

Pawon Genitri as a business unit supporting Universitas Surabaya's educational
tourism

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Abstract

Indonesia's tourism industry has a very important role to increase the contribution to the gross domestic product (GDP) as this will result in more foreign exchange earnings (since any foreign tourists spend an average of between 1,100 dollars to 1,200 dollars per visit) and also provides employment opportunities for the people of Indonesia. Currently, Indonesia's tourism sector contributes to approximately 4% of the total economy. In 2019, Indonesian government intend to double the increase up to 8% of GDP.

University of Surabaya in support of the tourism industry has made a program called educational tourism. In which this program is based on eco tourism, heritage tourism, rural tourism on the foundation of the empowerment of local people surrounding Ubaya Training Center, East Java, Trawas.

To support the path of this educational tourism program, a restaurant named Pawon Genitri with the concept of Green and Health Restaurant is developed. This concept is reflected in food products, food ingredients, cooking methods, and the way they are served. The Green concept is applied in the form of independent waste management by the customer by way of sorting the organic and non-organic waste. The minimalization of the use of Styrofoam and plastic and the maximalization of the use of materials that are environmentally friendly such as banana leaves for serving food and so on.

The Health concept is applied in the minimalization of the use of MSG, chemicals and dyes in food. The materials are also as fresh and organic as possible from the UTC's garden and the surrounding community. Moreover, the cooking process will be done by not eliminating vitamin and mineral in the material.

The method which is used is single case study, the data are collected through observation, interviews with the pioneers and the practitioners and document collection. The findings from this case study can be considered a model for the development of other green and healthy restaurant.

Keywords: Pawon Genitri, Green and Health, Educational Tourism, University of Surabaya

INTRODUCTION

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FOREWORD

Indonesia's tourism industry has a very important role to increase the contribution to the gross domestic product (GDP) as this will result in more foreign exchange earnings (since any foreign tourists spend an average of between 1,100 dollars to 1,200 dollars per visit) and also provides employment opportunities for the people of Indonesia. Currently, Indonesia's tourism sector contributes to approximately 4% of the total economy. In 2019, Indonesian government intend to double the increase up to 8% of GDP.

Tourism has the contribution in improving the ability of labour and business. The establishment of tourism objects increases employment and business opportunities both directly and indirectly. The establishment of tourism objects increases employment opportunities, for example in terms of accommodation, restaurants, tourism transport, recreational parks, and souvenirs. The existence of the tourist spots can also support the increase of people's income. Expenses and expenditures of visitors will increase the revenue and profits for local people. Many local people take advantage of the tourist spots as the fields for a living.

DR. Yuswandi A. Temenggung – (Directorate General of Regional Finance Office) Stated that Indonesia once experienced a golden period of development of tourism. In 1995, tourism sector was the largest foreign exchange earner sectors, with foreign exchange earnings of about 15 billion US dollars, when the export of wood, textiles, oil and gas were decreasing. But after 1998, tourism sector has decreased significantly as a result of social and political upheavals in the country, and the arrival of foreign tourists dropped drastically as the result. Moreover, events of terrorism, Avian influenza and security disturbances in the country also had implications for the declining number of foreign tourists, including the travel warning policies from several countries to visit Indonesia.

In Indonesia, tourism began actively developed and promoted a number of years under the slogan "Wonderful Indonesia", which was followed by district government's promotions to visit their area (www.Indonesian.travel). This

indicates that the presence of tourism is quite important to be developed and has a major effect in the Indonesian economy.

The existence of tourism is basically very promising. The need of traveling is not limited though a state of crisis is happening. As quoted in the tourism article in 2011 (suarapembaruan.com) which stated that "Tourism data in 2009 during the time of global crisis, Indonesia tourism revenue actually increased by 0.36%, while exports fell to 14% ". This happened because in any state of crisis, people need recreation and tourism activities.

Based on the data provided by Bureau of Central Statistic (BPS), in 2010, the number of foreign tourists visiting Indonesia from 20 entrances, some 7 million people were recorded (increased by about 10.74% compared to the previous year), with an average stay for 7-8 days and the average expense a total of approximately 995 US \$ (in 2009). This data showed that in the perspective of national development, tourism sector had significant contribution to the increase of Gross Domestic Bruto, especially if it had been linked with Hospitality and Restaurant sector.

