

# Analysis of Food Safety in Rural Tourism Areas (Case Study in Cisaat Educational Tourism Village and Sukamakmur Tourism Village)

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**Abstract.** This research aims to determine food safety in culinary businesses in rural tourist areas. This research was conducted in Cisaat Subang Village and Sukamakmur Tourism Village, West Java. This research method uses a descriptive analysis method to describe food safety in tourist areas using the food safety score assessment instrument (SKP). Data collection techniques use observation and interview methods. This research will identify and analyze food safety in culinary businesses in rural tourist areas. Results Research shows that the food safety score in the West Java Tourism Village shows that 70% are in the food insecure category but are still safe to consume and 30% are in the medium food safety category, with the lowest dimensions being cook hygiene (0.85) and food distribution (0.88). Based on This shows that food safety in rural areas still needs to be implemented. Therefore, efforts need to be made to improve the quality of food safety in tourist areas, especially rural areas. The results of this research are expected to be useful for improving the quality of food safety in tourist areas so that they can provide a pleasant and pleasant travel experience. revitalize the tourism industry in Indonesia.

**Keywords:** Food Safety, Tourism, Rural, West Java

## 1 Introduction

Tourism is an industry that is developing rapidly and has a multiplier effect on the growth and development of a country and nation. The United Nation World Tourism Organizations (UNWTO) states that the tourism sector is an important sector in developing a region and increasing welfare for the community [1].

Tourism is one of Indonesia's mainstay industries which can support the community's economy. Basically, tourism is a travel activity with the aim of getting satisfaction of needs that are not the realization of work activities. Wahab believes that tourism is a relationship between people either from the same country or between countries or only a limited geographical area,

where the activity aims to fulfill needs except for activities to earn income, although in subsequent developments the boundaries of "earning income" have become a little blurred [2].

Over time, with the expansion of the definition of tourism, tourist destination areas are also increasingly developing. One tourist destination that is an alternative for tourists who are tired of the hustle and bustle of urban life and the decline in the quality of the city environment, is rural tourism or what is usually called a tourist village. Tourist villages are formed by prioritizing the lifestyle and quality of life of the community as well as involving the local community by developing the quality of the village's products. Tourist villages were built with the concept of returning to nature and offering people a more natural lifestyle by showing the authenticity of regional culture.

West Java is one of the most densely populated provinces in Java. According to the Central Statistics Agency for West Java Province, population density in West Java from 2018-2020 has always increased [3]. So West Java is not only famous as one of the most populous provinces on the island of Java, but West Java province is also famous for having many interesting tourist destinations and various kinds of culinary delights that attract visitors to make West Java a holiday tourist destination. Since COVID-19 in 2020 the number of tourists has decreased, but has increased again the following year. West Java is one of the most densely populated provinces in Java. The population density in West Java reaches 1,345 people per square kilometer. Not only is it famous as one of the most populous provinces on the island of Java, West Java province is also famous for having many interesting tourist destinations and various culinary delights that attract visitors to make West Java a holiday tourist destination. A tourist area generally has the potential to function to attract tourist visitors to visit the tourist area and to develop the tourist attraction, both in urban and rural areas. According to the Minister of Tourism and Creative Economy or Head of the Tourism and Creative Economy Agency (Menparekraf) Sandiaga Uno, tourist villages or rural tourism are currently becoming a tourism trend in the world. Tourist villages provide visitors with a more unique and new holiday experience. The tourist village model established by the Ministry of Tourism is a tourist village as a single visit destination. This means that the tourist village in question has a unique tourism product and is packaged in a tour package. Tourists can visit and stay in this tourist village. With the existence of a tourist village, the government is taking a number of steps to develop the tourist village, such as preparing information regarding potential, character and products to be marketed. The government also prepares tour packages and carries out marketing promotions, such as family trips and roadshows.

