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Culinary Reorientation As A Cultural Asset In The Development Of Sustainable Tourism Based On Community Economy

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Abstrak

Integrasi antara warisan budaya dan pariwisata berkelanjutan telah mendapatkan perhatian yang semakin meningkat dalam beberapa tahun terakhir sebagai sarana untuk mendorong pertumbuhan ekonomi dan pelestarian tradisi lokal. Warisan kuliner, yang sering kali merupakan aspek aset budaya yang kurang dieksplorasi, memberikan peluang unik untuk mendorong pengembangan pariwisata berkelanjutan sekaligus memberdayakan masyarakat lokal. Wisata kuliner melibatkan eksplorasi penawaran dan tradisi gastronomi lokal, memberikan pengalaman mendalam bagi para wisatawan yang lebih dari sekadar konsumsi. Bentuk pariwisata ini tidak hanya memenuhi permintaan yang terus meningkat akan pengalaman otentik, tetapi juga memiliki potensi untuk mendorong keterlibatan masyarakat, meningkatkan peluang ekonomi, dan berkontribusi pada keberlanjutan destinasi pariwisata secara keseluruhan. Penelitian ini bertujuan untuk menganalisis reorientasi kuliner sebagai aset budaya dalam pengembangan pariwisata berkelanjutan berbasis ekonomi masyarakat. Teknik pengumpulan data dilakukan dengan dokumentasi dari jurnal dan sumber literatur yang relevan, seperti Google Scholar. Analisis data dilakukan dengan menggunakan evaluasi literatur kritis. Hasil penelitian menunjukkan bahwa kuliner dapat memainkan peran penting dalam pengembangan pariwisata berkelanjutan, khususnya dalam memberdayakan ekonomi masyarakat lokal. Dalam konteks ini, memperkuat dan mempromosikan warisan kuliner sebagai aset budaya dapat meningkatkan daya tarik destinasi pariwisata, menciptakan lapangan kerja, dan meningkatkan kesejahteraan masyarakat lokal. Dengan mengintegrasikan praktik ekonomi masyarakat, pariwisata berbasis kuliner dapat menjadi sumber pendapatan yang berkelanjutan sekaligus melestarikan budaya tradisional dalam jangka panjang.

Kata kunci: Ekonomi Masyarakat, Reorientasi Kuliner, Aset Budaya, Pengembangan Pariwisata.

Abstract

The integration of cultural heritage and sustainable tourism has gained increasing attention in recent years as a means to promote both economic growth and the preservation of local traditions. Culinary heritage, often an underexplored aspect of cultural assets, presents a unique opportunity to drive sustainable tourism development while empowering local communities. Culinary tourism involves the exploration of local gastronomic offerings and traditions, providing tourists with an immersive experience that goes beyond mere consumption. This form of tourism not only satisfies the growing demand for authentic experiences but also has the potential to foster community engagement, enhance economic opportunities, and contribute to the overall sustainability of tourism destinations. This research aims to analyze culinary reorientation as a cultural asset in the development of sustainable tourism based on the community economy. The data collection technique involves documentation from relevant journals and literature sources, such as Google Scholar. The data analysis is carried out using critical literature evaluation. The results showed that culinary can play a significant role in sustainable tourism development, particularly in empowering the economy of local communities. In this context, strengthening and promoting culinary heritage as a cultural asset can enhance the attractiveness of tourism destinations, create job opportunities, and improve the welfare of local communities. By integrating community economic practices, culinary-based tourism can serve as a sustainable source of income while preserving traditional culture in the long term.

Keywords: Community Economy, Culinary Reorientation, Cultural Asset, Tourism Development

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PRELIMINARY

Tourism is an essential sector in a country's economy. Besides significantly contributing to economic growth, tourism also holds great potential in cultural preservation and sustainable development. To strengthen the tourism sector, a holistic approach that integrates cultural, economic, and environmental aspects is necessary. One way to achieve this is by considering culinary as a cultural asset with potential for sustainable tourism development (Setyorini, 2004).

