



## The Role of Green Gastronomy-Based Gastronomy as a Sustainable Culinary Tourism Attraction: A Case Study in Surya Kencana, Bogor

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**Abstract** *This study investigates the green gastronomy approach as a sustainable culinary tourism strategy in Surya Kencana, Bogor – a heritage-rich district shaped by Chinese, Sundanese, and Betawi cultures. The area, while renowned for its culinary and cultural significance, faces challenges due to climate change, urbanization, and environmental degradation, which threaten the preservation of local traditions and food systems. The aim of this research is to identify strategies for regional revitalization through sustainable and environmentally-friendly culinary practices based on local wisdom. Utilizing qualitative methods, including field observations, interviews, and document studies, the research highlights several key elements in transforming Surya Kencana into a sustainable gastronomic tourism destination. These include the preservation of heritage buildings, the use of local and seasonal ingredients, effective waste management, and community education initiatives. The study also explores the potential of incorporating indigenous fruits as innovative components of local culinary offerings, contributing to both sustainability and cultural preservation. A comparison with green gastronomy practices in Bali reveals that Surya Kencana has significant potential to become the "Ubud of Bogor." This can be achieved through strengthened branding, enhanced community collaboration, and adaptive regional governance strategies. The findings of this research provide a foundation for developing sustainable culinary tourism policies in other cultural heritage cities.*

**Keywords :** Surya Kencana, green gastronomy, cultural preservation, sustainable culinary, local fruits, heritage

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### 1. Introduction

The Surya Kencana area in Bogor City is known as one of the culinary and cultural centers with a rich history and gastronomic diversity. This area has long played a strategic role in the community's economic activities, particularly in the field of traditional culinary that reflects the fusion of Chinese, Sundanese, and Bogor cultures (Davis, 2021; Lee & Zhang, 2020). However, alongside the dynamics of time and global pressures such as climate change, Surya Kencana now faces significant

challenges in maintaining its ecological, social, and cultural sustainability (Green, 2020).

Climate change is impacting various regions worldwide, and Surya Kencana is no exception. Climate phenomena affecting air temperature, rainfall patterns, and the availability of local food are already influencing the quality and sustainability of traditional food production. Specifically, in Bogor City, the trend of increasing temperatures and extreme weather events has led to a decline in local agricultural products, which are a primary food source in Surya Kencana (Johnson et al., 2022; Patel & Mistry, 2021). As a result, there is an urgent need to implement green gastronomy, an environmentally friendly culinary approach that supports the use of local ingredients and aims to reduce the carbon footprint in food production (Chan & Tan, 2022; Harris & Smith, 2020).

While the concept of green gastronomy has been explored in various contexts, such as in Bali (Williams & Brown, 2021), there is a lack of research focusing on its application in ethnically hybrid urban districts like Surya Kencana. Many studies on sustainable food practices have primarily concentrated on rural or less industrialized areas, leaving a significant gap in understanding how sustainable gastronomic practices can be implemented in urban settings with diverse culinary traditions (Smith, 2020; Cheng et al., 2022). Additionally, although modern gastronomy is often discussed in terms of sustainability and environmental benefits, few studies have directly addressed its role in balancing traditional culinary values with modern innovations in ethnically diverse urban areas like Surya Kencana (Tan, 2021; Zhang & Lee, 2021).

This study builds on the theory of cultural sustainability, which emphasizes the integration of local cultural practices with environmental sustainability (Nguyen, 2022). It also incorporates the concept of green gastronomy, which not only advocates for sustainable food production but also considers the broader impact of food systems on social and cultural dynamics (Patel et al., 2023). The novelty of this research lies in its application of green gastronomy in an ethnically hybrid urban district like Surya Kencana, where the culinary practices are deeply influenced by diverse cultures and the modern pressures of urbanization. While prior studies have focused on more homogeneous settings, this study aims to explore how the green gastronomy concept can be tailored to a culturally rich area to foster sustainability (Davis & Green, 2020; Lee et al., 2022).

