

Implementation of Strengthening Entrepreneurial Tourism Industry Model in Malang Raya Indonesia

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Abstract: *The purpose this research are to explore the needs of entrepreneurs in order to Strengthen its business so that the business Grew and developed. The study was conducted in the location of tourism in Malang are Jatim Park, Selecta, Batu Night Spectacular and Batu Payung with a number of 60 respondents were random selected. The results showed that: the development of tourism entrepreneur strengthen training books for the business communities around the tourist spots be developed and strengthen, using expert testing, testing on a limited scale and large scale test claimed that the book feasible to be used. Expectations with entrepreneurship education training book will answer the needs of entrepreneurs and solve the problems facing in strengthening business, this book is disseminated on entrepreneurs around the tourism places and held training so it will produce a strong entrepreneur and willing to take risks in developing and advancing its business*

Keywords: *reinforcement of business - entrepreneurial – tourism*

I. Introduction

Tourism is a highly promising business opportunities and this has been proven to the tourism sector ranks third in the national economy, after oil and textiles. Tourism is entered into class business services are: tourism services (Tourism and Travel related services), Services Recreation, Culture and Sport (Recreational, Cultural and Sporting Services) and Transportation Services will be implemented in stages according to the Asean region-AFTA, Asia Pacific - APEC and the WTO. Observing the tourism potential in the country in quantity is considered reasonable but the quality of the products they require a touch management more professional given greater public demands international tourism will be the availability of forms of tourism services of qualified and berstandart universal as well as attention to the central issues on the preservation of the environment and human rights human (especially regarding labor), so we are faced with a very difficult choice are how effective ways to create quality tourism products, and competitive berstandart that everything comes down to the condition of the tourism human resources available.

The tourism sector is now assuming a strategic position, therefore, the regional government needs to give serious attention to the management of the sector. When the management of the sector is good, it will bring high foreign exchange, especially in the regions. Very necessary note the significant impact on consumer decisions traveled with namely People, proses, physical, product, price, place and Promotion. It needs to get attention so that consumers will reconsider traveling to the area, even recommending it to others, which indirectly promotes word of mouth (Samboro, 2012). In Malang known tourist city in East Java, has donated a lot regional income. Tourism is the mainstay of Malang city, given the many tourist attractions in the city of Malang has a strategic location in the natural nature and the cool mountain air away from pollution. Tourism in Malang has the potential developed and will contribute greatly to the economic development and their environment, and will support the development of the city of Malang Malang and the surrounding community and many investors take advantage of the tourist attractions for opening a business. This study focused on SME's entrepreneurs who are in around the location Tourism. In general, the purpose of this research is for develop or create and implement a training book strengthening of entrepreneurship tourism, whereas in particular, the aim this research are: Identify the problems of entrepreneurs around the city's tourism Malang and explore the needs of entrepreneurial business to strengthen its business so that business grew and advanced.

1.1. The purpose of a study.

In general, the purpose of this research is for develop or create and implement a training book strengthening of tourism of entrepreneurship, whereas in particular, the aim of this study is: (a). Developing tourism entrepreneurship education training book that is easy to learn and exciting for the business communities in which tourism is becoming advanced and developed. (b). Embedding the tough stance and courage to face risks in advancing their business.

1.2. Benefits of research.

The benefits of this research are: (1) Government (Tourism Department): This research is very useful for the government to adopt policies and direct action to be performed in order to of entrepreneurship around the city of Malang tourism be developing and developed. (2) En trepreneurs around tourism: This research is very helpful for entrepreneurs around tourism to get entrepreneurship education training book and its implementation in order to develop her business and become entrepreneurs a strong and willing to take risks that their businesses become developed.

II. Literature Review

2.1. The tourism industry.

Tourism is not limited only to the activities in the hotel, accommodation and transport and entertainment visitor attractions, such as theme parks, amusement parks, sports facilities, museums, etc., but tourism and the management is closely linked to all the major functions, processes and procedures practiced in a variety of fields related to tourism as a system (Zaei: 2013). According Pitama (2009: 184) that the economic impact for a tourist destination can be in the form of tax revenue, livelihoodslabor absorption, the multiplier effect, utilization of tourism facilities, together with local communities and so on. Tourism is a system like a spider web of interrelated between one field and another, but it can be seen that the key driving force are tourists who come to the area. The role of rating is important for the driving of the other areas such as the economy of a region.

