

## INCREASING INNOVATION AND HYGIENE OF CULINARY OFFERINGS IN THE IMPLEMENTATION OF TOURISM DESTINATION ACTIVITIES IN BOGOR REGENCY

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### Abstract

The Bogor district government is aggressively increasing the need for workers in the tourism sector. One of the activities is by providing training to tourism sector workers in the Bogor district. This activity was sourced from the Republic of Indonesia's Non-Physical Special Allocation Fund (DAK) for the 2022 Fiscal Year. The Bogor Regency Culture and Tourism Office held Training on Increasing Innovation and Hygiene Culinary Serving in Tourism Destinations at Taman Bukit Palem Resort, Pancawati, Bogor Regency. The training participants consisted of 36 participants who worked in the tourism sector such as cafes, hotels, restaurants, and resorts in the Bogor district. The implementation of these activities is in the form of training on creativity and innovation by involving the participation of tourism sector workers.

**Keywords:** Culinary, Destinations, Innovation, Hygiene, Tourism.

### INTRODUCTION

Bogor Regency is one of the administrative regions in West Java which is located close to the city of Jakarta. This makes the Bogor Regency area as one of the favorite tourist visits for the people of Jabodetabek. Bogor has various types of attractions, ranging from nature, culture, and man-made products. Bogor Regency is one of the favorite places for tourists in the West Java region to just take a walk or vacation.

Pandemi Covid-19 has a major impact on the tourism industry. Changes in a person's behavior when traveling can also change significantly, starting from avoiding crowded destinations. The cleanliness of the destination environment must be highly considered, as well as accommodation and food in tourist attractions. Recovery of tourism, especially in Bali, is currently being shocked again with the implementation of the New Normal Phase or a new normal order. One form of its application is through the application of the health protocol for cleanliness, health, safety, and environmental sustainability or chse acronym, elements of cleanliness, health, safety, and environmental sustainability play an important role in preventing and controlling the spread of Covid-19 diseases in tourist destinations (Lumanauw, 2021).

The involvement of local people is very important food management especially food in places visited by tourists such as hotels, cafes, and restaurants. Before Pandemic, food cleanliness became the main thing especially after Pandemic Covid-19. Public awareness,

especially workers in the tourism sector on personal and environmental hygiene programs, food pollution, cross pollution, procedures for handling food, especially inappropriate temperatures as long as food storage and preparation factors are very necessary. Poor sanitation is one of the main causes of high cases of food poisoning (Kurniawan, Kristanti, Wahyudin, Bachtiar and Astari, 2019). According to several studies, the application of food safety and food hygiene standards has a positive impact on tourist satisfaction. The impact of safety and security on domestic and foreign tourist satisfaction. The better safety and security, the higher the satisfaction of domestic and foreign tourists (Soehardi, Anhar, Rusdi, Santoso & Miranto, 2018).

The training this time was also intended to open participants' insights on innovation and creativity of culinary products. The tourism industry sector that began to rise must innovate to be able to survive and compete with competitors. According to West (Sarjita, 2016) innovation is an introduction and deliberate application in work, work teams or organizations regarding new ideas, processes, products or procedures in work, work teams or organizations, which are designed to benefit the work, work team or organization . It can be concluded that innovation is designed to provide a profit for the company.

This is one of the reasons why the Bogor Regency Culture and Tourism Office conducted training activities. Training on Innovation and Culinary Innovation Innovation and Hygiene in Tourism Destinations in accordance with Cleanliness Standards in ChSE to Culinary Actors in, especially Tourism with Lecturer Resource from the Bogor Tourism College.

## **IMPLEMENTATION METHOD**

The training that has been carried out is one of the activities carried out by the Bogor Tourism College Lecturer as the training team at Taman Bukit Palem Resort, Pancawati, Bogor Regency. The function of this training that is expected to be achieved is optimization and maximizing the resources possessed by the community in the field of tourism such as cafes, hotels, restaurants, and resorts in Bogor Regency. The activities that have been carried out this Bogor Regency Culture and Tourism Office held a training activity for increasing innovation and culinary hygiene in the tourism destination carried out at the Bukit Palem Resort Park, speakers were asked to provide material on creativity and innovation in culinary presentation with several material points: Some of the materials delivered in this training are as follows:

1. Rules of Definition of Creativity and Innovation
2. Principles in Creating and Innovating for Culinary Presentation
3. Important stages/ steps in conducting culinary offerings
4. The skills and ability of the human resources needed to innovate culinary offerings
5. Utilization of technology in creating and innovating for culinary presentation
6. The key to success in conducting culinary offerings
7. Various examples of creativity and innovation in the process of presentation and dish
8. The importance of knowledge about consumers
9. Communicate innovation and hygiene of culinary offerings to consumers (verbal and visual)
10. Techniques and Media Promotion and Sales in Culinary Marketing

11. Examples of advertising and promotional programs that communicate innovation and culinary hygiene.

## RESULTS AND DISCUSSION

The Bogor Regency Government is intensively increasing the competence of workers in the tourism sector. One way is to provide training to the tourism sector workers in Bogor Regency. This activity is sourced from the Special Allocation Fund (DAK) of the Non -Fitrik Kemenparekraf RI of the 2022 Fiscal Year. The Bogor Regency Culture and Tourism Office in organizing the Culinary Innovation and Hygiene Training Activities in Tourism Destinations held at Taman Bukit Palem Resort, Pancawati, Bogor Regency.