According to Maslow's theory of need, food is one of the basic human needs. Because it is one of the basic needs, the fulfillment of the food becomes an absolute must if human wants to be able to maintain its survival. Once basic needs are met, the human will be able to think of reaching other needs. Social needs, confidence (self esteem) and self-actualization (self-actualization) are the top three human needs.

However, it does not seem to apply anymore now. Food is no longer the product of consumption to meet the biological needs of man alone. Food is now becoming a new lifestyle in the community. Food turns into a culinary industry which is not only about taste but also about men's other needs which is to socialize and actualize themselves. Therefore, a growing culinary industry today provides space for consumers to be able to get together with the community through room service or other services. Unsurprisingly, the current culinary industry grew enormously. There are several things that indicate that. It is at least seen from the pattern of people's consumption which began to shift to ready-to-consume food and beverages (Bureau of Central Statistic, 2012).

The contributions of the culinary sector which fall into the category of Trade, Hotel and Restaurant in GDP is also quite large. The three main sectors of the GDP in the year 2008 - 2012 is the Agricultural Sector; Processing industry; and Trade, Hotels and Restaurants. The three sectors has a role of more than half of the economy which is 56.3% in 2008, 55.0% (2009), 53.8% (2010) and 52.8% (2011) As well as 52.3%.

In the first semester of 2012. In 2011 the Processing Industry sector contributed to the economy in total of 24.3%, 14.7% of Agricultural and Trade Sector, Hotels and Restaurants gave 13.8%; the same as in the first semester of 2012 the composition has not changed, they were Processing industry Sector by 23.6%, 15.0% of Agricultural and Trade Sector, Hotels and Restaurants gave 13.7% (Bureau of Central Statistic's Strategic Data, 2012).

In 2006, when the creative industry roadmap was drawn, the culinary sector has not entered into one part of the strategic industries that would be developed. There were only 14 sub-sectors of major concern to the government (Ministry of Trade, 2008). At that time, fashion and advertising industry were the largest contributors to the growth of creative industries in Indonesia. But in 2011, the position was shifted and replaced by the culinary industry that has entered into sub-sectors within 15 ranks in the creative industries. The subsector of culinary contributed the largest revenue for the creative industry in Indonesia, or approximately 32.2% of the total contribution of the creative industries to GDP in 2011, or about Rp169,62 trillion. And then followed by fashion and advertising (Investor Daily, 2012).

The entry of the culinary industry into a part of the development of the creative industry in Indonesia is the realization of the government of the great potential in it. In addition to the total population of Indonesia as a huge domestic market, Indonesia is also rich in local diversity, namely the variety of traditional foods in each region.

University of Surabaya (Ubaya) is a private university under the University of Surabaya Foundation headquartered in South Ngagel Jaya Street 169, Surabaya. University of Surabaya (Ubaya) has three campuses with different designation, namely, Ubaya Campus 1, which is located at 169 South Ngagel Jaya, Surabaya, is the headquarter location (Rectorate), personnel administration and lectures for Diploma 3 (D3). Ubaya Campus 2 is located at Raya Kalirungkut

Street, Tenggilis Mejoyo, Surabaya, which is where the undergraduate and graduate lecturing activities are held along with other supporting facilities. Ubaya Campus 3, which is located in the village Tamiajeng, District of Trawas, Mojokerto, a campus that serves as a training ground for Ubaya's students and employees in order to improve the soft skills and Teamwork Building. The campus is better known as Ubaya Training Center (UTC), which occupies an area of about 40 hectares on the slopes of Mount Penanggungan. This area is also known in East Java as a natural tourism area of mountain, because here lie many natural tourist destinations along with its supporting facilities.

In the development, UTC also provides training activities for customers from outside Ubaya, be it universities, elementary, junior and senior high schools and companies. This is surely an opportunity for Ubaya to extend the functionality of UTC as a business unit. Currently, UTC also manages nature education program called Penanggungan Adventure, an eco-tourism program (study of nature) based on three pillars: education, local people's community, and conservation (environmental and historical heritage).