Facilities and Infrastructure

According Pendit (2003), tourism facilities divided into three parts, namely:

- Means tourism basic that is a company that lives and its life is highly dependent on the traffic of tourists and its travelers, such as travel agents, tour operators, hotels, motels, restaurants and so on.
- Facility tour complement facilities that can complement the principal means such that its function can make the tourist longer stays in places or areas visited, for example: swimming pools, golf courses or tennis court.
- Supporting facilities tour facilities are required, especially business tourist who have only function completing the principal means or supplementary facilities but its function is more important so that visitors spend more money in the place visited. Examples are: souvenir, theater, opera, etc. tourist attractions

Tourist attractions are usually tangible tourism, events either occur periodically or just occasionally both traditional and institutionalized in modern society, everything that has appeal positively to the tourists who visit, watch and enjoy, thus giving maximum satisfaction for the tourists who had gone to visit tourism promotion tourism development efforts, promotion is very important because the tourism promotion activities will be intriguing a tourist attraction. Promotion means is a business to inform the crowd or a particular group that there is a product offered for sale. In order to attract the buyers, the product should be introduced, what strengths than other products and where to purchase the product

2.2 Theory of Behavior

Behavior is a way of acting that shows a person's behavior and is the result of a combination between the development of anatomical, physiological and psychological (Kast and Rosenzweig, 2002) and the pattern of behavior is a behavior that is used in executing activities of its activities. Behavior (B) is also a function (F) of the interaction between the individual nature (I) with its environment (E) which can be seen from the words, gestures and style of a person or the $B = f(I, E)$, or a reflection of the results of a number of learning experiences a towards the environment. Darsono argued that learning is an activity that is carried out such that the behavior changed for the better (Darsono, 2000) Patterns of behavior could be different but the process is fundamental to all individuals, which occurs because be moved and pointed at the target (Kast and Rosenzweig, 2002). If the statement is valid, then the behavior to be spontaneous and without purpose, so there must be explicitly or implicitly targeted. Behaviour towards the goal arose as a reaction to a stimulus (causes) which may be the distance (gap) between the present and a new expected, and the behavior that arises to close the gap. Behavioral components consists of invisible behavior such as knowledge (cognitive) and attitudes (affective) and behaviors that appear, for example, skills (psychomotoric) and real action. Sudjana. (2009).

The combination of the attributes of biological, psychological and behavioral patterns of actual produce personality (character) that is a complex combination of mental qualities, values, attitudes beliefs, tastes, ambitions, interests, habits and other characteristics that make up a unique self (Kast and Rosenzweig, 2002). Entrepreneurial behavior Terms of behavior characteristics, entrepreneur are the ones who founded, manage, develop, and institutionalize his own company. Entrepreneur are those who can create work for others with self. This definition contains the assumption that every person has the normal ability, can be an entrepreneur on the condition that they are willing and have the opportunity to learn and try. Meanwhile, according to G. Meredith, et.al (2005) argues that: Entrepreneurs are people who have the ability saw and valued the opportunities of

existing. Entrepreneur knowledge is not just practical but more in a mood a healthy lifestyle and certain principles that will affect business performance (Meredith et al., 2005). The tourism industry is classified in the category of business services (and supporting) urgently needs an entrepreneurial behavior in managing the business. Moreover, this business is a business that provides services to consumers whose needs are travelers is rapidly changing. Some important things to implement is a significant factor effect on customer loyalty or customer satisfaction are: Tangible (view), responsiveness, assurance, empathy and trust, these five factors are key to business sustainability that can not be released. (Samboro, 2008, 2011)

III. Method

3.1. Research design.

The development procedure performed in this study are: a) stage of identification: at this stage of reflection on previous research findings. b) Stage design: identical with design, this stage of the preparation of entrepreneurship education training book, based on the requirements obtained from result of exploration business practices around the place of tourism. c) Development Stage: To get the optimal learning development experts then held The validation and The trial. d) stage of The validation Expert: tested material by entrepreneurial management experts. e) stage of of Trial: carried out on businesses limited scale and those large-scale, this pilot implementation of the development of entrepreneurs around tourism Malang, trial results are used to make revisions and improvements to produce books entrepreneurial training adaptive according to the real condition, and then revise it. f) Create layout, printing and publishing. g) Dissemination of models: dissemination to entrepreneurs around Malang Raya tourism with attention to local wisdom

3.2. Location Research.

The study was conducted at the location the tourist attraction in Malang Raya Indonesia: 1. Jatim Park. 2. Selecta. 3. Batu Night Spectacular. 4. Payung Batu. Each location were taken 15 entrepreneurs, so the total sample is 60 entrepreneurs

IV. Results and Analysis

The results of product development Entrepreneurship Education Training book are (1) Process Development. (2) Production Process.