This study aims to identify the potential of green gastronomy as a sustainable culinary tourism strategy for Surya Kencana, focusing on how local food practices can be integrated with sustainability principles. The research will investigate the ways in which traditional food production can be adapted to modern environmental

challenges while maintaining the cultural integrity of the area. Furthermore, it will explore how educational initiatives and community engagement can help bridge the gap between traditional culinary practices and modern sustainability trends (Miller & Taylor, 2021).

This research will employ qualitative case study methodology, utilizing field observations, interviews, and document analysis. Purposive sampling will be used to select 10 culinary business owners and community leaders who are key stakeholders in Surya Kencana's culinary scene. Semi-structured interviews will be conducted to gather in-depth insights into the challenges and opportunities related to sustainability in local food systems. The data will be analyzed using thematic analysis to identify patterns and themes related to the application of green gastronomy in the area (Smith & Brown, 2020). Triangulation will be applied to ensure the validity and reliability of the findings by comparing data from interviews, observations, and documents (Kumar, 2021).

Surya Kencana represents a unique opportunity to blend cultural heritage, sustainability, and culinary innovation to create a thriving tourism destination. However, the region faces significant challenges due to climate change and urban pressures. By adopting a green gastronomy approach and preserving the local culinary identity, Surya Kencana can transition into a sustainable gastronomic tourism destination. The findings from this study will contribute to the theoretical framework of cultural sustainability in urban culinary tourism and provide practical recommendations for local policymakers, tourism stakeholders, and community leaders (Williams & Harris, 2020).

## **2. Method**

This study uses a qualitative approach with direct observation methods, brief interviews, and risk mapping. Data collection was carried out through: Field observation of infrastructure conditions, visitor behavior, and economic activities in the region. Interviews with MSME actors, traders, visitors, and local community leaders. Study of documents related to the Bogor City RPJPD, tourism policy, and academic literature on gastronomy

### **Problem Formulation**

Lack of education in the Sustainable Surya Kencana Tourism Area about Green Gastronomy

### **Research Objectives**

Identify the strategy of structuring Surya Kencana to be better in terms of preserving historical buildings, culinary heritage and gastronomic sustainability systems

### **Findings of observation**

The need for a green gastronomy concept that will have an impact on sustainability

### **Strategies & Recommendations**

The need for the concept of green gastronomy that will have an impact on sustainability, increase the awareness of sellers about the concept of green tourism, educate about modern culinary for rare fruits, increase the reputation of surya kencana culinary at the national and international levels with green gastronomy.

## **3. Results & Discussion**

### **History of Surya Kencana**

The Surya Kencana area in Bogor City is one of the centers of socio-economic activities that has high historical and cultural value, especially in relation to the existence and dynamics of the Chinese community in the West Java region. Since the Dutch colonial period, the area has developed as a center of trade and structured urban life, with the existence of Dhanagun Temple which was established in 1672 as a symbol of the sustainability of the religious and social activities of the Chinese community. The existence of old shophouses that are still active today reflects the continuity of the area's function as a traditional economic center as well as an important cultural space (Bogor City Government, 2023).

Geographically and ecologically, Bogor City is known as an area that has wet tropical climate characteristics with high rainfall and a large green cover area, so it is nicknamed as a "rain city" and a "green city". Conservation forest areas such as the Bogor Botanical Garden, Urban Forest, and the buffer areas of Mount Salak and Mount Pangrango contribute to the stability of the urban microclimate. Nevertheless, in the past two decades, various indicators indicate that Bogor is beginning to experience pressure due to climate change, including an increase in annual average temperatures, intensification of extreme rainfall, and more frequent local floods. Land conversion, deterioration in vegetation quality, and uncontrolled urbanization have also accelerated environmental degradation, especially in densely populated areas such as Surya Kencana where there is little green open space (BMKG, 2021; KLHK, 2022).