In this regard, as part of (one of the supporting units) the implementation of the training activities / workshops or Penanggungan Adventure program on average per year occupied by approximately 25 thousand to 35 thousand people is Genitri Canteen, which is located at the midpoint of the UTC complex. This canteen occupies a land area of about 15 x 20 meters, with 2.5 floor which is designed as semi-open building. Tables and chairs are made of wood, the wall is a combination of concrete and wood. In addition to the kitchen, canteen is also equipped with toilets for men, women, and disabled people (along with the track). Genitri Canteen building accommodates or facilitates the activities of the buffet of 350 people at once.

For all this time, Genitri Canteen has been conceptualized only as a supporting unit of education or outbound / workshop, and serving the customer group with a maximum capacity of 800 people per day. This concept has also been done for years, with the number of the customer recorded an average of 25 thousand to 35 thousand people per year which come in groups. The customers come from a variety of backgrounds, ranging from elementary school students, junior high school, senior high school, college, community, enterprises / corporates, and also the internal staff of Ubaya.

Their entire consumption needs are handled by Genitri Canteen, involving cooks and supplier of food materials or food from the local people and their own Genitri Canteen chef. In conclusion, over the years the cafeteria has also been

contributing to the income of the local people around. Menus (meals, drinks or snacks) which are served are mostly archipelagic or traditional menu, by considering the taste of urban travelers while in rural areas. Currently, the name Genitri Canteen is changed to Pawon Genitri in the course of its business development.

METHOD

This project uses *action research* method, in which the writer also act as the practitioner in several activities. This study could also be categorized as single case study, namely the development of educational tourism located in Subregency of Trawas, Mojokerto, managed by University of Surabaya. The data are collected through observation, interviews with the pioneers and practitioners of PAWON Genitri Development, and document collection.

The development of Pawon Genitri in this paper is based on the empowerment of UTC's plantation and local community. Pawon Genitri which is based on local community means that the selection of local menus that have distinctive local characteristics, the development of local communities in the form of cooking training and the selection of raw materials and allows local people to be involved in the development and management, and allow the public to get great benefits.

DISCUSSION

With the facilities, resources, potential and strategic location (because it is located in the heart of nature of Trawas, County of Mojokerto, East Java), so the Genitri Canteen is worth to be developed into an independent business unit, not just to be a supporting unit providing buffet meals for visitors UTC. Its role as a supporting unit does not allow Pawon Genitri to serve the needs of individuals or families who want food / drinks / snacks outside the given menu and buffet time. In other words, the canteen has only been serving as a kind of "public kitchen" for groups of visitors of UTC that can only serve the ordered and predefined schedule of mealtime.

Hence by observing the potential that exists, Pawon Genitri is eligible to be developed as a separate business unit which has *all day dining* concept (can serve the customer all the time), capable of serving the customer individual / family with more varied menus, and the customer is not only limited among the visitors of UTC. All this time, the outside customers (not visitors of UTC) can not be utilized because Pawon Genitri only serves visitors of UTC. In fact, the potential of the customer from outside is huge, considering the location of UTC (Genitri Canteen) is in the natural tourist sites of Trawas.

As a first step, to adjust to the new concept of the canteen, the name will be changed into Pawon Genitri, which will promote the concept of Green and Healthy Resto. The concept of *green* becomes important because Ubaya's position as a campus that is concerned about environmental issues. The commitment is shown in concept of UTC's establishment that combines education with nature conservation, as well as the arrangement of green areas in Ubaya Campus 2 in Tenggilis. Because of this commitment, Ubaya won the Indonesia Green Award (IGA) for three times for the category of Green Campus in 2012, 2014, and 2016 from the Ministry of Industry and the Ministry of Environment and Forestry.

Green concepts will be applied in Pawon Genitri in the form of independent waste management by the customer. As part of the effort to socialize the concern about environment, the customers are encouraged to dispose their leftover into a basket according to the type of waste disposal, namely organic or non-organic. This concept has been implemented in canteens on campus 2 Ubaya Tenggilis. Additionally, Pawon Genitri will minimize the use of unrecyclable goods, such as styro foam or plastic. Instead, Pawon Genitri will maximize the use of environmentally friendly goods such as banana leaves for wrapping or serving food, wicker plate, glass or teapot of wood or pottery.

While the concept of *healthy* will be implemented in several ways, including minimizing the use of MSG, chemicals or dyes in food. The materials that are going to be processed are also fresh (direct from local farmers), also as much as the organic vegetables are derived from UTC's garden. In addition, the process of cooking is done by not eliminating vitamin and mineral content.