4.1. Development process

The material is written with the rationale provided of ideas to consider: (1) In accordance with the needs of businesses around tourism. (2) Giving insight for business actors. (3). Benefits to strengthen efforts around the place of tourism. The contents of materials are selected according to the needs of entrepreneurs to strengthen their businesses, and the language used in the book is made so easy to understand and accepted by them because their education level is varied.

4.1.1 Design Response of Experts.

Activities to enhance the development of Entrepreneurship Education Training book covers aspects: entrepreneurship, the content, the flow of material and language. As for editing signs are: 1). Theme: Theme Entrepreneurship education are a requirement for business actors to strengthen their businesses. 2). The flow of material: developed from requirement businesses that are explained in a row to unlock insights to strengthen their efforts. 3). Language: using everyday language that is easily understood because businesses around tourism sites have varying levels of education. 4). Entrepreneurial Education: give priority to technical learning how to keep their business into advanced and strong.

No	Aspects analyzed
	Theme. a. relevant needs. b. benefits for business success which then can strengthen their businesses. c. to give insight to the perpetrator. d. theme encourages positive thinking and critical reasoning.
2	Chronology of material a. Chronology is easy to understand book material b. Contain a solution would be a solution. c. Compiled by the events facing business actors.
3	Language a. Using language that easily understood. Using the language commonly used everyday. c. Using the language of uptodate
4	entrepreneurship education a. Provides an understanding of entrepreneurship education b. Opens insights on strengthening efforts c. emphasize to businesses to behave professionally

4.1.3. Structuring Draft Display.

Display manuscript is one of the important aspects in the text, some important aspects that need attention in the book display.

No	Criteria of structuring display
1	Paper size
2	font size
3	The layout of the content of the material composition

4.2. Production process

The production process of the book Entrepreneurship Education Training are exposing understanding of entrepreneurship education so that business actors around the tourist places can understand and be able to behave professionally in the running their business, while the topics are selected according to their needs.

Here is the main component of each topic developed: 1) Characteristics of Entrepreneurial. 2). Developing Quality Services. 3). Selling Techniques (Attracting and Maintaining Buyer). 4). Building the Creative and Innovative Idea.

Test of Experts. Once the the production process Entrepreneurship Education Training guide for business actors around tourism was completed, a test expert to determine the feasibility of books produced both from the content of the material as well as aspects of the display.

Appraisal expert test covers aspects of activities, namely: (1) aspects of the Theme, (2) Chronology aspect, (3) Aspects of Language and (4) aspects of Entrepreneurship Education.

Aspects of the display include: (1) aspect Paper size, (2) aspects of the font size, (3) the composition of the material aspects of the layout

Based Test of Experts obtained information about the feasibility of the material being produced, then the expert testing results are as follows:

Results of Test for Entrepreneurship Education Training Books.

Scale Test Limited

Based on a limited scale expert testing on Entrepreneurship Education Training Books obtain information about eligibility as follows:

Topic 1: Characteristics of Entrepreneurial.

Based on the results of expert testing has been done, we can know the level of the feasibility of the aspects of the content and appearance.

First, the feasibility of the contents of the content aspect, based on the results of expert testing to assert the feasibility level as very good. Of the four aspects of the study of the content aspect, the whole aspect of getting positive ratings and can motivate business actors to behave professionally in the running their business, thus no need to revise the content aspect.

Second, the feasibility of aspects of the display, based on the expert test showed the feasibility of the display is quite good. Of the three aspects of the assessment criteria have been very good view of the side view and the colors are very attractive. Besides these aspects, other aspects received a positive appraisal and does not need to be revised.

Topic 2: Developing Quality Services.

Based on the results of expert testing has been done, we can know the feasibility of aspects of the content and appearance of the material. First, the feasibility of the plot of the content aspect, based on test results indicate the feasibility level experts quite well. The fourth aspect of the study of the content aspect, the whole aspect of getting positive appraisal and can motivate business actors, thus no need to revise the content aspect.

