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I. INTRODUCTION

1.1 Background

Tourism industry is one of the largest industries in Indonesia, it contributed 153.25 trillion rupiahs or 3.09% of the total bruto domestic product of Indonesia in 2010 (Ministry of Culture and Tourism of Indonesia, 2011). It was also one of the significant national economic resources. Tourist arrival to Indonesia in 2011 reached 7.7 million people, increased from 7 million people in 2010. This was, so far, the third largest industry in Indonesia after oil and gas industry and palm oil industry.

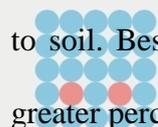
Culinary has become a secondary or even primary reason that adds value to tourism. Consuming food products is the most enjoyable activity during tour session. And the interesting fact is that, budget for this activity is the last thing tourist would like to cut off (Pyo et al, 1991). A research from Teffler & Wall (1996) also found that consumption could consume up to one-third of the budget for travelling. These tell us that consumption by tourist will give significant contribution to local restaurant, food industry, and in the end, accelerate economic growth of destination region.

Culinary tourism, which embedded into food service provision, is a vital support for the tourism industry. The food processed in culinary tourism may origin from local farmer, or imported. Local resource imply employment of native farmer, while imported food means loss of devise, and missing chance of local product development. Furthermore, this may diminish the income for local farmer and cattle.



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Henderson (2004) had investigated tourists' behavior in deciding what kind of food they prefer while touring to Singapore. In general, tourists tend to choose traditional cuisine which they don't find in their origin area. Au and Law (2002) also stated that the main reason for tourists to visit Hongkong was to experience its traditional dishes. Urban tourists have their preference in choosing their food needs to consume traditional or 'back to nature' food over modern food which has undergone very much of processing.

Demand for locally grown, raised, and processed food has exploded in recent years, despite the ambiguity of its definition. Political boundaries (counties, states, regions) are often used to determine whether or not a food is considered "local." In his study, Wilkins (2002) found that the definition of local food focused on distance and physical accessibility, in addition to specialty or uniqueness of products.

Local food supply chains, typically shorter than traditional food supply chains, allow consumers to make value-judgments based on direct communication with producers. Local food is most commonly associated with the first two descriptors of sustainable agriculture: environmentally sound and supports local economies. George (2011) believed that local food reduce fossil fuel use and pollution by virtue of the shorter distance between producers and consumers and in the same time employ less preservative chemical intensive or is less detrimental to soil. Besides that, shorter supply chains give farmers the ability to capture a greater percentage of the food dollar than in a longer supply chain.

Furthermore, Wasserman (2009) affirmed the importance of local food to meet a diverse set of culinary, dietary, and values based expectations while also



delivering real benefits to our public health, social well-being, and the environment. In producing sustainable food, at least there were four attributes that should be embedded on local food production. That include a desire for food that is:

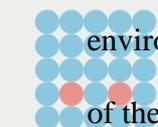
1. Green, as in it was produced in a manner that protects and restores local and global ecosystems
2. Fair, as in no one along the production line was exploited for its creation
3. Good, as in the individuals and local communities involved in its production

However, besides providing leisure and getaways, tourism can act as a time bomb: potential hazard of environmental, social, and cultural disturbance. Indeed, in some cases, tourism development harms local agricultural production by attracting land and labor away from the agrarian sector. Good incentive in tourism industry has shifted farmers into tourism-related workers. A study by Torres (2003) illustrated the phenomena of appealing income of tourist guide in Cancun, which quadrupled their previous income as a farmer. This condition might threaten the sustainability of food service provision industry in the respected tourism area.

Waste is another story. Consumption of culinary service does produce food-related garbage, whether it's leftover food, or discarded packages. Besides downgrading tourists' experience, garbage also negatively impacting environmental development, causing unpleasing stench, and diminish the beauty of the scenery.

However, the negative impacts of tourism cannot prevent us from stopping the development of food service provision to support tourism on the subsequent

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areas. The respecting stakeholders should formulate a strategic approach in developing an ecosustainable culinary tourism. As long as tourism continues to developing and negative consequences still occur, strategic planning and development become more and more crucial. Sustainable culinary tourism could reduce the tension and friction resulted from complex interaction among tourism industry, visitor, environment, and local community.

The ecotourism declares four pillars or principals for a responsible tourism: minimize environmental impact, respect to local culture, maximize benefits for local residents, and raise tourists' satisfaction. In term of sustainable culinary tourism, these objectives could be translated into following principles:

- Accomplish legal aspects on their daily operational
- Develop environmentally and socially friendly building site
- Maximize utilization of local resource and employment of nearby community
- Implement sustainable pattern of local raw materials
- Retain sound profitability with fair trade scheme to the employees and vendors
- Provide maximum service for the tourists in term of food quality and safety
- Provide proper waste management

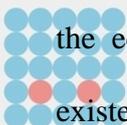
An ecotourism activity may lead to positive impacts for its local resident. Tafalas (2010) reported the influence of ecotourism development to social and economy aspects of Raja Ampat, Papua residents. Residents' income was boosted from 325,000 rupiahs/month to 899,000 rupiahs/month. The varieties of occupation are flourished. Besides farmer and cattle, now are also available vacancies for tourist guide, hotel or restaurant entrepreneur, and local souvenir



crafters and merchants. Monkey Mia and Harvey Bay sanctuaries in Australia have contributed 5-11% to regional economy income and 2-4% to total national income (Stoeckl et al, 2005). Tourism in Menjangan Island has added direct income to the local residents by 15% (Sunarminto, 2002).