Green and healthy concepts are implemented to differentiate Pawon Genitri from the competitors which are located around UTC complex. Competitors which are located closest to pawon Genitri are Vanda Gardenia, Warung Desa Trawas, and Fish Grill and Resto Mrs. Rajab. Vanda Gardenia brings the concept of foodcourts, the manager provides a venue for a variety of tenants. Menus which are provided by the tenant are common menus like Chinese food, Satay, Javanese noodle, as well as other common menus. While Warung Desa Trawas brought the concept of the restaurant which also features a swimming pool, outbound activities, cottages, and a meeting room. Menus which are provided are Chinese food and Nusantara food. Not much different, Grilled Fish and Resto Mrs. Rajab also provide Chinese and Archipelago Food, and includes fishing pond as well as the cottage.

Observing the condition of the competitors, the concept of green and health was designed to be a distinguishing element (differentiation) of the three competitors of which they generally only place themselves as restaurant without certain concepts of social dimension. Pawon Genitri's distinguishing element will also appear on a few things, namely the aspects of product (the available menu), place (location) and promotion (method of promotion).

Although being equally having Nusantara menus, Pawon Genitri will be presenting "village" oriented food and beverages which are healthy and "exotic" for urban travelers, such as corn rice, Urup-urap, salted fish, snacks , Banana or boiled Potatoes, boiled Peanuts, fried Tape, and the like. Pawon Genitri will also serve "village" drinks like wedang Secang (Sappan wood hot drink), ginger drink, and so on. To strengthen rural/village sense, the menus will be served by using Banana leaves and traditional cutlery which are made of pottery, rattan or wood. The development of the product differentiation which will be done through training to the local people who will be involved as vendor or cook.

As for the location, Pawon Genitri also has its own advantageous view (the scenery as the view). Pawon Genitri is surrounded by natural green space and has the beautiful scenery of Mount Penanggungan as its background of which the competitors do not have (especially Mount Penanggungan as its background). Pawon Genitri will have service in four location inside UTC, they are Genitri

Canteen building (which will be changed as Pawon Genitri), 15 x 30 meter swimming pool, the terrace of Ubaya Penanggungan Center (UPC, two story building which displays a collection of the remnants of civilization of Majapahit kingdom and the center of art and culture), and UTC's gate area. Especially for the terrace of UPC, customers will be spoiled by the view of Mount penanggungan, since this location directly faces Mount Penanggungan without any barrier and the terrace of Salacca cottage

