

## THE IMPORTANCE OF NUTRITION EDUCATION IN EARLY AGE AS GLOBAL TOURISM CHALLENGE

Sus Widayani  
Fakultas Teknik UNNES

### ABSTRACT

*The development of science and technology impacts progress in all sectors not excluding tourism, which must also be followed by the increase of human resources as the object and subject of development. Tourism is the most easy, cheap, fast, and sustainable service industry. Tourism has a great opportunity to breakthroughs that can increase and support the economy of the country, with the development of tourism destinations will certainly be followed by culinary development that will be able to reach and spread to all circles of society. Global tourism, where market participants are not familiar with the boundaries of space and time. To continue to exist and survive in the global tourism is very necessary nutrition education. Nutrition investigation becomes very urgent when a person is exposed to a variety of culinary tourism that are tempting. Not only connoisseurs but also food producers. As a subject and object of sustainable development of course required a healthy body in order to survive because every day is always faced with a variety of food choices, which in fact need to be armed with nutrition education in order to be able to choose according to the needs of the body. Therefore nutritional education is very necessary given since the child's existence is recognized. This means that nutrition education can be started from the fetus (child in the womb) and continued after the fetus was born. Therefore the mother plays an important role in providing nutrition education to children when still in early age. Early nutrition education will make children become accustomed to choose and consume foods that fit their body needs. For example any food that mother gives to a child at an early age will become a habit when an adult child. Mother is the main key in giving nutrition to children for the fulfillment of child nutrition throughout life. The fulfillment of nutrition throughout a child's life is determined by nutrition education at an early age. Early nutrition education as a challenge in facing the development of global tourism, especially culinary tourism. Early nutrition education is particularly urgent when children enter the global tourism area. Along with the rapid development of social media such as instagram, whatsApp, Facebook, line which provide any information, allegedly become the trigger of mother's laziness to provide nutrition education to his children. Mothers often assume that their child will later receive information from the social media. To be able to provide the right nutrition education to their children, the mother needs to understand the knowledge of balanced nutrition so as to be able to implement in daily diet.*

**Keywords:** *the importance of nutrition education, early age, culinary tourism.*

### 1. INTRODUCTION

Tourism is a strategic activity that encourages the creation of jobs, increasing public incomes, and improving the quality of society (Fandeli 2008). Tourism has grown into one of the largest service industries in the world and is one of the fastest growing economic sectors in the world. The growth of tourism encourages many

countries in the world to use the opportunity to compete in the tourism industry, by offering interesting programs not to mention culinary tourism. According to research Martaleni (2011), that culinary tourism is one tourismist attraction on the attribute of feeling or feeling is one indicator of satisfaction that gives the strongest contribution in high satisfaction variable to be loyal.

Along with the development of global tourism followed by the proliferation of culinary tourism in various destinations. It requires the perpetrators both as subject and object of development to arrive with proper nutrition education. Nutrition education is very urgent to be given to children at an early age, which will be expected and ready to face the growth of culinary tourism industry with very fast growth (leap growth). It is hoped that with the nutrition education that has been given by the mother, the child will be able to choose and decide his consumption when faced with various food and food. Culinary tourism in global tourism becomes a challenge for someone to simply meet the need to eat. Equitable nutrition education at an early age will be able to guide and guide children to choose good and right consumption. This means that the child is able to choose balanced healthy food that is diverse and quite a number throughout the child's life.

Reality that exists, Indonesia is still experiencing double nutrition (double burden nutrition), therefore very need support and mother role in inculcating pattern of balanced nutrition food to children at early age. Mothers must give nutrition to their children in early age. This means the urgency of nutrition education to be a prime requirement for mothers in optimizing the nutrition of their children. Stunting issues not only threaten children's health but can also lead to poverty and a bleak future of children. Stunting boys will be stupid generations, and how might they be able to compete in global tourism? Moreover, to face global tourism with a variety of culinary choices are very diverse both as subjects and objects in culinary tourism.