Based on (Law of the Republic of Indonesia Number 8 of 1999) it is explained that the definition of a tourist area or tourism area is an area that has a certain area that is built and provided for tourism activities. In exploring the potential of tourism, we need to know the existing scope. There are 3 scopes, namely; physical condition of the tourist area, existing social culture, human resources in the area. By exploring the potential of a tourist area, popular tourist areas and tourist attractions will be created which can then attract tourist visitors to visit. According to data on the number of tourist visits to West Java tourist attractions taken from West Java BPS data in 2019-2021 [3]. The number of tourists visiting districts in West Java from 2019 to 2021 has increased. It can be seen that tourists have started to make districts in

West Java which in fact contain tourist villages as one of their tourist destination choices, which means that the potential of tourist villages in West Java Province is increasingly being upgraded every year.

In maintaining an area or tourist attraction, of course awareness is needed from the people around the tourist area and visiting tourist visitors. Then the government, through the Department of Culture and Tourism, issued Minister of Culture and Tourism Regulation Number PM.04/UM.001/MKP/2008, namely regarding Sapta Pesona which is a description of tourism awareness. Where the role and support of the community is very important to create a conducive environment and atmosphere. It is hoped that public awareness of tourist areas can encourage the development of the tourism industry. Based on the Decree of the Minister of Tourism, Post and Telecommunications Number KM.5/UM.209/MPPT-89, Sapta Pesona has seven elements to be realized by the community and visiting tourist visitors. The seven elements are; security, order, cleanliness, coolness, beauty, friendliness and memories. With the issuance of the Minister of Tourism's Decree regarding Sapta Pesona, it is hoped that residents and visiting tourists will be aware of protecting this tourist attraction. In this way, tourists will be able to experience the benefits of implementing the seven elements of Sapta Pesona. Among the seven elements of Sapta Pesona, the first and most important element is the element of security. These security elements include the security of tourist attraction locations, foodstuffs, resources at tourist attractions, tourist structures and buildings. So the public and tourist visitors need to be aware of the first point of the seven elements of Sapta Pesona first. One example is food security in tourist areas. Because what we already know is that there are still many cases of poisoning caused by food. The Food and Drug Monitoring Agency or BPOM noted that in 2011-2015 there were cases that occurred due to food ingredients, namely 35% of cases of increased food products that did not comply with established standards. This poisoning incident also occurred in 2016 and was mostly caused by food and drink [4].

According to the World Health Organization (WHO), food safety is a science that discusses the preparation, handling and storage of food or drinks so that they are not contaminated by physical, biological and chemical substances [5]. The main goal of food safety is to prevent food and drinks from being contaminated by foreign substances, whether physical, biological or chemical, so as to reduce the potential for illness due to food hazards. Physical contamination is a foreign object that gets into food or drink. For example, hair, metal, plastic, dirt, dust, nails, and others. The meaning of biological contamination is a substance produced by living creatures (such as humans, mice, cockroaches, etc.) that enters food or drink. Chemical contamination includes herbicides, pesticides, and veterinary drugs. There is also chemical contamination that comes from the environment such as air or soil and water pollution. There is also migration from food packaging, the use of addictive substances or natural toxins, as well as cross-contamination that occurs during food processing [6]. According to Moehyi (2000), food safety is an effort to free food from substances or ingredients that are harmful to the body [7]. Substances or ingredients that can harm the body's health either come from the food itself or from other ingredients. These other ingredients are related to ingredients that are not safe to eat which may be added to the food intentionally or unintentionally. Based on Law Number 86 of 2019 Article 4 concerning food sanitation, every person who carries out activities or processes

of food production, food storage, food transportation, and/or food circulation as intended in article 3 paragraph 2 is obliged to fulfill sanitation requirements and be able to guarantee food safety and/or human safety [8]. Sanitation requirements as referred to in paragraph 1, at least consist of avoiding the use of materials that could threaten food safety along the food chain, fulfilling food contamination requirements, controlling processes along the food chain, implementing a traceability system for ingredients and preventing reduction or loss of food nutritional content. So food processors and food sellers must guarantee the quality and safety of food both produced and distributed. Apart from that, the food being bought and sold must be suitable for consumption, that is, not rotten, free from contamination by dangerous chemicals and of good quality.