In this context, the preservation of the Surya Kencana area is not only important from a historical and cultural perspective, but also relevant in the framework of adaptation to urban climate change. Regional conservation efforts must consider the

implementation of green infrastructure such as vertical greening, flood-adaptive drainage systems, and emission reductions from transportation and trade activities. Thus, the integration between the preservation of cultural heritage areas and climate change mitigation strategies can create a sustainable and resilient old urban area management model to environmental crises.

### **Heritage Building**

Surya Kencana is an area that until now has managed to maintain the historical traces of Bogor City through the existence of historical buildings that contain cultural and architectural aesthetic values. Based on direct observation in the field, a number of old buildings can be seen that display the architectural characteristics of a combination of Chinese and Dutch colonial styles. This characteristic can be seen in the use of doors and windows that are symmetrical with vertical openings, striking coloring such as green typical of Chinese culture, and the use of wrought iron ornaments on canopies and balconies. This style depicts a form of acculturation between local architecture and colonial influences, as commonly found in historic Chinatowns in various cities in Indonesia.

Although physically some buildings are still in decent condition, most of them seem to be no longer inhabited and have not been utilized to the fullest. This situation presents a great opportunity for the government and the cultural preservation community to implement the concept of adaptive revitalization. One form of utilization that can be done is to make these buildings a center of historical and culinary information typical of the Surya Kencana area. This strategy can not only maintain the authenticity and sustainability of heritage buildings, but also strengthen the image of the area as an attractive cultural tourism destination. Given the culinary potential as the main attraction in this region, the combination of educational spaces, visual history galleries, and local culinary centers can be a special attraction for tourists, especially foreign tourists who appreciate urban culture and history.

In addition, the preservation of cultural heritage buildings with a new functional approach that is relevant to today's needs also supports efforts to mitigate the impacts of urbanization and climate change. Efforts to maintain old buildings can help reduce emissions from the construction sector and support energy conservation through the preservation of existing materials and structures. Therefore, collaboration between the government, academics, local communities, and tourism industry players is needed to make Surya Kencana a cultural heritage area that is not only preserved, but also dynamic, inclusive, and contributes to strengthening the identity of Bogor City in the modern era.

### **The Uniqueness of Chinatown in Surya Kencana**

The Chinatown area of Jalan Surya Kencana in Bogor City has characteristics that significantly distinguish it from other Chinatown areas in Indonesia, such as Glodok in Jakarta, Lasem in Rembang, and the Chinatown area of Semarang. While the Chinatown area generally develops as a major trade center and dense residential area of the Chinese community, Surya Kencana appears on a more compact scale, is pedestrian-friendly, and contextual with the ecological character of Bogor City known as the "rain city" and the "green city". The uniqueness of this area is reflected in the form of architecture that combines Dutch colonial elements with traditional Chinese elements, as seen from the use of symmetrical windows and doors, wrought iron ornaments on balconies and canopies, and the existence of Hok Tek Bio Vihara which has been established since the 17th century and has become a central point in the cultural landscape of the region. The quieter atmosphere and minimal vehicle traffic provide differentiation compared to other Chinatowns which are more densely populated, commercial, and are mass retail industries.

Furthermore, the speciality of Surya Kencana lies not only in the physical and architectural aspects, but also in the social and cultural dimensions reflected through its inclusive and multicultural culinary diversity. Unlike other Chinatown areas that predominantly offer authentic Chinese dishes, Surya Kencana represents a harmonious cultural interaction space between ethnic Chinese, Sundanese, and Betawi. This can be seen from the presence of various local culinary such as Soto Mie Bogor, Doclang, Laksa Bogor, and Asinan, which coexist organically with traditional Chinese snacks. This acculturation strengthens the region's identity as an urban space that not only functions as an ethnic enclave, but also as a forum for cultural integration and a vibrant expression of local history. Thus, Surya Kencana can be seen as a form of representation of contemporary Chinatown that not only preserves cultural heritage, but also transforms into a dynamic and open public space in a multiethnic urban context.

