IVTeC 1.0

CULTOURSIGHT: CULTURAL AND CULINARY EXPLORATION THROUGH TECHNOLOGY

Building Bridges: Integrating Technology and Innovation in Education

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Organized by:

IEEE UPI SB International Student Conference 3.0

UPI The Education University · FPTK UNIVERSITAS PENDIDIKAN INDONESIA · RAVTE Regional Association for Vocational Teacher Education · IEEE UPI STUDENT BRANCH

INTRODUCTION

Globalization has opened up access to diverse cultural and culinary **experiences worldwide**, emphasizing the need for easier access. **Website** have become essential in this digital age.
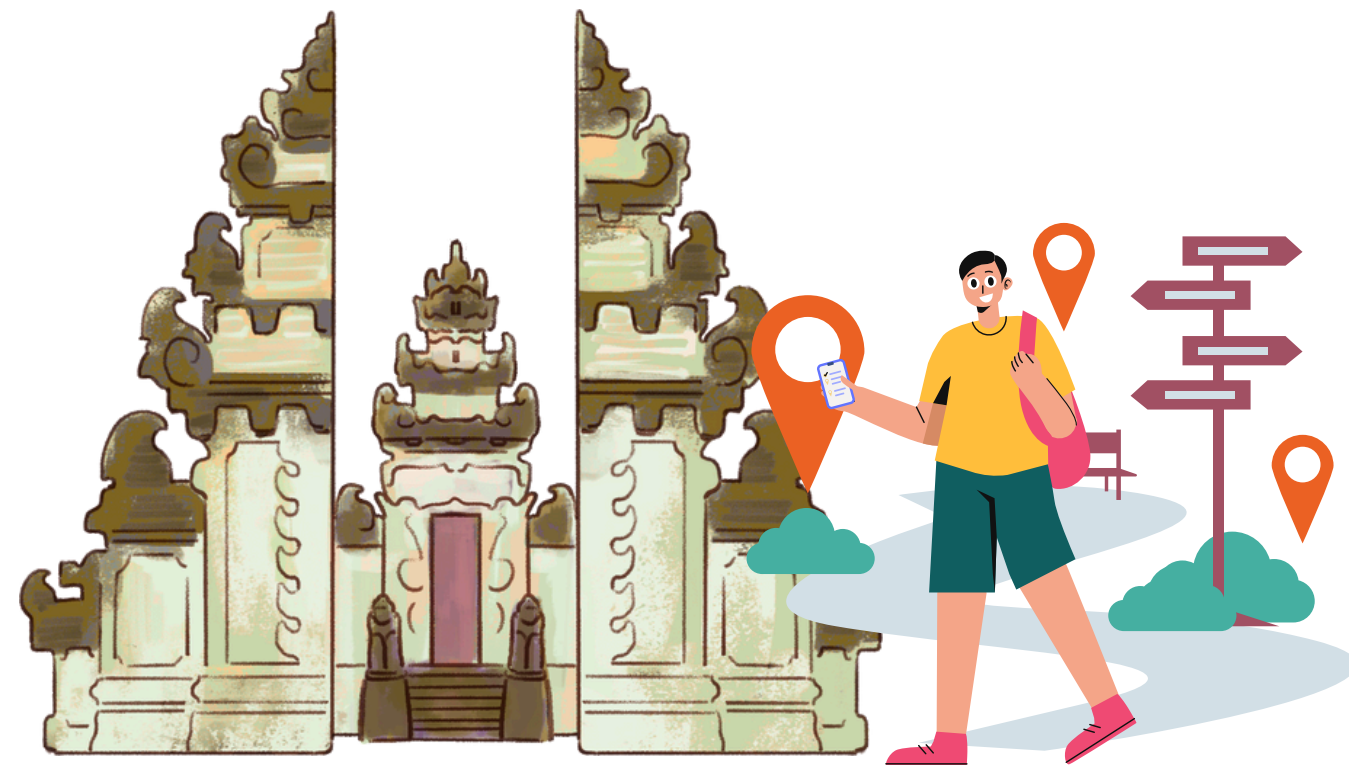
Currently, because the internet many people study, intersted, become a treveler who interest:
- culture
- history
- historical buildings
- regional food
- innovation through the development of cultural technology.

However, the challenge in exploring culture today is limited time and accessibility.

INTRODUCTION

One culture that is very interesting and very rich in diversity is **Southeast Asia**, where we writers live.
1. Architecture
2. Southeast Asia's cuisine
3. Center for innovation

From these things, by using technology we aim to promote informed
- culinary experiences
- inspire advances in culture-based building design
- inform advances in technological equipment that support innovation from the past to the present
- meet various scientific study needs while preserving cultural heritage

INTRODUCTION

Using technology to showcase and share cultural traditions helps preserve and promote cultural diversity globally, enriching experiences and securing heritage for future generations.

The **aim** of this research is to solve this problem by creating an innovative website called **CulTourSight** which is ready to:

- revolutionize cultural and culinary
- combines technology with cultural exploration
- through interactive features and multimedia content users can discover everything about culture
- maintain cultural diversity at a time

RESEARCH METHODS

Literature Review
- The purpose of the literature review is to compile current information and pinpoint best practices concerning culinary culture, technology integration, and user experience in educational applications.

Method :
- Sources include books, industry reports, scholarly publications, and reliable websites.

Topics of Interest :
- The cultural and historical relevance of various foods developments in mobile-technology for cultural education applications.
- UI/UX design practices.
- Research on dietary choices, ingredient identification, and food allergies.

Tools :
- Include online search engines, library resources, and academic databases like JSTOR and Google Scholar.