## **2 Research Method**

The research method used in this research is a quantitative research method. Quantitative Method is a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments and statistical data analysis. The aim of this research is to describe and test the hypotheses that have been determined [9]. This research uses a descriptive approach, which means a research method carried out to obtain an overview of the current or ongoing situation by identifying food safety among culinary business actors in urban tourist areas. Rural Areas Through a Fact Search with Appropriate Interpretation.

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn [10]. Based on the explanation above, it can be concluded that the population is an object or subject that can provide data for research. The population in this research is culinary businesses in Tourism Villages in West Java (rural). This research took place in two tourist village locations in the province of West Java and are tourist villages assisted by the Jakarta State University. The first location is in the tourist village of Cisaat, Subang Regency, West Java. Meanwhile, the second location is in the Sukamakmur tourist village, Bogor Regency, West Java.

The sample is part of the number and characteristics of the population [10]. It can be concluded that the sample is part of the population that will be used as sources who have met the criteria determined by the researcher. The sampling technique used in this research uses the Non Probability Sampling technique, a sampling technique that does not provide an equal opportunity or opportunity for each element or member of the population to be selected as a sample. The sampling used in this research was purposive sampling, taking samples with certain considerations.

The reason for using a purposive sampling technique is because not all samples have criteria that match those studied. So researchers chose this technique to determine the criteria that must be met. The sample in this study was food handlers who met certain criteria. The criteria used as research samples are:

1. Food handlers in West Java tourist villages which are under the supervision of Jakarta State University, namely Cisaat Educational Tourism Village and Sukamakmur Tourism Village
2. Food handlers have a place to store food ingredients.
3. Food handlers process food directly on the spot.
4. Food handlers have facilities for consumers to eat on the spot.

Data collection techniques are the most strategic step in influencing the quality of research data. There are two data sources in this research, namely primary data sources and secondary data sources. Primary data is a data source that directly provides data sources to data collectors, while secondary data is a source that does not directly provide data to data collectors, for example through other people or through documents [10]. In this research, researchers used primary data obtained from assessing food safety scores using the SKP form. SKP assessment is carried out by observing culinary businesses and interviews with culinary business managers.

The research instrument used in this research, according to the title, is the food safety score form (SKP). So this research has 4 main steps which are used as the object of the SKP assessment. The first step is the Selection and Storage of Food Ingredients (PPBM), this stage is seen when food business actors select their food ingredients. The second step is seen from the Cooker's Hygiene (HGP), this second stage is seen from the cleanliness of the cook who is in direct physical contact with the food being made. The third step is Food Ingredient Processing (PBM), this stage is seen when food handlers process their food ingredients into food that will be sold and consumed by consumers. Next, the fourth step is Food Distribution (DMP), this stage is seen when food handlers sell their food. The measuring scale used in this instrument is the Likert scale. The Likert scale is a measuring tool used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The instrument in this research uses a questionnaire. A questionnaire is a data collection technique that is carried out by giving questions or written statements to respondents to answer. There are two types of questionnaires, namely closed and open questionnaires. The form of questionnaire used in this research is a closed questionnaire [11]. The measuring scale for answers to the questionnaire in this study uses a Likert scale with response options Always (SL), Often (SR), Sometimes (KD) and Never (TP). The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena [11].

### **3 Result and Discussion**

#### **3.1. Data Description Distribution of Respondent Characteristics**

The respondents in this research are food business actors in the Tourism Villages supported by the Jakarta State University, namely the Cisaat Educational Tourism Village and Sukamakmur Village. Description of the characteristics of respondents for this research based on age, gender, education and type of business.