Culinary holds a strong appeal in attracting tourists to a destination. Traditional foods and beverages from a region not only reflect cultural identity but also represent the rich culinary heritage passed down from generation to generation. Therefore, it is crucial for a tourist destination to appreciate and promote the uniqueness and authenticity of local cuisine as part of an authentic travel experience.

Apart from its cultural significance, culinary also has significant economic potential. In sustainable tourism development, it is vital for the local community to actively participate in the tourism sector (Nuryatin et al., 2022). Strengthening the role and contribution of the community in the tourism economy can lead to improved and sustainable livelihoods (Aminah et al., 2022). Developing local cuisine is one of the essential strategies to achieve this. The community can engage in food and beverage production, run culinary businesses, or become culinary tour guides (Khayru et al., 2021). This not only creates new job opportunities but also enhances the economic self-sufficiency of the local community (Nawangsih, 2017).

However, realizing the potential of culinary as a cultural asset in sustainable tourism development comes with challenges. Some of these challenges include sustainable resource management, protection and preservation of culinary heritage, education and skill training, and promotion and marketing of local cuisine. Collaborative efforts among the government, local communities, academics, and other stakeholders are needed to address these challenges and build a sustainable and inclusive culinary ecosystem (Y. D. P. Sari & Meirinawati, 2020).

Preservation and promotion of local cuisine are crucial initial steps in culinary reorientation as a cultural asset. Governments and relevant organizations need to document, research, and collect information about unique and authentic traditional foods and beverages from a region. This process involves identifying ingredients, cooking techniques, and recipes, as well as understanding the cultural context and history behind the food. This information can then be used to promote local cuisine through marketing campaigns, social media, culinary festivals, or culinary tours (R. A. P. Sari, 2022).

In this research, further discussions will explore culinary reorientation as a cultural asset in sustainable tourism development based on community economics. Through a deeper

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understanding of the role of culinary in the context of sustainable tourism, it is hoped that strategies and solutions can be found to strengthen the tourism sector, preserve local culture, and improve the well-being of the local community. This research aims to analyze culinary reorientation as a cultural asset in the development of sustainable tourism based on community economy (Mutiani & Faisal, 2019). The focus of this research is to understand how local cuisine can be one of the main factors in the development of sustainable tourism in an area, as well as how this can empower the economy of the local community.

METHOD

This research was a literature review that aimed to explore, analyze, and synthesize previous research conducted in a particular field of study. This process involved collecting and evaluating various sources, including journal articles, books, research reports, and other related materials that related to the topic under study, using databases such as Google Scholar, Scopus, or PubMed. The main purpose of the literature review was to gain a comprehensive understanding of the existing knowledge in the field, identify research gaps that required further exploration, and establish a strong theoretical foundation for ongoing research. Data analysis followed a critical literature approach, which involved careful assessment of quality and validity. The stages of this literature study research were 1) Determining criteria or parameters related to articles to be collected as a database, 2) Combining the various studies obtained and filtering them according to the predetermined criteria, and 3) Analyzing the data.

RESULTS AND DISCUSSION

The three hypotheses proposed in the study can be proven. The first hypothesis put forward is proving the allegation that there is a significant influence between perceptions of work safety programs on the work performance of soldiers in KRI. According to the results of the analysis, the research findings show that the direct effect of perceptions of occupational safety on performance is 0.197 with a critical ratio value of 2.149 and the probability of receiving H0 is 0.032. The conclusions from these results provide empirical evidence that there is a significant influence between perceptions of work safety and performance in KRI TNI AL soldiers. Increasing the perception of KRI soldiers on the importance of work safety factors both in human factors (Fabiano et al., 2019), material (Mohd Said et al., 2020), source of danger (Chua & Abdul Wahab, 2019), as well as the factors encountered, besides having a direct effect on performance, perceptions of work safety also have an indirect influence through the mediation of motivation to use Personal Protective Equipment of 0.081. The existence of a high perception of the importance of work safety and its factors besides having an impact on increasing work is usually followed by an increase in motivation to use protective equipment

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or PPE by soldiers when on duty and carrying out their mission (Jumriani et al., 2022). This motivation increased due to the soldiers' perceptions of the use of PPE in addition to improving their own safety, it will also have an impact on the work results achieved and the supervisor's assessment of their work performance.