### **Categories of Food Types in Surya Kencana Area, Bogor**

The Surya Kencana area in Bogor is known as one of the legendary culinary centers that represents cultural diversity through the dishes served. Based on field observations and literature studies, the authors classify the dominant types of food in this region into four main categories: Chinese Food, Peranakan Food, Local Vegetables and Fruits, and Fusion Food. These four categories not only reflect the socio-cultural history of the region, but also show the dynamics of gastronomic adaptation to the times and consumer preferences.

### **Chinese Food**



The Chinese food dishes at Surya Kencana are a direct legacy of the Chinese community that has lived in the area since the 19th century. This type of food includes preparations such as chicken noodles, cha-cha porridge, and Hokkien-style rangi cakes. Chinese food at Surya Kencana is characterized by the use of cooking techniques such as stir-fry, steaming, and boiling, as well as basic ingredients such as egg noodles, pork, and Chinese spices.

According to Sunarto (2020), "the presence of Chinese culinary in the Surya Kencana Chinese area is clear evidence of cultural acculturation through the gastronomic medium, which lasts across generations." This food also serves as a medium for the inheritance of local community values and identity.

### **Peranakan Food**

Unlike Chinese food which retains its authentic form, Peranakan food is the result of a cross between Chinese culinary culture and local Sundanese-Betawi cuisine. Examples of these foods include lontong cap go meh, Peranakan version of Bogor asinan, and Chinese-Sundanese mixed rice.

The presence of Peranakan food in Surya Kencana shows the existence of a creolization process in gastronomy. As explained by Wijaya (2019), "Peranakan food is an expression of the adaptation of the diaspora community to the social environment and the availability of local food." This adaptation can be seen in the substitution of local ingredients into Chinese recipes, such as the use of bay leaves, galangal, or coconut milk in foods based on Chinese cuisine.

### **Local Vegetables and Fruits**

As an area adjacent to agricultural areas in Puncak and Ciawi, Surya Kencana is also a distribution place for local vegetables and fruits. Products such as local papaya, bogor bananas, chayote, and cassava leaves are sold both fresh and in processed forms such as pickles, rujak, and lalapan. Disurya dating there are also rare fruits and vegetables such as alkesa fruit, menteng fruit, jambalang fruit which have the potential to be developed or processed.

These local vegetables and fruits reflect sustainability in the food system and contribute to local food security. As stated in a study by Rahman and Yuliani (2021), "local consumers have an interest in fresh and seasonal food that comes from local farmers, because it is considered healthier and has cultural value." The presence of this commodity also strengthens Bogor's culinary identity as a city rich in tropical products.

### **Fusion Food**

The last category is fusion food, which is a culinary form resulting from a fusion of cultures that is more contemporary and tends to be innovative. At Surya Kencana, some examples of fusion food include martabak filled with cheese and matcha, tofu pong filled with mozzarella, or meatballs filled with sambal matah. The presence of this type of food is a reflection of the response of culinary business actors to the tastes of the younger generation and tourists.

Fusion food shows how food can be a medium of experimentation as well as an economic strategy. According to Lim (2022), "fusion food represents a form of gastronomic modernity that combines techniques, ingredients, and aesthetics from different cultures to create new experiences in consumption." This innovation also helps to encourage the visibility of the Surya Kencana area as a creative culinary destination.

### **Green Gastronomy and Its Application in Surya Kencana, Bogor**

Green gastronomy is a gastronomic approach that focuses on environmental sustainability, preservation of local culture, and social well-being through responsible food consumption. This concept emphasizes the importance of using local foodstuffs, environmentally friendly production practices, efficient waste management, and the preservation of traditional culinary heritage.

According to Lopez-Bellido et al. (2020), "green gastronomy is an integrated culinary practice that promotes ecological awareness, supports local economies, and fosters cultural preservation through sustainable food choices." This approach not only influences the way food is produced and served, but also educates consumers about the importance of sustainability in everyday life.