Nutrition education needs to be delivered in the early ages to break the links and at the same time provide supplies to future generations in order to become a millennial generation of quality and ready to advance the nation and able to provide a challenge in the global tourism area. With nutritional education is expected to change the behavior of conscious nutrition and health rules in everyday life. If each family has a high awareness, automatically people have a high awareness of nutrition as well. Nutrition education is directed to change the behavior of society in a good direction in accordance with the principles of nutrition, namely changes in nutrition knowledge, eating attitudes and behaviors, and skills in managing food.

## **2. BY CONDUCTING THE LITERATURE REVIEW**

### **a. Culinary Tourism In Global Tourism**

Nowadays tourism has become one of the mainstay industries in the world that is able to generate the largest foreign exchange Tourism sector as the main trigger in economic development. World tourism revenue is expected to grow 6.7 percent in 2018 (Republika 2018). Polarikashvili Secretary General Secretary UNWTO in Republika (2018), tourism is very important for employment and prosperity of people around the world. It can not be denied that tourism activities are an important part of the basic needs of advanced societies. Therefore, the Indonesian government needs to be ready to accept the change of life order by opening interesting tourismist destinations considering Indonesia's

diverse wealth. Of course will be many foreign and domestic tourism that will lead to an interesting destination and of course the Indonesian nation must be ready to face various challenges offered in various situations.

One of the tourism that in the era of now experiencing a rapid change is a culinary tourism. Culinary tourism is a great opportunity to be developed, given the trending tourismists are always looking for and hunting good food, delicious, nutritious, and healthy just to spoil the tongue. Whatever the price is not a problem. This means however the price will be paid as long as the food is tasty, nutritious, and healthy. Not only food is hunted, but the atmosphere and excellent service are also highly sought after by tourismists.

To prepare such a condition is very necessary qualified human resources qualified course literacy nutrition. The quality of tough human resources is determined by the development of health and food consumption from an early age. First and foremost coaching on children occurs within the family and parents in this case the mother has a role and a very large contribution in providing nutrition education to children. Mother is expected to provide a strong foundation by memelekkan nutrition to her child from an early age so that children can grow and develop into a fully qualified human. UNICEF in Widayani 2000, child growth is a key indicator of child health and development.

b. The Role of Nutritional Education to Quality of HR

The serious problem faced by the Indonesian nation from the old-fashioned era to the present day is the human resources (HR). What good quality and tough human resources are they? Of course, capable of facing challenges from various dimensions but still think smart and intelligent and able to analyze the situation in any condition and skilled utilize all forms of opportunity in a variety of spaces and time. Challenges of human resources in the era of increasingly complex and diverse compared with the old age, Reality, to date the human resources of Indonesia is still far behind compared to neighboring countries, Singapore and Korea for example. Nowadays, in the millennium era, human resource challenges become more complex and complex, competition between nations will be more open and even intensively, all of which will bring various changes in the social life of the nation and state. Ready not prepared our nation should be ready to face globalization and should be able to win competitive competition.

Many determinants of quality of human resources tough and quality, one of the fundamental factors is the state of nutrition of the community as a reflection of the individual nutritional conditions. The low nutritional status of the community results in the low ability to master the science and technology, low productivity so that the competitiveness of the nation becomes weak. Community nutrition as one of the determinants of the quality of human resources. To be able to achieve a good nutrition society is certainly supported by good family nutrition as well. To obtain a good family nutrition state of course there is an element of nutritional education so that the family's nutritional status improves. Nutrition education is an urgency that should be given by mothers to their children at the early age of children. With the provision of nutrition education to children since early then the children besides being met with nutrition and children will deeply understand the

concept of food, healthy food patterns. If all mothers and children (family) understand nutrition then the awareness of nutrition becomes high (conscious of nutrition).

Nutrition education is one of the elements involved in improving long-term community nutritional status. A community of families with nutritional problems will lead to low quality human resource issues. The low quality of human resources is a formidable challenge in facing the era of global tourism. Therefore the role of education is very important to improve the quality of human resources. Nutrition education is one of the main priorities in developed countries (Irnani and Sinaga 2017). Nutrition education given only one time is not less able to maintain nutritional knowledge within a month. Nutrition education should be given systematically ie bit by bit in regular time and frequency. This means better nutrition education given gradually and not just once. In the research of Suloso (2011) also gives a result that is not much different, namely nutrition education given through the media song and picture card given only two times unable to maintain nutritional knowledge within a month.