Trainees consist of 36 participants who work in tourism such as cafes, hotels, restaurants, and resorts in Bogor Regency consisting of 2 (two) women and 34 (thirty four) men. The participants were tourism sector workers who served in the culinary department. This training event consists of two sessions. The first session at 13.00 - 15.00 WIB discussed the innovation and creativity of culinary products. In the first session, in addition to providing material by the resource person, participants were also asked to collect culinary products they had. The culinary products that have been owned by these participants are discussed one by one and the possibility is discussed to be developed into a new or innovative product in order to attract buyers. The second session starts at 15.30 - 17.00 WIB regarding food hygiene and sanitation. In this session the resource person said the importance of maintaining food cleanliness and food processing places especially in this pandemic period. The speakers in this training were Mrs. Nisa Rahmadiyah, S.Pd., M.Pd, a Bogor Tourism College of Tourism Lecturer.



**Figure 1. Documentation of training activities**

Before giving the material begins, the author gives a pre-test to find out the ability of the participants regarding the main points of the material to be delivered. After training the resource person provided a post test to find out the extent of increasing understanding of the material obtained by participants after attending the training.

Following the Pre -Test and Post Test Table Training Participants:

**Table 2. Pre -Test and Post Test Results**

NO	Pernyataan Responden	Pengetahuan Mengenai Kreativitas		Pengetahuan Mengenai Inovasi		Pengetahuan Pemasaran Kuliner		Pengetahuan Higienis Kuliner	
		PRE1	POST1	PRE2	POST2	PRE3	POST3	PRE4	POST4
1	AB	3	6	3	7	7	7	8	8
2	AA	3	8	3	8	4	7	4	8
3	AR	2	5	3	4	3	5	4	5
4	AG	2	4	2	5	4	5	5	6
5	AP	5	8	5	8	5	8	5	8
6	AW	8	9	7	9	7	9	7	9
7	BS	5	8	5	8	4	8	7	8
8	CS	5	7	5	7	4	7	8	8
9	DS	6	8	7	7	5	5	8	9
10	EH	6	8	5	9	8	9	7	8
11	EG	3	4	3	8	4	7	6	8
12	FS	8	6	8	6	3	7	7	8
13	FZ	5	9	6	9	7	7	7	9
14	FA	5	8	5	8	4	8	7	8
15	HM	5	7	4	7	3	7	5	8
16	HW	2	5	1	5	1	5	3	5
17	HS	3	7	2	8	2	7	4	8
18	IK	7	8	8	9	6	8	7	9
19	JS	3	9	8	9	6	9	8	9
20	LF	2	9	2	9	2	8	3	10
21	MA	2	8	1	8	1	8	3	8
22	MK	2	4	2	4	2	5	1	4
23	MI	4	6	5	6	4	6	4	7
24	MM	8	8	5	8	3	8	3	5
25	MT	6	6	6	7	6	7	5	6
26	MU	2	8	3	8	2	8	3	7
27	NI	1	5	2	5	3	5	3	5
28	PH	3	4	3	4	3	4	3	4
29	PU	2	5	1	5	3	5	3	8
30	RM	5	8	4	8	4	8	4	8
31	SA	5	6	4	6	4	5	3	5
32	ST	4	6	2	6	5	6	5	6
33	WO	1	7	1	7	2	7	6	7
34	YA	2	8	2	9	2	10	2	8
35	YP	3	4	3	5	3	5	4	5
36	DR	1	6	1	5	2	6	2	6
Total		139	242	137	251	138	246	174	258
Mean		3.86	6.72	3.81	6.97	3.83	6.83	4.83	7.17

The assessment scale used is numbers 1-10. Participants are asked to value themselves about their understanding of creativity, innovation, culinary marketing, and culinary hygiene. From the pre-test and post test results in terms of knowledge about creativity, the participants have an average value of 3.86 when the pre test and after the post test averaged to 6.72 regarding understanding of culinary creativity or increased by 2.86.

In terms of understanding of innovation, during the pre-test the average participant value is 3.81 and after the post test becomes 6.97 or an increase of 3.16. In terms of culinary marketing, during the pre-test the average participant's understanding value is 3.83 and after training or post test increased to 6.83 or increased as much as 3. Lastly in terms of hygiene, the average understanding of participants received a value of 4.83 and after the training increased to 7.17 or increased by 2.34.

During the pre -test implementation the participants were also given a question what was needed to develop creativity? When the pre -test is 10 participants or as much as 28% answered that he did not know but after the post test all participants could answer what was needed to develop creativity.

## CONCLUSION

This training activity went smoothly and interactively between the speakers and the training participants. From training on this creativity and innovation, the most increase of culinary innovation. This is because the speakers provide examples of innovation in the culinary field that opens participants' insights about innovation in the culinary field. From the results of the training it can be concluded that training can improve participants' abilities and understanding. Training like this is needed to improve the competency of the Tourism Sector Workers.

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