### 3.1.1 Distribution of Respondents Based on Age

The age characteristics of respondents were categorized based on classifications according to the Ministry of Health of the Republic of Indonesia in 2009 including the categories of toddlerhood from 0-4 years of age, middle childhood from 5-11 years of age, early adolescence from 12-16 years of age, late adolescence from 17- 25 years, early adulthood from 26-35 years, late adulthood from 36-45 years, early adulthood from 46-55 years, late adulthood from 56-65 years, and manual age from 65 years and over. The distribution of food business respondents in the Cisaat Educational Tourism Village and Sukamarmur Tourism Village consisted of: 5 people in late teens (17-25 years), 12 people in early adulthood (26-35 years), 12 people in late adulthood (36-45 years). 21 people, early elderly (46-55 years) there were 13 people, late elderly (56-65) there were 8 people, elderly people (66-over) there was 1 person.

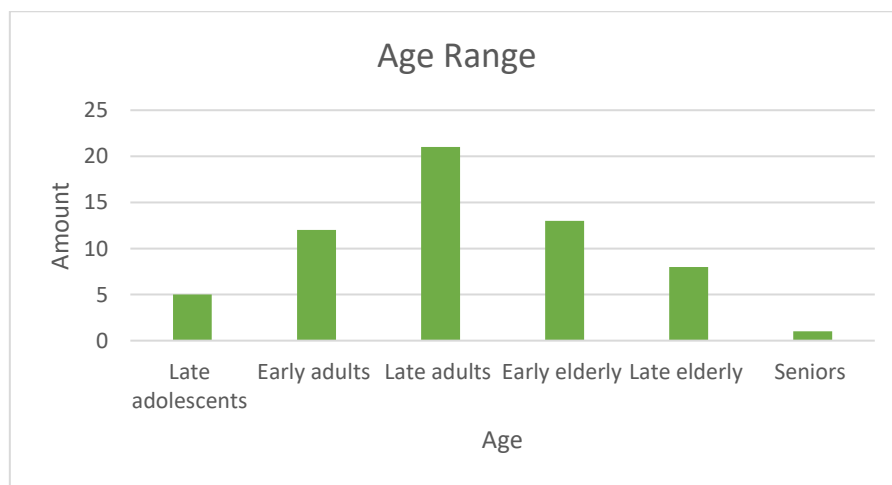


Diagram 1. Distribution of Respondents Based on Age Range

### 3.1.2 Distribution of Respondents Based on Gender

Respondent characteristics based on gender were divided into two, namely men and women. [12] According to Green's theory, demographic factors (gender) influence health behavior. The number of respondents in this study was 32 respondents (53%) female and 28 respondents (47%) male.

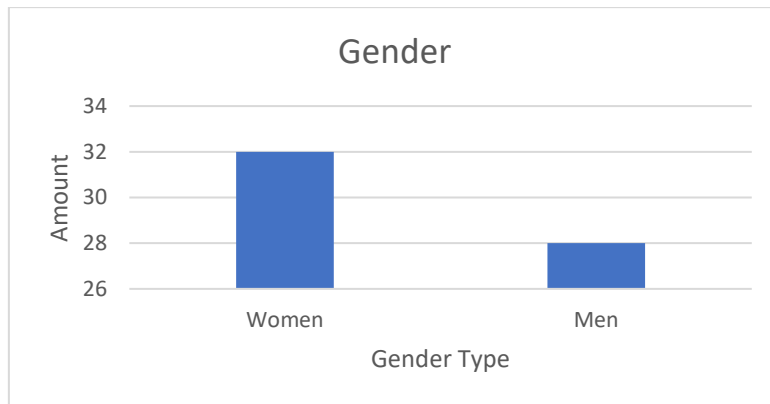


Diagram 2. Distribution of Respondents Based on Gender

### 3.1.3 Distribution of Respondents Based on Education

Characteristics of food business respondents in the Cisaat Educational Tourism Village and Sukamakmur Tourism Village based on education level. According to Notoatmodjo (2014) in Damayanti & Sofyan (2021) knowledge can be influenced by many factors, one of which is the level of education [13]. Starting from the non-school level up to Strata 1 (S1), based on the research results, the number of respondents who did not attend school was 1 person (2%), the number of respondents who had completed elementary school was 18 people (30%), the number of respondents who had completed junior high school was 18 people (30%), respondents who completed high school were 17 people (28%), respondents who graduated from vocational school were 6 people (10%).