Based on the research results that nutrition education is very good and appropriate if given continuously (continuous), regular, and practiced. The right place and time, certainly in the home area with the mother as a nutritional caregiver since the early age. Tanaka and Miyoshi (2012) explained that the school feeding system with the supervision of nutritionists applied in some developed countries has not been able to be applied in Indonesian schools. The school meal program can have a positive impact of reducing the number of children who do not eat breakfast and improve the quality of children. Nutrition education is very necessary to prevent and resist harmful custom habits and to foster healthy eating habits. Nutrition education is necessary so that children in their life will be able to choose and use food as efficiently.

c. **Guide Nutritional Guidelines**

One of the efforts to achieve sustainable nutrition conscious society is nutrition education. The purpose of nutrition education to change the behavior karah healthy lifestyle and nutritional awareness (Ministry of Health RI 2014). With a healthy lifestyle and nutritional awareness, the community will be accustomed to consume a variety of food, clean living behavior, physical activity, and maintain normal weight. Nutrition education is very necessary once delivered to the mother early on so that children are accustomed to live healthy, clean and able to choose nutritious and diverse foods. The condition must be accustomed since early by the mother so that children are accustomed to consume a variety of food in later life.

Mothers should understand that the pattern of feeding in a balanced manner at an early age will affect the appetite of the next child. The nutritional education that needs to be given is a balanced diet. Guidelines Balanced nutrition is one means of education and nutritional counseling karah healthy lifestyle and nutritional awareness (Mboi 2014 in Kemenkes 2014). Education Nutrition is balanced with 4 pillars of various food, clean life behavior, physical activity, and regular weight monitoring to maintain normal weight.

First, consume a variety of food means no food containing a variety of nutrients needed by the body. Therefore it is recommended to eat *beragan* food. Not consuming the same (that's it) for every day. Food consumption should be alternated so that all types of nutrients can be obtained in accordance with the needs and the ability of the body to receive, digest, absorb, and utilize. In addition to the diversity of food types also includes a balanced proportion of food, ie, the amount of which is not excessive or less appropriate with the recommendation of AKG, the recommended nutritional value is recommended. The amount of staple food consumption is balanced with vegetables and the consumption of side dishes is balanced with fruit consumption. One dinner plate consists of 50% staple food and side dishes and the remaining 50% are vegetables and fruits. How to apply pillar 1 by applying five food groups every day, namely staple food, side dishes, vegetables, fruits, and drinks.

The second pillar, familiarize the behavior of clean and healthy life (PHBS). Clean living behavior for yourself and the Environment by keeping food clean since it is processed, served, eaten, and stored. Biasan holding food by hand or using plastic glove. Always wash your hands with soap before and after meals. Wash vegetables to be eaten raw with clean water. Close the food with a serving cover to avoid dust, insects, and animal carriers.

Third, perform physical activities whose purpose is to nourish and to unbalance the body. Physical activity, including exercise, is one of the efforts to balance the expenditure and exploitation of nutrients, especially energy sources in the body. Physical activity also requires energy, facilitate digestion, facilitate the metabolism of nutrients that can accelerate blood circulation throughout the body, also facilitate the work of muscles and joints of the body so as to increase endurance (Soekirman 2017).

Fourth, monitor body weight regularly to maintain normal weight (normal BB). Normal BB is one indicator of healthy body and a sign of balance between the three pillars above. Monitoring BB needs to be done regularly, especially in children under two years (*baduta*). Child *baduta* added weight gain. Therefore *baduta* children should always be weighed *BBnya* once every month to find out whether there is a nutritional and health disorders early. Monitoring BB child *baduta* can be done by using Healthy Towards Card (KMS). Clown child is said to be healthy, ie weight is on the green line position. BB normal for adults if BMI is at index 18.5 -25.0.