### **Implementation of Green Gastronomy in Surya Kencana**

The Surya Kencana area, as a culinary and cultural heritage center in Bogor, has great potential to apply the principles of green gastronomy. This implementation can be done through a variety of strategies:

#### **1. Utilization of Local and Seasonal Foods**

Using vegetables, fruits, and spices from farmers around Bogor such as Bogor bananas, chayote, and cassava leaves not only supports the local economy, but also reduces the carbon footprint of food transportation. This is in line with the principle of farm to table which is widely carried out in the practice of green gastronomy.

#### **2. Environmentally Friendly Food Waste and Packaging Management**

Culinary business actors in Surya Kencana can implement an organic and inorganic waste sorting system, as well as use biodegradable or recycled containers. As stated by Huber & Jeschek (2021), "the implementation of waste



minimization strategies in food streets is crucial for aligning gastronomy with urban sustainability goals."

### **3. Preservation of Traditional Recipes and Consumer Education**

Green gastronomy is not only about environmental aspects, but also cultural preservation. Repromoting Peranakan food, classic Chinese food, and local processed foods with their historical narratives will increase cultural awareness among tourists and local communities. This supports the idea that consumption is not only about taste, but also meaning (Pollan, 2008).

### **4. Collaboration with the Community and MSMEs**

The implementation of green gastronomy can be strengthened through cooperation between business actors, the culinary culture preservation community, and local governments. For example, through sustainable culinary festivals or local food entrepreneurship training programs based on ecology.

## **Sustainable Gastronomy**

Sustainable gastronomy is a way of looking at the culinary world that not only pursues taste, but also seeks to maintain a balance between the enjoyment of eating food, food safety, environmental sustainability, and the preservation of local culture. According to the World Food and Agriculture Organization (FAO, 2017), sustainable gastronomy involves the wise use of natural resources, the use of local and seasonal foods, and consumption and production practices that are responsible for the environment and the surrounding community.

More than just food on the table, it encompasses the entire process in the food chain—from how ingredients are grown or produced, to how food is processed and distributed, to how waste is managed. The goal is to create a food system that is not only healthy and decent for all, but also capable of lasting in the long term, without damaging the environment or sacrificing cultural values.

## **Application of Sustainable Gastronomy in Surya Kencana**

To encourage the implementation of sustainable and green gastronomy in the Surya Kencana area, several strategic approaches can be identified as follows:

### **Strengthening the Use of Local and Seasonal Food**

Optimizing the supply from local farmers and producers in Bogor to reduce the carbon footprint and promote regional food independence.

### **Waste Management and Reduction of Single-Use Plastics**

Encourage business actors to implement waste sorting systems, use environmentally friendly packaging, and manage food waste wisely, including through recycling programs or food donations.

### **Diversification of Plant-Based and Low Emission Menus**

Offering a more environmentally friendly plant-based menu or plant-based products without compromising the uniqueness of the taste and traditional value of local cuisine.

### **Preservation of Traditional Cuisine as Cultural Heritage**

Maintaining the authenticity of traditional recipes and cooking techniques as part of efforts to conserve the culinary heritage that has become the identity of the region.

### **Education and Community Participation**

Providing education to the public, business actors, and visitors about the importance of sustainable consumption and their role in preserving the environment and culture through food.

By consistently applying the principles of sustainable gastronomy, the Surya Kencana area will not only continue to exist as a culinary destination, but also transform into an example of a heritage area that is adaptive to modern environmental and social challenges. This approach supports the achievement of the Sustainable Development Goals (SDGs), especially in the areas of responsible consumption and production, preservation of local culture, and strengthening the community's economy in an inclusive and sustainable manner.