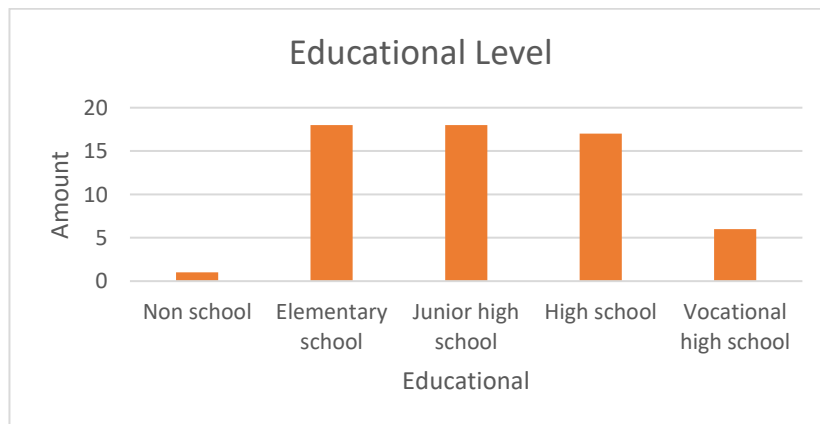


Diagram 3. Distribution of Respondent Data Based on Education Level

### 3.2. Data Description of Food Safety Scores Research Variables

#### 3.2.1 Dimensions of selection and storage of foodstuffs (PBB)

Food processing is part of a production stage in which there are many aspects that need to be considered. Starting from equipment, cleanliness production place, so that the resulting product does not pose a dangerous risk to consumers. It is very important to pay attention to the food ingredients that will be processed so that the health of the product can be well maintained, because in the food processing process there are many aspects that cannot be tolerated if the requirements are not met. Selection and storage of food ingredients is the first step before business actors enter the processing stage, including 8 assessment parameters with a total score of 22 (15.94%).

Table 1. Distribution of Respondents Based on PBB Dimensions

No	Statement	Item Conformity	
		In accordance N = 60 (%)	It is not in accordance with N = 60 (%)
1	The ingredients used are still fresh	100	
2	The food ingredients used are not damaged	100	
3	The food ingredients used are not rotten	100	
4	Do not use used fertilizer containers/boxes or pesticides to store and carry food	100	
5	Food ingredients are stored away from toxic/hazardous materials	91.7	8.3
6	Food ingredients are stored in closed places	88.3	11.7
7	Food ingredients are stored in a clean place	88.3	11.7
8	Food ingredients are stored in a place that is not exposed to direct sunlight	41.7	58.3

Based on the research results, it shows that almost all business actors understand the selection and storage of food ingredients. More than half (58.3%) of business actors have not implemented proper food storage where stored food ingredients should not be exposed to direct sunlight. This shows that the knowledge of storing materials properly is not fully understood by business actors.

#### 3.2.2 Cooker Hygiene Dimensions (HGP)

Hygiene of a food processor is one of the requirements that must be met by an agency involved in the world of food processing. Several important aspects related to the hygiene of a food processor that need to be considered include the cleanliness of the cook and the health of the cook, which if ignored could threaten the safety and health of the food being processed. Cooker Hygiene Score (HGP) is personal hygiene or cleanliness during the food processing process by the cook. The health of food handlers plays an important role in food hygiene. There are 8 criteria that must be met with a score according to the weight of the criteria and those that are not met are given a score of zero.



Table 2. Distribution of Respondents Based on HGP Dimensions

No	Statement	Item Conformity	
		In accordance N = 60 (%)	It is not in accordance with N = 60 (%)
1	Cooker must healthy body .	100	
2	Cooker have to get dressed clean	100	
3	Cooker use closed head during cooking	21.6	78.4
4	Cooker use base foot during cook	90	10
5	Wash hand before And after cook	86.6	13.4
6	Wash your hands using soap after from WC (flush water)	58.3	41.7
7	When sneezing is not facing the food	100	
8	Nail cooker always clean And No long	86.6	13.4

Based on the research results, it shows that almost all respondents (78.4%) in the HGP dimension have not implemented the use of head coverings in the food processing process.