To make sure that ecotourism is implemented well, ecolabelling schemes are introduced. According to Agenda 21, which is approved by 182 countries during the 1992 United Nations Earth Summit (or Rio Summit), there is an emphasized need for businesses to comply with environmental regulations and policies to mitigate global environmental problems. Thus, Ecolabelling schemes, environmental certifications and awards, and environmental quality assurance and evaluation systems are currently being utilized as instrumental tools by the tourism industry in developed nations for protecting the natural environment on which the industry depends (Sasidharan et al, 2002). This scheme can act as an entrance to the better development of community in tourism destination areas.

Puncak area is part of the Bogor-Puncak-Cianjur (Bopunjur) region in administrative district of Bogor regency and Cianjur Regency. Lies in Gede Mountain slope, Puncak beholds numerous strategically functions, from sanctuary and water reservoir area, plasma source, and buffer zone, farm and non-farm development, up to national-level tourist destination. Due to its significant geographical location, Puncak is considered as winter land area which safeguards the ecological lives of its surrounding areas: Depok, Bogor, and Jakarta. The existence of Puncak area is heavily stressed since its disturbances may impact other vital areas (Marsusanti, 2007).



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As favourite destination, Puncak Area has Gunung Mas Plantation, Telaga Warna Lake, Taman Matahari amusement park, and other nature-based tourism destinations. Whichever tourism activity tourists choose, culinary always engaged. Thus, food service becomes a fundamental tourism supporting aspect.

From 122 restaurants and food stalls registered in Bogor Regency Culture and Tourism Office (*Disbudpar*) that located in Puncak area, mostly serve Sundanese and Indonesian food like roasted chicken, satay, or sautéed vegetables. Some street hawkers also sell roasted corn or sweet potato. Most of the raw material are obtained from local production, since Puncak also well-known as vegetable producer, and cow/sheep breeding area. Cimory Restaurant provides fresh milk and sausages, and both are produced locally. Other chain restaurants that serve pastas, international, or sea food obtained their raw material from other cities like Bogor, Jakarta, or Sukabumi.

1.2 Problem Definition

Clash between tourism industry and residents whose interest in Puncak area conservation has taken place a long time ago. On one side, Puncak-area is well known as tourist and farming development area, while on the other hand, acts as water conservation for Ciliwung River.

Food service industry was conduct business as usual, but the extent to which it had impacted local farmers or economies was unknown. Furthermore, awareness around the local food procurement program centered on sustainability issues was only understood at a fairly shallow level.

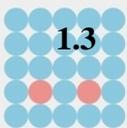


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Another identified challenge regarding food service, is at At-Ta'awun rest area. Several street hawkers were gathered below the mosque entrance. At first, they served the visitor by provided local-harvested roasted corn. Problem came when there were too many visitors and too many street hawkers gathered and litters were accumulated with no proper waste management implemented. Yet, some of the street hawkers were illegal and fooled around with government official. This sure is significant hindrance in developing a sustainable food service provision.

From this point, there are challenges to overcome. And yet, several issues are identified:

1. What kind of mechanism (development aid, policies, guidelines or assistance) these culinary actors use to sustain the food service activity for present and future use?
2. What private organizations or government agencies maybe involved in planning, developing, and managing the value chain of culinary tourism in Puncak?
3. How was the performance of existing food service industry in Puncak and how can they contribute to local economy, and at the same time, impact environment, and socio-cultural aspects?



1.3 Purpose of The Study

The purpose of this study is to investigate the existing condition of food service industry in Puncak in terms economic, social, and environmental aspects, and propose upgrades to promote its sustainability.

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This study, therefore, seeks to identify and examine the inter-relationship, means, and effectiveness of these organizations to implement and sustain food service. The characteristics of a sustainable tourism approach establish the basis on which the planning development and management of the food services were examined, significant issues were identified, and recommendations were suggested.

The purposes of this research are:

- To develop a value chain methodology that incorporates multi-participants into the strategic level of food service industry development
2. To map all respected stakeholders in the development of observed food service provider in Puncak, and describes their tasks and authorities
3. To compare the performance of observed existing food service provider business in Puncak and identify its impact to economy, environment, and socio-cultural aspects.

1.4 Benefits of the Study

This research is expected to give new standard for developing a more responsible tourism, especially in culinary tourism by evaluating the food service provider. The benefits from this study are:

1. For the Regional Planning and Development Office as government stakeholder, this research can be made as initial suggestion in developing land use or land utilization policy in a more eco-friendly way especially for food service providers.



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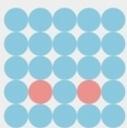
2. For associated food business, this research is an opportunity to self-assess their business about its sustainability in economic, environment, and social aspects.
3. For local resident, this research accommodates their aspiration as a party that experiences direct impact of tourism activity in Puncak
4. For the writer, this research is an opportunity to apply his knowledge and test his hypotheses in term of sustainability business development.

1.5 Scope of Research

This research was portrayed the issues faced by multi stakeholders in food service industry in Puncak area, in the extent of culinary as the main key in supporting tourism activity. The food service provider was categorized into three sections: large-scale or chain restaurant, middle-size restaurant or cafe, and small-scale street hawker. This research was conducted in Puncak Area, within Ciawi, Megamendung, and Cisarua sub districts.

Value chain means all actors associated in the development and implementation of food service business in Puncak area. Impacts means all positive or negative effect caused by the food service activity.

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