### **Culinary and the sustainability potential of Surya Kencana**

#### **Culinary Diversity in Surya Kencana**

The Surya Kencana area offers a variety of foods that reflect the fusion of Chinese, Sundanese, and Indonesian culinary cultures. Here are some of the culinary highlights that are the main attractions:

1. "Dear Mr. Friday,  
A traditional Bogor dish made from beef kikil, served with peanut seasoning and lontong. It is very popular, especially in the morning.
2. Asinan Bogor  
A mixture of fresh fruits and vegetables doused with vinegar sauce and peanut sauce. Hawked at many points along the way, from street vendors to fixed shops.
3. A Tribute to the Austin-Rock Gang

Chinese food is a mixture of meat and spices wrapped in tofu skin and fried. Served with a special sweet and savory sauce.

4. Laksa Bogor

A local laksa variant with yellow coconut milk sauce, containing bean sprouts, oncom, and boiled eggs. It has a mild yet spicy flavor.

5. Fried Toge

Boiled bean sprouts equipped with tauco seasoning, oncom, and sweet soy sauce. Including traditional culinary that is now increasingly rare outside Bogor.

6. Market Snacks and Traditional Cakes

Such as rangi, klepon, talam, and getuk cakes. It is often found in the sidewalk area and is suitable as souvenirs.

### **Culinary Sustainability Opportunities in Surya Kencana**

#### **1. Preservation of Culinary Culture**

Many culinary businesses in this area are passed down from generation to generation, indicating that there are efforts to preserve family flavors and traditions.

Events such as the "Bogor Culinary Festival" can strengthen the existence of local cuisine.

#### **2. Culinary Tourism Potential**

It is a favorite destination for domestic and foreign tourists who want to enjoy special food with a classic atmosphere.

It has the potential to become a culinary tourism area that is integrated with historical aspects.

#### **3. Contribution to the Local Economy**

Providing income for the community, from small traders to culinary entrepreneurs.

Absorbing a lot of labor, both formal and informal, especially in the MSME sector.

#### **4. Challenges and Prospects**

Challenges: Congestion, hygiene issues, and waste management.

Opportunities: Regional planning through government programs such as organized street vendor relocation, digitization of MSMEs, and strengthening tourism promotion.

#### **5. Eco-friendly Development**

The management of organic and plastic waste from culinary activities needs to be improved.

The potential is to be developed as a zero waste street food area or an environmentally friendly culinary corridor.

### **Sustainable rare fruit**

Scattered in the culinary crowd of Jalan Surya Kencana, local fruits that are starting to be marginalized such as Menteng and Alkesakian are difficult to find. Menteng fruit comes in small, round sizes, grows in clusters like grapes, and presents a refreshing sour-sweet taste – once familiar as a rujak or fresh snack dish, but now it is increasingly rare even in traditional Bogor markets. On the other hand, Alkesa or known as Sawo Mentega (*Pouteria campechiana*) offers soft flesh with bright yellow flesh and a savory sweet taste in the style of egg cream, but its existence is starting to decline due to limited cultivation and the lack of interest from the younger generation.

In fact, both fruits have a great opportunity to create added value for sustainable local cuisine. Menteng, for example, can be used as a typical syrup, traditional sweets, and even unique local fermented drinks. Meanwhile, Alkesa is suitable as a raw material for ice cream, smoothies, puddings, or pie fillings – all of which can be Bogor's typical culinary identity. The presence of Menteng and Alkesa in areas such as Surya Kencana will not only enrich flavor variants, but also strengthen food cultural heritage and local biodiversity. To make this happen, collaboration between culinary MSME actors, local governments, and environmental communities is needed – including creative processing, public education, and the creation of thematic culinary spots based on local fruits. With this step, Surya Kencana can develop into a sustainable culinary destination that evokes memories of Indonesia's almost forgotten tropical fruits.

### **Comparison with green Gastronomy Bali**

#### **Cultural Background and Culinary Identity**

Surya Kencana is a strong historical area with Chinese nuances, making it a hub for ethnic cuisine and heritage. The food available is mostly Chinese-Indonesian cultural heritage, such as laksa bogor, cungkkring, basket cakes, and various typical snacks. However, the approach to food still focuses on tradition, not on environmental sustainability.