### 3.2.3 Food Ingredient Processing (PBM)

Food processing is the process of changing the form of raw materials into ready-to-eat food. Good and correct processing methods can maintain the quality and safety of processed food products [14]. Good food processing is following the principles of sanitation hygiene or good food production methods. In food processing, food contamination must be avoided, such as during the washing, mixing and cooking stages. All food processing activities must be carried out in a way that avoids direct contact with the body. The cooking process in institutions with a large number of portions must pay attention to quality so that the food produced is in accordance with the plan

Food Ingredient Processing Score (PBM) is the total score of how to process food ingredients from raw to cooked so that it makes a delicious, nutritious and good quality dish. There are 27 criteria that must be met with a score according to the weight of the criteria and those that are not met are given a score of zero.

Table 3. Distribution of Respondents Based on PBM Dimensions

No	Statement	Item Conformity	
		In accordance N = 60 (%)	It is not in accordance with N = 60 (%)
1	The cooking utensils used must be clean and dry	96.6	3.4
2	Equipment cook must washed before And after being used for cooking	90	10
3	Cooking utensils are dried moreover formerly after washed	100	

4	Equipment cook saved in place Which clean	90	10
5	Equipment cook Stored in a place away from toxic materials or materials dangerous	98.3	1.7
6	Place kitchen cooking is a must in clean condition	80	20
7	Place kitchen cooking is a must in dry condition	81.6	8.4
8	Kitchen place cooking is a must have ventilation sufficient _	70	30
9	Kitchen located far from cattle pen	51.6	48.4
10	Always available water clean in a closed container	95	5
11	In the kitchen place available rubbish which is closed	63.3	36.7
12	Water disposal waste must fluent	100	
13	Toxic/hazardous materials must not be saved in kitchen	100	
14	Distance place cook to place distribution no more than an hour	100	
15	Knife and swallow that used must be clean	88.3	11.7
16	Part food who does not not eaten also cooked	100	
17	Material food washed with water clean	100	
18	Mix/make dough use tool clean one	98.3	1.7
19	Dough/ingredients food that has been formulated must be done immediately cooked	100	
20	Food quick lifted after ripe	100	
21	Cooked food is placed on clean container And spared from dust And insect	96.6	3.4
22	Food is not wrapped using wrappers from paper newspaper And paper typing	76.6	23.4
23	Food wrapped with packaging Which clean, no use secondhand wrapping material poisonous	80	20
24	Holding cooked food using a spoon, fork, tool clamp, sarong hand	98.3	1.7
25	Don't store any food ripe more from 4 hours, especially soupy foods And coconut milk	100	
26	For fried foods, oil fry No can be used if it is dark brown, or Already used after 4 times	97.1	2.9
27	For wet food, boiling And steaming food in a container closed	88	12

Based on the research results, it shows that almost all business actors understand food processing well. Food processing business owners realize that food processing is part of a production stage in which there are many aspects that need to be considered. Starting from the equipment, the cleanliness of the production site, until the products produced do not have a dangerous risk for consumers. It is very important to pay attention to the food ingredients that will be processed so that the health of the product can be well maintained, because in the food

processing process there are many aspects that cannot be tolerated if the requirements are not met.

### 3.2.4 Food Distribution (DPM)

Food distribution is a stage or process where the products produced or desired are given to consumers. In food distribution, there are several aspects that need to be considered, such as the cleanliness of distributors, equipment, and checking the condition of the product so that when the product is produced it can be consumed safely without any risk of food illness by consumers. This is done because in the distribution process there are requirements which, if not met, will not be tolerated.