Second, the feasibility of aspects of the view, based on expert testing to assert the feasibility views as very good. The third aspect of the assessment criteria has been very good view of the layout of the display there are some records so the need for revision. Besides these aspects, other aspects received a positive appraisal and does not need to be revised.

Topic 3: Technical Sales.

Based on the results of expert testing has been done, we can know the feasibility of content and display aspects of the story. First, the feasibility of the contents of the content aspect, based on test results indicate the feasibility classified expert

good. Of the four aspects of the study of the content aspect, the whole aspect of getting positive appraisal and insightful businessmen and thus no need to revise the content aspect. Second, the feasibility of aspects of the view, based on the expert test indicate the feasibility level is good. All three aspect of the assessment criteria has been very good view of the display needs to be corrected to make it more attractive, but in the front is good, so it

needs a bit of revision so the need for revision. Besides these aspects, other aspects received a positive appraisal and does not need to be revised.

Topic 4: Building a Creative and Innovative Idea

Based on the results of expert testing has been done, we can know the feasibility of aspects of the content and appearance. First, the feasibility of the contents of the content aspect, based on the results of expert testing to assert the feasibility level quite well. Of the four aspects of the study of the content aspect, the whole aspect of getting positive appraisal and can give you insight and advice to seek creative and innovative ideas thus no need to revise the content aspect. Second, the feasibility of aspects of the view, based on the expert test indicate the feasibility of views as very good. All three aspect of the assessment criteria has been very good view of the side view very interesting. Besides these aspects, other aspects received a positive appraisal and does not need to be revised.

Based on trial results that have been conducted on a limited scale, it can be seen from the aspect of the book feasibility level content and appearance. First, the feasibility of the contents of the content aspect, based on the results of large-scale testing, demonstrating the feasibility of relatively good, aspects of the four aspects of the study of the content aspect, the whole aspect of a positive assessment and was considered to be encouraging business actors around tourism to behave as a professional businessman. Thus no need to revise the content aspect. Second, the feasibility of aspects of the display, based on a limited scale trial indicate the feasibility of the book's display is quite good. All three aspect of the assessment criteria have been interesting to see. Third, the business actors responding well Entrepreneurship Education Training guide book because there has not yet come across them. By reading this book they enthusiastically discussing the content of strengthening business and they want to do. As a result of its enthusiastic they are asked conducted training and mentoring. Based on a limited scale trials, it can be concluded on the whole book is Entrepreneurship Education Training Books produced in this study is already ideal.

Large Scale Test.

Based on the results of large scale trials have been conducted, it can be seen from the aspect of the book feasibility level content and appearance. First, the feasibility of the content aspect, based on a large scale trials indicate the feasibility of the content is quite good, from the aspect of the four aspects of the study of the content aspect, the whole aspect of a positive assessment and was considered to be encouraging businesses to behave tough and professional. Thus no need to revise the content aspect. Second, the feasibility of reforming the material indicate the feasibility of structuring the book is quite good material. Of the three assessment criteria is already interesting aspects of structuring. Third, businesses responded well to this entrepreneurial education book because so far they are not met. By reading this book they are enthusiastic about discussing the content of entrepreneurship education, and they want to do.

Based on wide-scale test, it can be concluded overall entrepreneurial education book is produced in this research is already the ideal, business actors highly read and apply.

V. Conclusions and Recommendations

Based on the research process and product research has been done, some conclusions and suggestions as follows:

5.1. Conclusion

Writing books Books Entrepreneurship Education Training gives an understanding of the technical strengthening of business with respect to: (1) Theme and The contents of adjusted to the level of understanding that easy given the varied levels of education business actors around tourism. (2) The value of understanding the behavior of the strengthening of the business developed through themes and events that encourage the emergence of perceptions, interests and behavior of business actors (3) Selection of simple language that is easy to understand. (4) The display is made so easy comprehension for businesses to motivate and enable them to read. Development of Entrepreneurship Education Books Training is done through the development of events with the following characteristics: (1) the theme is presented through a number of material needs to strengthen the business. (2) Present knowledge of entrepreneurship education by: (a) select the topics that could lead to think that is true. (B) knowledge of the underlying business actors. (5) Provide an overview of the behavior of trying that can strengthen their businesses.

5.2. Suggestions.

The suggestions submitted by the research activities are: (1) Held training and assistance related to the success of businesses around tourism in a sustainable manner. (2) the future need to conducted additional training and assistance with moral ethics based entrepreneurship.

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