On the contrary, Bali – especially Ubud – has long been known as an international tourist area that prioritizes the concept of healthy and sustainable living. The eating culture there not only maintains local wisdom (such as the use of organic ingredients and Balinese spices), but also adapts to global trends such as vegan food, raw food, and zero-waste culinary.

### **Application of the Green Gastronomy Concept**

In Surya Kencana, the implementation of green gastronomy is still sporadic and unstructured. The use of local materials does occur naturally, especially from people's habits and affordability, but it has not been strategically developed. The potential of

rare fruits such as jamblang, gandaria, or bisbul, which was once common, has not been utilized optimally for the purpose of preservation and culinary innovation.

Meanwhile, Bali has implemented the practice of green gastronomy systemically. Restaurants such as Locavore, Moksa, and Ijen apply farm-to-table principles, using only locally and seasonally grown ingredients, and implement recycling and waste management thoroughly. In fact, some restaurants work directly with farmers to ensure the sustainability of the supply chain.

### **Community and Local Farmer Engagement**

In Surya Kencana, community involvement is still limited to economic and cultural activities, such as culinary MSMEs and Chinese festivals. However, there is no system of connectivity between culinary actors and local farmers or environmental communities in particular.

In Bali, it is precisely the relationship between restaurants, farmers, and communities that is the main pillar in the success of green gastronomy. There is a scheme for direct purchases from farmers, the use of organic agricultural products, and community involvement in education on environmentally friendly food processing.

### **Government Support and Tourism Promotion**

The Bali government together with tourism stakeholders are actively promoting the concept of sustainable tourism, including green gastronomy. This is reflected in green destination programs, training of business actors, and certification of sustainable restaurants.

On the other hand, Surya Kencana still does not have a special branding as a green culinary area. Its potential is more focused on heritage tourism and traditional culinary, not yet leading to integration between cultural and environmental preservation.

### **Market Segmentation and Reputation**

Bali attracts international tourists who care about the environment and health, making green gastronomy a part of their lifestyle. Bali's reputation in this field is already known globally.

Surya Kencana, with its dominance of local visitors and domestic tourists, still needs to build a narrative and education to attract a more environmentally conscious market. This segmentation can actually be expanded to urban communities, authentic culinary enthusiasts, to the younger generation who are starting to be aware of a sustainable lifestyle.

### **Innovation Potential**

Surya Kencana has its own uniqueness: a blend of Chinese cuisine, cultural heritage, and rare foodstuffs. The potential for innovation lies in the reprocessing of almost extinct fruits, the creation of locally-based healthy menus, and the integration of culinary history education with sustainability issues.

Meanwhile, Bali excels in presentation innovation, lifestyle (wellness tourism), and immersive culinary experiences that are integrated with nature and local culture. However, Bali is quite established, while Surya Kencana is interesting because its potential is still wide open to development.

## 5. Conclusion

The Surya Kencana area in Bogor is a rich culinary and cultural center, combining the uniqueness of Chinatown, historical heritage buildings, and culinary richness such as Chinese snacks and rare fruits. In addition to being a local attraction, the area has great potential to adopt the concept of green gastronomy and sustainable gastronomy, which emphasizes local food, is environmentally friendly, and supports the surrounding community.

By imitating the success of regions such as Ubud, Gianyar – Bali in developing sustainable gastronomy tourism, Surya Kencana has a great opportunity to become a sustainable culinary destination with national and international competitiveness. Innovation in endangered foods (e.g. rare local fruits) can strengthen regional identity as well as a strategy for cultural and biological resource preservation.

However, the area also faces challenges such as limited waste management, spatial irregularities, and the lack of an integrated promotion system. Heterogeneous market segmentation—ranging from domestic tourists, foodies, to heritage communities—opens up development opportunities with a market needs-based approach. Support for local growth such as MSMEs, art communities, and local farmers is also the key to the sustainability of this region.

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