The Food Distribution Score (DMP) has 7 criteria that must be met with a score according to the weight of the criteria and those that are not met are given a score of zero. According to Aritonang (2012), food distribution is a series of food distribution activities according to the number of portions and types of consumer food served [15]. There are three food distribution systems, namely centralized, decentralized and a combination of centralized and decentralized systems. A centralized food distribution system means that food is divided and served on cutlery in the food production room.

Table 4. Distribution of Respondents Based on DPM Dimensions

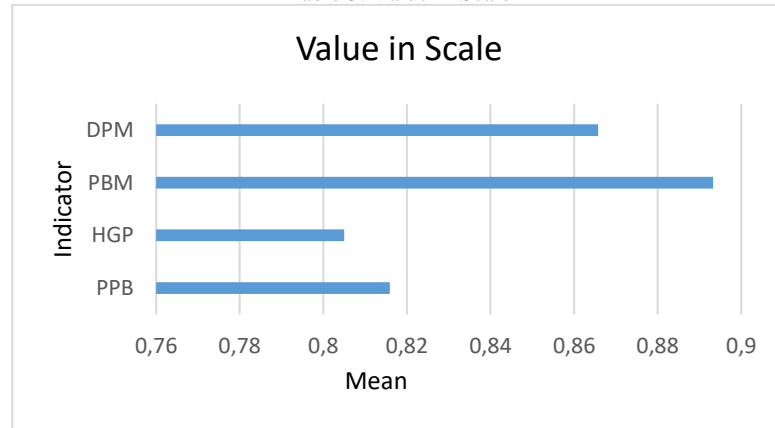
No	Statement	Item Conformity	
		In accordance N = 60 (%)	It is not in accordance with N = 60 (%)
1	During distribution, food is placed in a container Which clean and closed	88.3	11.7
2	Carrier food get dressed clean and wash your hands	95	5
3	Hands washed with soap before distribute food	40	60
4	Food should not be slimy, changed flavor, or smelled stale before Shared	100	
5	Food placed in a clean and clean place Dry	98.3	1.7
6	Wash hand before Eat	100	
7	Food is not held directly, use tool for holding food moment share	100	

The research results show that more than half of business actors (60%) do not wash their hands with soap before distributing food. This shows that business actors do not realize that not washing their hands will cause contamination of the product. Serving food properly and correctly will prevent food from being a source of contamination. Actions and serving ethics must also be considered so as not to reduce consumers' appetite and also not cause contamination.

### 3.2.5 Food Safety Score Scale

Based on table 5, the distribution based on scale categories for the SKP variable in rural tourist areas is as follows:

Table 5. Value in Scale



The SKP scale in rural tourism areas is quite good, above 0.8, the highest scale in the PBM dimension, this shows that business actors already understand the importance of good processing in processing food ingredients.

### 3.2.6 Food Safety Category

Based on Table 6, in the category of food safety in rural tourism areas, most food businesses fall into the category of vulnerable food but are still safe to consume, this is because business actors do not fully understand the importance of maintaining food safety and are also influenced by regional conditions and the education level of business actors.

Table 6. Food Safety Categories



Tourism is a journey carried out by a person or group temporarily, from one place to another, with the intention not to try and earn a living in the place visited, but simply to enjoy the trip for leisure and recreation or to fulfill diverse desires. Tourism is a tourist activity that is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. The criteria for tourism destinations themselves are divided

into various types, one of which is; urban and rural. Urban and rural tourism destinations of course have their own characteristics and potential. Urban tourism itself is a tourism activity that utilizes urban elements (not agriculture) and also everything related to aspects of city life as a service center and the economy as a tourist attraction. Meanwhile, rural tourism is a tourism activity that utilizes rural elements, such as agriculture, maritime affairs and local characteristics and customs that are still well maintained as tourist attractions.

