

UNCTAD distinguishes upstream activities (traditional cultural activities such as performing arts or visual arts) and downstream activities (activities that are closer to economic markets such as advertising, publications, or related media activities). This model sees the cultural industry as part of the creative industry.

2.3 Culinary Tourism

World Food Travel Association (2012) that culinary tourism means as a discovery of unique culinary experiences and will always be remembered, both in long and short trips.

Thiruggnanasambantham (2011) stated that “culinary tourism refers to trips made to certain destinations where local food and drink is the main driving factor for traveling”.

Howkins, J. (2007), “culinary tourism is not grandiose for exclusives, it includes a unique and memorable gastronomic experience, not just restaurants that rank four stars or better and include food and all types of food drinks”. Explain the importance of experience, traditionally, and the uniqueness of food. This is done in order to have the competitiveness of the culinary tourism industry.

3. METHODOLOGY

This research was conducted using exploratory surveys and SWOT analysis. In literature studies, a literature review is conducted to understand the theoretical basis for conducting in-depth interviews. Measuring all constructs and research indicators used a research questionnaire distributed in the Regency/City of Bandung as a food and beverage tourism culinary SME that was the respondent.

4. FINDINGS AND DISCUSSION

Based on observation, several small and medium-sized businesses that meet the indicators of business actors-according to tourism destination-to receive training for coaching and developing Culinary SMEs:

Table 3. Type of Culinary and Culinary Place in the Greater Bandung Region

Type of Culinary place	Culinary
Street vendors	Bandros, Surabi, Lotek, Batagor, Ice Cream, Bandrek, Cuanki, Bajigur, Genjrot Tofu, Cendol, Karedok, Peuyeum, Coconut Ice, Seblak, Poci Iced Tea, Fried, Sausage, Fresh Milk and Yogurt, Egg Crust, Brain- Brain, Ice Candle, Sticky Talent, Green Bean Porridge, Fruits, dumplings
Food stalls	Meatballs, Fried Rice, Pecel Lele, Sundanese Food, Padang Food, Fried Chicken, Gado - gado, Chicken Soto, Yamin, Chicken Porridge, Sticky Rice Roasted
Souvenir snacks	Brownies Cake, Various Snack, Various Candied, Various Wet Cakes, Various Cakes and Breads, Various Chips, Various Fish Chips, Fruit Chips

Sources: Analysis Result, 2016

From the results of field observations, there are culinary centers in the Greater Bandung area, including:

- Bandung Zoo
- Geologi Museum of Bandung
- Cihampelas Shopping Center
- Cibaduyut Shoe and Bag Center
- Riau and Dago Outlet Factory Centers

- Trans Studio of Bandung
- Ranca Upas Camping Field
- White Crater (Kawah Putih) in Ciwidey
- Situ Patenggang in Ciwidey
- Strawberry Tourism in Ciwidey
- Ciater Hot Springs
- Tangkuban Perahu in Lembang
- Floating Market in Lembang
- Elephant Village in Bandung
- Cinulang Waterfall in Cicalengka
- Saung Angklung Mang Udjo
- Situ Ciburuy in Padalarang
- Saguling Reservoir

After identifying the location and type of culinary in the Bandung area, the authors conducted a swot analysis as follows:

Table 4. SWOT Analysis of Culinary SMEs in the Greater Bandung Region

<p>Strength:</p> <ul style="list-style-type: none"> - Bandung Raya has been known as a culinary tour (street vendors) - The culinary center is in a tourist attraction - Bandung Raya is one of the regions with the highest number of visits in Indonesia 	<p>Weakness:</p> <ul style="list-style-type: none"> - Location of culinary area is not well organized - Inadequate landfills - Less hygienic for tourists - Lack of capital to develop the business - Mindset as a seller is not as a business, so it produces small profits - Lack of knowledge to develop a business
<p>Opportunities for government:</p> <ul style="list-style-type: none"> - Creating a Sundanese snacks culinary area that is organized and good management - If it is profitable, the government can collect the culinary area fees - The position of Bandung Raya which is visited a lot, has the potential to hold events in the culinary area or create a culinary festival 	<p>Threats:</p> <ul style="list-style-type: none"> - Despite being in the center of tourism, sales have declined because the private sector has a tourist-friendly business management - Prices are less competitive so tourists prefer kiosks that already have a good image even though the price is expensive.
<p>Opportunities for Culinary SMEs:</p> <ul style="list-style-type: none"> - Developing a business by applying for a KUR loan at a bank 	

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- **The number of visitors is directly proportional to the culinary demand**
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Source: Analysis Result, 2016

From the above table shows the opportunities for SMEs development in Greater Bandung. For this reason, business development must be made from knowledge, partnerships, network of institutions, government, and other external factors that support the development of the business. Even so, the good cooperation of tourism managers, business people, and the government gives a positive impression on visitors related to the sustainability of small and medium businesses in the tourist area.

5. CONCLUSION

The Greater Bandung area is a popular tourist destination in Indonesia. This encourages the growth of SMEs which is growing rapidly, one of them is culinary. Culinary business market opportunities are considered high, but the lack of capital, knowledge, and regulations that are still lacking makes culinary SMEs in Bandung less developed. Some competencies that must be possessed by Culinary SMEs, in order to become prosperous entrepreneurs are as follows: Entrepreneurs must understand their business, entrepreneurs must have knowledge and experience, make food business different from others, provide new ideas in making types of food to improve business development, how to make bank loans, be brave in doing business, record revenue and costs, make promotions, collaborate with suppliers, and how to determine prices.

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