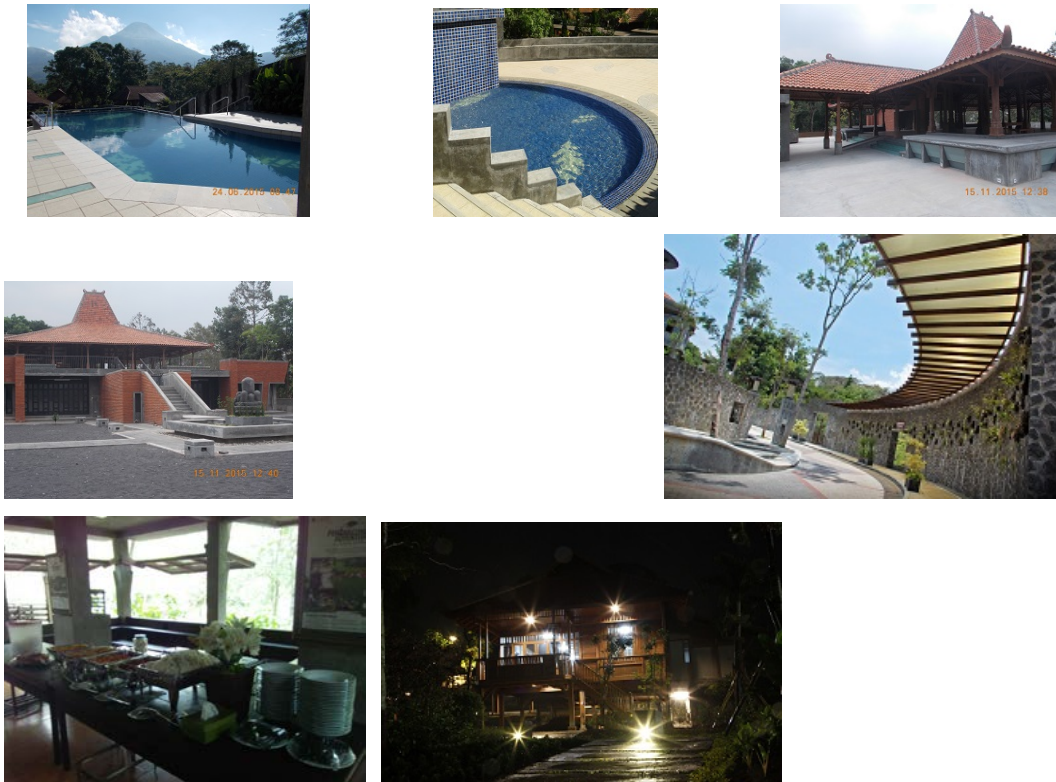


Image 1

Pawon Genitri Green and Healthy Restaurant area

As for the promotion, Pawon Genitri will integrate itself with the promotion of UTC's facility and Penanggungan Adventure educational and natural tourism program. Pawon Genitri will be promoted through video which is aired on the television in every cottage, along with the menu list both in the restaurant and cottage to facilitate delivery service. Moreover, it will also be promoted through posters around UTC, UTC's website, and tourism exhibitions which are periodically attended by UTC and also Penanggungan Adventure program (such

as Majapahit Travel Fair which is annually held by Provincial government of East Java). Besides, Pawon Genitri will also be promoted by travel agent which has been UTC's partner for the last years and Penanggungan Adventure program)

The existence of this business unit of Pawon Genitri can encourage the growth of the economy of the villages around UTC, including through the supply of foodstuffs and beverages. Moreover, as has happened these years with Genitri canteen, some local people have been involved in the cooking process or provision of certain menus under the supervision of Pawon Genitri management. With the development of the concept of Pawon Genitri, the involvement of local people will be more intense and ultimately will help drive the economy and improve household incomes around. The existence of Pawon Genitri will strengthen the involvement of local communities in stimulating local economic growth, things that had previously been done by Ubaya through business units of Penanggungan Adventure program and the implementation of training activities in UTC. Moreover, since the inception of UTC, the Institute for Research and Community Service (LPPM) Ubaya has developed a variety of community service programs in the area around UTC.

CONCLUSION

This study shows that the development of restaurant business has an important role as the expansion of local culinary industry. The products of the restaurant are made in the emphasis that the development of local cuisine and the development of education by teaching the process of local cuisine production and the selection of raw material. Campus' and local people's additional revenue can be gained by managing human and natural resources.

RECOMMENDATION

Every predesigned activities can be considered as the material for comparative study in the establishment of restaurant by presenting local taste and socio-cultural as well as economic empowerment aspect of the society and the aspect of learning and education