West Java is one of the most densely populated provinces in Java. The population density in West Java reaches 1,345 people per square kilometer. Not only is it famous as one of the most populous provinces on the island of Java, West Java province is also famous for having many interesting tourist destinations and various kinds of culinary delights that attract visitors to make West Java a holiday tourist destination. A tourist area generally has the potential to function to attract tourist visitors to visit the tourist area and to develop the tourist attraction, both in urban and rural areas. According to the Minister of Tourism and Creative Economy or Head of the Tourism and Creative Economy Agency (Menparekraf) Sandiaga Uno, tourist villages or rural tourism are currently becoming a tourism trend in the world. Tourist villages provide visitors with a more unique and new holiday experience. The tourist village model established by the Ministry of Tourism is a tourist village as a single visit destination. This means that the tourist village in question has a unique tourism product and is packaged in a tour package. Tourists can visit and stay in this tourist village. With the existence of a tourist village, the government is taking a number of steps to develop the tourist village, such as preparing information regarding potential, character and products to be marketed. The government also prepares tour packages and carries out marketing promotions, such as family trips and roadshows.

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As tourism activities develop rapidly, food safety aspects still seem to be neglected. However, food supply should occur sustainably and this activity should be free from food safety risks. As for Food Safety at Tourist Attractions, it is likely that the level of food consumption at tourist attractions is relatively high. So this has the potential to cause health problems due to consuming food at tourist attractions. In particular, tourists are more likely to complain about the threat of food poisoning and lack of food sanitation. The existence of health risks for tourists is most often related to poor levels of food or drink safety handling.

Food safety is an important factor in the implementation of the food system. In the general provisions of Government Regulation Number 86 of 2019 concerning Food Safety, the implementation of food safety is intended so that the state can provide protection for the people to consume food that is safe for health and life safety. To ensure that the food available in the community is safe for consumption, it is necessary to implement food safety throughout the food chain, from the production stage to the consumer. This food safety problem does not only occur in Indonesia, but this case has occurred throughout the world. According to data from the World Health Organization (WHO), foodborne illnesses and diarrhea due to water contamination kill around 2 million people per year, including children [5]. Unsafe food is characterized by contamination with dangerous bacteria, viruses, parasites or chemical compounds that cause more than 200 diseases, ranging from food poisoning, diarrhea to cancer. Meanwhile, access to sufficient nutritious and safe food is an important key to supporting life and supporting good health, so that food security, nutrition and food security are inseparable.

Poisoning caused by food occurs due to a lack of public awareness in addressing the issue of food poisoning. So the government through Food Law no. 18 of 2012, which regulates food safety. Food safety is carried out to keep food safe, hygienic, of good quality and does not conflict with the religion, beliefs and culture of the community. So, to minimize cases caused by food, the government anticipates food providers and food sellers to provide safe food such as in families, schools, restaurants, canteens, hotels, and of course in tourist areas or tourism areas. With the issuance of regulations governing food safety, people are gradually starting to become aware of the importance of consuming safe food. They are starting to change their consumption patterns and pay more attention to the food they consume. According to research by Pujiwisata (2012), food safety in tourist areas is ranked 4th and is considered important by the community. So it can be concluded that people have started to pay attention to food safety not only at home, but also when they travel to tourist places or areas.

The research results show that food safety in rural tourism areas still needs to be improved. This shows that food businesses still need training on food safety so that the food they consume is suitable and does not endanger tourists. Food is an important part of the tourism experience because it can influence tourists' decisions about travel and become their evaluation of future travel decision making. Food safety of food service providers is linked to travel and tourism because travelers can become ill from unsafe food borne illnesses while they travel. Therefore food safety is an important concern for tourists and tourist attractions.

## 4 Conclusion

Food safety scores in Rural Tourism Villages (West Java) show that 70% are in the food vulnerable category but are still safe to consume and 30% are in the moderate food safety category, with the lowest dimensions being cook hygiene (0.85) and food distribution (0.88). Based on this, it shows that efforts need to be made to improve the quality of food safety in tourist areas, especially rural areas, to improve the quality of food safety in tourist areas so that they can provide an enjoyable travel experience and improve the tourism industry in Indonesia. Efforts can be made through education to food business actors through counseling, training and providing food safety pocket books.

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