RESULT & DISCUSSION

With the internet, everything in this world has become faster and easier to spread information throughout the world. Often the exchange of information due to globalization has a negative impact on a culture :
- Mixed with other cultures
- Causing inequality or incompatibility with the original culture (Xu, 2023)

Culture contains a broad concept, including :
- History
- Religion
- Customs
- Ways of thinking
- Art
- Literature
- Culinary delights

Culinary culture often has strong historical value, but as time goes by, this history becomes less and less known, even the people themselves still have minimal knowledge about the culinary arts in their region. Based on this, action is needed to preserve culinary culture and its philosophical or historical values so that it is not lost to civilization (Djono et al., 2023).

Culinary is not just about taste and the tools used when eating, but also about social and political relationships in society that involve the process of eating activities (Djono et al., 2023).

I DON'T KNOW

HOW?

RESULT & DISCUSSION

Modern technology, particularly the Internet, has transformed human civilization and accelerated global information dissemination, giving rise to **globalization.** This interconnectedness **bridges regional boundaries** (Ramadhan et al., n.d.). To harness technology positively and mitigate its negative impacts, it is crucial to leverage its potential responsibly.

In 2015, **Southeast Asia attracted 104.6 million international tourist arrivals,** accounting for 8.8% of the market share (United Nations World Tourism Organization [UNWTO], 2016).

Seeing the **potential** of the Southeast Asia region in terms of cultural culinary delights and the need to preserve these cultural culinary delights so that they are not lost due to technological advances.

RESULT & DISCUSSION

A website called **CulTourSight** (**Cultural and Culinary Exploration Through Technology**) has been created based on these things.

By **utilizing technology,** we can create an immersive experience for people. This experience can be an added value for promoting culinary tourism to be more effective and efficient (*Wijaya, 2019*).

What is Nasi Lemak ?

Introducing regional culture certainly needs to be accompanied by a good strategy so that it can be conveyed well too. The **various features** that are present are one strategy for optimizing CulTourSight's performance. Each feature has its own advantages and impact on users.

RESULT & DISCUSSION

On June 20, 2024, an **interview** was held with Mochamad Rizal Fauzan, an **electrical engineering** student at the Universitas Pendidikan Indonesia, who has developed and **created a website.**

Rizal claims that "You can use HTML (Hyper Text Markup Language), JS (Java Script), and CSS (Cascading Style Sheets) for the creation and development of websites. But there are still **some issues** that need to be resolved and you **still need to continue working on it and fix any issues** that aren't immediately apparent".

Based on the interviews, it is possible to draw the following conclusions: if the website does not function as planned, it must be further examined and reanalyzed in order to identify the underlying issues. Additionally, the website must be continually improved over time.

RESULT & DISCUSSION

SWOT analysis

STRENGTHS

- Utilizes technological advances cultural exploration
- Offer in depth insight into ingredients and cooking techniques
- Fosters appreciation culinary diversity

WEAKNESSES

- Requires ongoing updates and maintenance
- May face challenges in accurately representing diverse culinary traditions

OPPORTUNITIES

- Increasing interest in global culinary exploration
- Growing demand for cultural education and appreciation
- Expansion into related areas such as cultural touris
- Adoption of emerging mechanical technologies to improve culinary techniques

THREATS

- Competition from existing culinary websites/apps
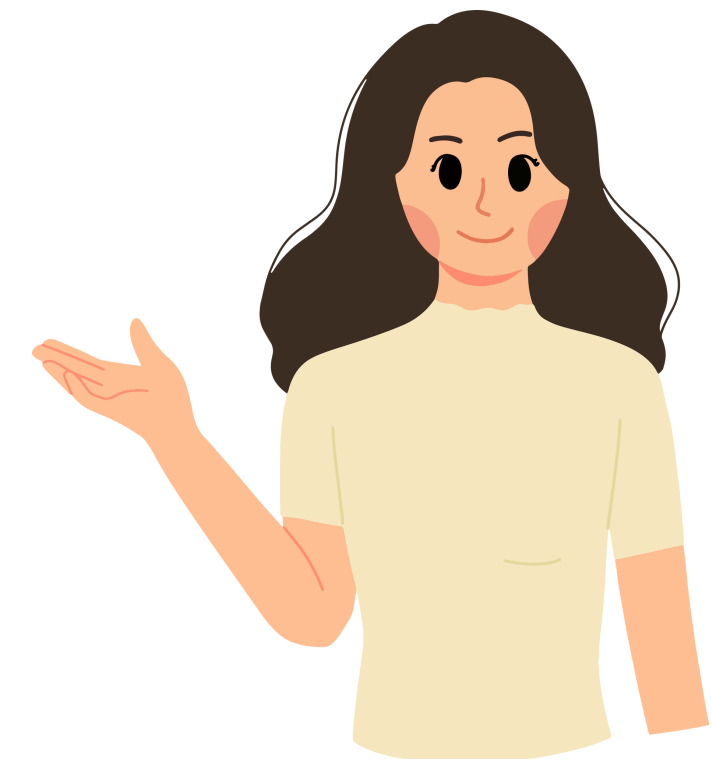- Concern regarding cultural appropriation and misrepresentation

Fig 1. Front page CulTourSight

Fig 2. One of country page CulTourSight

Fig 3. One of culinary page CulTourSight

CONCLUSION

CulTourSight comes by using technology and presenting various things about Southeast Asian to users. Users can access in-depth insights into **history, regional food ingredients, cooking techniques, cultural characteristics and regional buildings.**

Everyone gets the chance to learn about the rich cuisine and heritage of Southeast Asia. Through interactive features and multimedia content **users can discover new experiences and ideas.**

Not only to enrich individual experiences, CulTourSight is also here to **maintain cultural diversity** at a time when there is a lot of cultural exchange due to technological advances and to foster a deeper appreciation for culinary delights.

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