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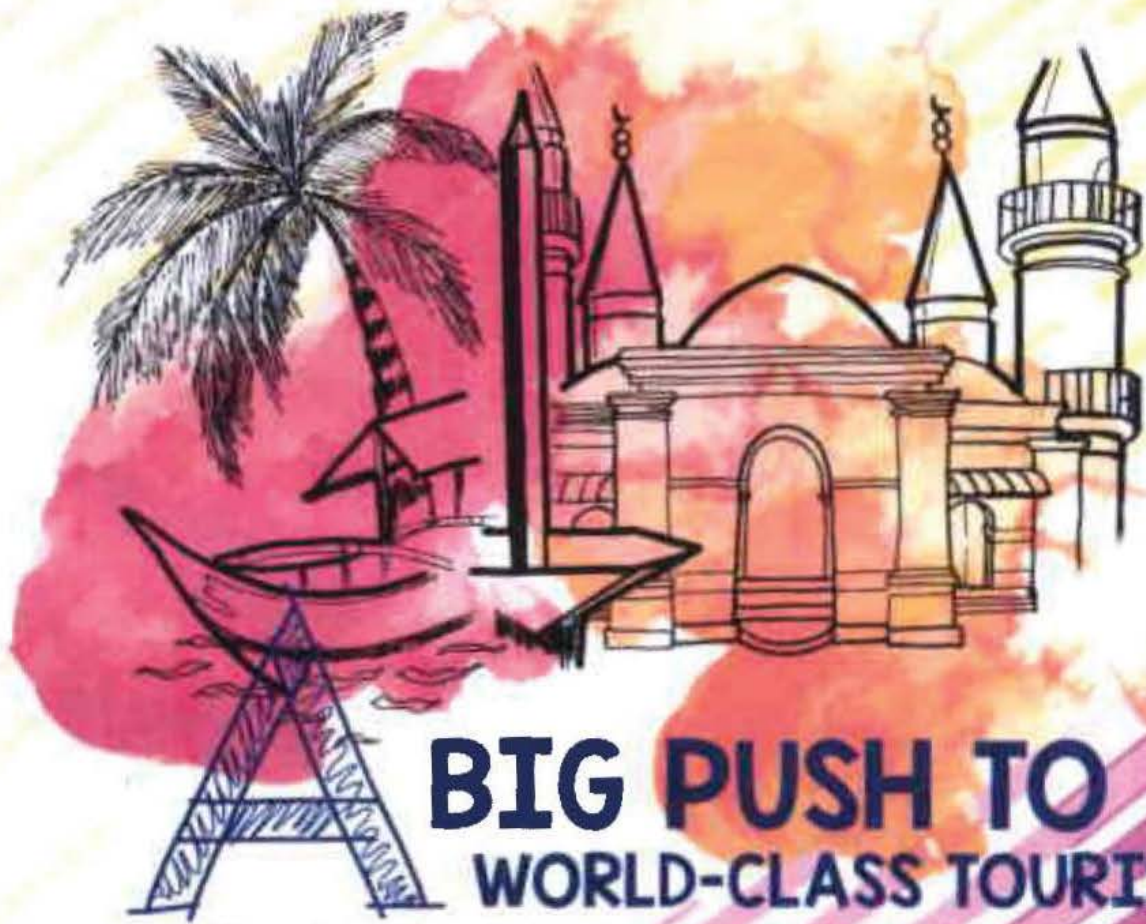
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14th INSYMA

A Big Push to World-Class Tourism: Strategic Analysis & Opportunities



**BIG PUSH TO
WORLD-CLASS TOURISM:**
Strategic Analysis & Opportunities

Proceeding 14th International Annual Symposium on Management
Tanjung Pinang, Riau Islands, Indonesia | March 3rd - 4th, 2017

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FOREWORD

We are delighted to welcome you to 14th International Symposium on Management (INSYMA) Tanjung Pinang, Riau, Indonesia. The high quality of the papers and the discussion represent the thinking and experience of researchers, academics and practitioners in the particular fields. Their contributions helped to make the conference as outstanding as it has been.

This proceeding is a compilation of papers submitted for the 14th International Symposium on Management (INSYMA) conducted by the Department of Management, the Faculty of Business and Economics, University of Surabaya (UBAYA) themed “**A BIG PUSH TO WORLD-CLASS TOURISM: STRATEGIC ANALYSIS AND OPPORTUNITIES**”. The conference organizers have put together both the latest research and provide an opportunity to make friendship and new acquaintances.

The 14th INSYMA is a means for participants consisting of researchers, academics and practitioners to have a discussion forum. The event is expected to enable participants in sharing initiatives, ideas and efforts from the results of research and discussion concerning how to create a Big Push in a strategy to deal with all the challenges and find opportunities in the tourism industry of each country to be a world-class tourism.

In this opportunity, we would like to say that we are greatly honored by all presenters and participants' presence both from Indonesia and from other country. We would like to share our grateful to the Sponsorship and partnership in this 14th INSYMA. This theme represents strategic analysis and opportunities of implementation that will extend far beyond the sector, as tourism enhances province's reputation as a premier destination to visit, invest, work-live, and integration with the global community. The strength of tourism destination product will be counted and will continue to find ways how economic integration in tourism

sector can achieve the sustainability of: growth of economic, prosperity and welfare to all countries.

Finally, we would like to thank the researchers for their willingness to share their research and ideas. Without their efforts, this proceeding would not possible. The committees and editors deserve special thanks for their outstanding effort in reviewing and preparing the event and manuscripts for publication. We hope that this compilation of papers can enrich our perspective in Tourism strategic analysis and opportunities.

Tanjung Pinang, March 3rd, 2017

Prita Ayu Kusumawardhany
Chairwoman of 14th INSYMA

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