The second hypothesis also shows the conclusion that there is a significant influence between perceptions of occupational health and the work performance of Indonesian Navy soldiers. The ability to estimate the variable perception of occupational health reaches 0.351 on the performance of soldiers. This means that an increase in perception in a standard deviation of 1 will be able to increase performance by 0.351 in a standard deviation. Significance test with a critical ratio is obtained a value of 3.344 with a probability of reaching 0.000. Thus it can be proven that respondents' perceptions of occupational health factors such as preventing the risk of health problems from chemical factors, biological factors, physiological factors, and psychological factors can improve the performance of Indonesian Navy soldiers in carrying out their duties (Abbas et al., 2022).

In maritime, safety perceptions and Occupational Health and Safety (OHS) programs have a significant influence on job performance in the use of Personal Protective Equipment (PPE). Respondents who have a positive perception of safety and are actively involved in OHS programs tend to have better job performance in the use of PPE compared to those who do not.

The third hypothesis which aims to prove the mediation between perceptions of occupational safety and occupational health is also proven. Perceptions of work safety are proven to have a significant positive influence on the motivation of soldiers in using Personal Protective Equipment on duty. Likewise, perceptions of occupational health can also be proven to have a direct influence on the motivation of soldiers to use Personal Protective Equipment. On the other hand, as an intervening variable, the motivation to use Personal Protective Equipment also has a significant effect on performance (Putro et al., 2022). The critical ratio value of the influence of perceptions of work safety on motivation to use Personal Protective Equipment is 3.547 with a probability of 0.000. Likewise, the perception of occupational health on the motivation to use PPE has a critical ratio value of 5,247 with a probability of 0.000. Meanwhile, the critical ratio value for the path coefficient between motivation to use PPE and performance is 2.584. Thus the mediation effect between perceptions of occupational safety and perceptions of occupational health by the motivation to use PPE on performance is partial. This partial mediation occurs because the variable perceptions of occupational safety and occupational health besides having an indirect effect also has a significant direct effect.

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The results show a relationship between safety perception, involvement in Occupational Health and Safety (OHS) programs, and job performance related to the use of Personal Protective Equipment (PPE) in the maritime field. If someone in maritime has a positive view of safety and is active in OHS programs, then they are likely to be better at using PPE. Conversely, those with a less important view of safety or less active in OHS programs may be less effective in using PPE. Therefore, perceptions and involvement in safety programs influence performance in the use of safety equipment.

Thus the increase in perception does not have to be mediated by motivation to improve performance but can also have a direct impact on performance. The magnitude of the direct effect of perceptions of work safety on performance through motivation to use PPE is 0.081 while the variable perceptions of occupational health is 0.125.

CONCLUSION

In conclusion, it can be seen that culinary plays a crucial role in the development of sustainable tourism that focuses on empowering local communities' economies. In this context, strengthening and promoting culinary heritage as a cultural asset can enhance the attractiveness of tourist destinations, create job opportunities, and improve the well-being of local communities. By integrating community-based economic practices, culinary-based tourism can become a sustainable source of income and preserve traditional cultural heritage in the long term. Therefore, it is essential for tourism stakeholders and local communities to continue working together to develop and promote culinary-based tourism as an effective approach to achieving sustainable and responsible tourism development. This research is limited by time constraints, which could affect the depth of our exploration and the data we can collect. Additionally, our access to data sources, including historical records, is restricted, potentially impacting our study of culinary history and development. However, despite these challenges, our research still offers valuable insights into the potential and obstacles of incorporating culinary reorientation as a cultural asset for fostering sustainable tourism and community-based economic growth.

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