The common message of balanced nutrition delivered by the Ministry of Health (2014) is a summary of 13 PUGS to 10 messages to be practiced every day. The 10 guidelines include: 1. Be grateful and enjoy a variety of food, 2. Eat plenty of vegetables and fruits, 3. Get used to take high-protein side dishes, 4. Get used to consume a variety of staple foods, 5 Limit consumption of sweet, salty and fatty foods, 6. Get used to Breakfast, 7. Get used to drink enough water and safe, 8. Get used to read the label on food packaging, 9. Wash hands with soap with clean running water, 10. Do adequate physical activity and maintain normal BB.

10 messages of nutrition need to be understood and practiced in everyday life, so that the nutrient conscious people will be realized soon. In turn will materialize a healthy nation of achievement. able to face a challenge anywhere,



anytime, and under any circumstances, either as an object or as a subject in global tourism.

### **3. CONCLUSIONS AND SUGGESTIONS**

1. The tourism industry becomes an important part of the needs of advanced societies, a great opportunity for the employment and prosperity of people around the world, and therefore must be ready to face the various challenges offered in various situations.
2. Culinary tourism is a great opportunity to develop, given the trend tourismists always look for and hunt for good food, delicious, nutritious, and healthy just to spoil the tongue.
3. Successful nutrition education will be able to equip children throughout the life of the future so as to be able to face various challenges in global tourism wherever and whenever located, whether as a subject or object.
4. The role of mother becomes very important in delivering primary and first nutrition education in the family to reach nutritious conscious family.

### **REFERENCES**

- Fandeli C. 2008. Mengembangkan Pariwisata Berbasis Masyarakat. Pusat Studi Pariwisata. UGM.
- Irnani H dan Sinaga T. 2017. Pengaruh Pendidikan Gizi terhadap Pengetahuan, Praktik Gizi Seimbang dan Status Gizi pada Anaka Sekolah Dasar. *The Indonesian Journal of Nutrition* 6(1).2017.e-ISSN:2338-3119, p-ISSN: 1858-4942.
- Kemntrian Kesehatan RI. 2014. Pedoman Gizi Seimbang. Jakarta
- Martelani. 2011. Pertumbuhan Pariwisata Global: Tantangan untuk Pemasaran Daerah Tujuan Wisata (DTW). *Jurnal Managemen teori dan Terapan*. Tahun 4, No. 2 : 18-27. Agustus 2011.
- Pololikashvili. 2018. Pariwisata Global Masih Terus tumbuh Tahun 2018, Total 1.322 Miliar Wisman Sepanjang Tahun 2017. *Republika* Kamis 18 Januari 2018. 04. 04.10 WIB Diaksesed 16 April 2018.
- Republika 2018. Sektor Pariwisata Global Diperkirakan Tumbuh 6.7 Persen. *Republika* Kamis 18 Januari 2018. 04.10 WIB. Diaksesed 16 April 2018.
- Republika 2018. Pariwisata Global Masih Terus tumbuh Tahun 2018, Total 1.322 Miliar Wisman Sepanjang Tahun 2017. *Republika* Kamis 18 Januari 2018. 04. 04.10 WIB Diaksesed 16 April 2018.
- Saloso I. 2011. Pengaruh Media Audio (Lagu Anak-anak) dan Media Visual (Kartu Bergambar) terhadap Pengetahuan Gizi (PUGS dan PHBS) serta Tingkat Pengetahuan pada Anaka Usia Sekolah Dasar Negeri di Kota Bogor [Skripsi]. Kota Bogor.
- Soekirman. 2017. Mempraktekkan Pola Hidup Sehat dan Bugar dengan 4 Pilar Gizi Seimbang. UNDIP. Semarang
- Tanaka N dan Miyoshi M. 2012. School Lunch Programme For HealthPromoting Among Children In Japan. *Aspac J Clin Nutr*. 2012; 21(1): 155-158
- Widayani S. 2000. Pola Asuh dan Status Gizi Anak Balita pada Rumah Tangga Petani di Sepanjang Sungai Cihideung, Sub-Das Cisadane Kabupaten Bogor, Jawa Barat. Thesis pada PPS IPB. Bogor .