

## **The Portraits Of Entrepreneurs In Tourist Areas**

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**ABSTRACT:** The purposes of this study are: a. to identify the various problems of entrepreneurs around tourism industry of Malang, It concerns about marketing, finance, entrepreneurship attitude and maintain business sustainability b. to explore the entrepreneur needs to strengthen their business in order to develop their business. This research was conducted in the location of attractions in Malang Indonesia, namely: Jatim Park, Selecta, Batu Night Spectacular and Payung Batu with a number of 60 respondents. The results show that Malang tourism entrepreneurship necessary for the development capital is a problem in general because their capital is very low. Synergy between local government, private and community development needs to be improved in view of the results of the survey showed low synergy with the local government employers. In addition to the above the need for in-service training for entrepreneurs as 76.6% of their services to consumers with regular and even worse, it is also about 81.7% of their sales skills to sell the ordinary even worse. No relationship between their educations with entrepreneurial behavior indicates that they have not the education entrepreneurship education, it requires training on entrepreneurship, in particular selling techniques.

**Keywords:** entrepreneurial model – tourism- industry

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### **I. INTRODUCTION**

Tourism is a very promising business opportunity and it has proved ever tourism sector ranks third in the acquisition of foreign exchange after oil and gas and textiles.

Tourism into class business services, namely: tourism services (Tourism and Travel related services), services Recreation, Culture and Sport (Recreational, Cultural and Sporting Services) and Freight (Transport Service) which will be implemented in stages according to the Asean-AFTA, Asia Pasific- APEC and the world - the WTO.

Observing the tourism potential in the country in terms of quantity is considered reasonable but the quality of products still require touch management more professional given greater demands of tourism community inter- national availability of forms of tourism services of qualified, has a universal standard and attention to the central issue on the preservation of the environment and Human rights (especially labor wages). We are faced with a The daunting choice that is how an effective way to create quality tourism products, standardized and competitive that it all comes down to condition of the tourism human resources available. The tourism sector is now an 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 for the region. On the future of the tourism sector is expected to become the flagship product in Malang which can make a substantial contribution. Development of the tourism industry is very dependent on the local socio cultural environment and the quality of the natural environment, in which people around the site holds a dominant role in contributing to implement the development of the industry. In Malang known tourist city in East Java, has donated a lot of local revenue. Tourism is the mainstay of the city of Malang, given the many tourist attractions in the city of Malang has a strategic location in the natural realm and the cool mountain air away from pollution. Tourism in Malang has the potential to be developed and will contribute greatly to the economic development and the environment, so will support the development of the city of Malang.

Malang and surrounding communities as well as well as many investors take advantage of the tourist attractions to open a business. This study focused on small and medium micro entrepreneurs who are in the vicinity of Tourism.

This research will study the behavior of entrepreneurial tourism industry on Malang Raya in Indonesia and his the factors that influence it, and explore the needs of entrepreneurs to strengthen their efforts, further developed training book strengthening entrepreneurial tourism, and the holding of training on the strengthening

of entrepreneurship in order to become entrepreneurs strong, innovative and independent. Field research was conducted in the location of attractions in Malang namely Jatim Park, Selecta, Batu Night Spectacular, and PayungBatu. The Entrepreneurial tourism behavior of people around the tourist attractions has various aspects.

According to the background of the problems described above, hence problems of this research is what is needed in strengthening the entrepreneurial around tourist city of Malang and how to develop or create training books strengthening entrepreneurial around tourist city of Malang and how to implement that their businesses forward.

In general, the purpose of this research is to develop or create and implement a tourism entrepreneur strengthen training books.

## II. LITERATURE

### 2.1 Tourism Industry.

#### A. The definition of Tourism

Tourism is not limited only to activities in the sector of accommodation and hospitality, transportation and entertainment sectors with visitor attractions, such as theme parks, amusement parks, sports facilities, museums, etc., but tourism and the management is closely linked to all major functions, processes and procedure which is practiced in various areas related to tourism as a system (Zaei: 2015).

According Pitama (2009: 184) that the economic impact for a tourist destination could be in the form of tax revenues, sources of livelihood, employment, multiplier effect, utilization of tourism facilities, along with local communities and tourism sebagainya is a system such as the net profit, profit interrelated between one field and another, but it can be seen that the key is the driving tourists who come to the area.

#### B. Tourism facility and infrastructure

According Pendit (2013), tourism facilities divided into three parts, namely:

- Means tourism staple that is a company that lives and life is very dependent on tourist traffic and its travelers, such as travel agents, tour operators, hotels, motels and restaurants.
- Means of complementary tourist facilities which can complement the principal means functions such that travelers can load a longer stay in a place or area he visited. For example: swimming pools, golf courses or tennis courts.
- Supporting facilities tourist facilities are needed tourists especially serves of business that serves a complete absence of basic facilities or complement advice but its function is more important that tourists spend more money in the places visited. Examples are: a souvenir shop, cinema, opera and so on

#### C. Tourist attractions

Tourist attractions are usually tangible tourism, events occurring either periodically or an occasional both traditional and institutionalized in modern society, everything that has attraction positively to the tourists who visit, watch and enjoy, the providing maximum satisfaction for the motive of the tourists who have moved to visit

#### D. Tourism promotion

In developing tourist, promotional is very important thing because the tourism promotion activities will be able to generate the curiosity of a tourist attraction. Promotion means "is an attempt to tell the crowd or certain groups that there is a product offered for sale. In order to attract buyers, the product should be introduced, what advantages than other products and where to purchase the product"

### 2.2 Establishment of Behavioral Theory

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, 1995) and behavioral patterns of behavior are said to be used in executing its activities 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, 1995 and behavioral patterns of behavior are said to be used in executing its activities .Behavior (P) is also a function (F) of the interaction between the individual nature (I) with the environment (L) which can be seen from the speech, movements and style of a person or  $P = f(I, L)$ , or a reflection of the results of a number of learning experiences a footprint on the environment. Darsono suggests that learning is an activity that is carried out such that the behavior is change for the better (Darsono, 2000) Behavior patterns may be different but the process is fundamental to all individuals, that happened because it caused, driven and pointed at the target (Kast and Rosenzweig, 2002). If the statement is valid (valid), then the behavior to be spontaneous and without purpose, so there must be either explicitly or implicitly targeted.

Behavior towards the target arose as a reaction to stimuli (causes) which may be the distance (gap) between the current conditions and expected new conditions, and the behavior that arises is to close the distance. Behavioral element consists of behavior that does not seem like knowledge (cognitive) and attitudes (affective), as well as behavior that looks like skill and action (Sudjana,2009). A combination of the attributes of biological, psychological and behavioral patterns actually produce personality (character) that is a complex combination of mental properties, values, attitudes beliefs, tastes, ambitions, interests, habits and other traits that make up a unique self. (Kast and Rosenzweig, 2002).

#### Entrepreneurial Behavioral

In terms of behavioral characteristics, Entrepreneurial are those that establish, manage, building, and instituted his own company. Entrepreneurial are those who can create work for others with self-sufficient. This definition contains the assumption that every person has the normal ability, could be the origin entrepreneurs are willing and have the opportunity to learn and try. Meanwhile, according to G. Meredith, et.al (2005) suggested that: Entrepreneurs are people who have the ability to see and assess the opportunities that exist.

Entrepreneurship is not just practical knowledge, but more likely in a lifestyle and certain principles that will affect business performance (Meredith et al., 2005). Tourism industry is classified in the category of business services (and supporting) desperately need entrepreneurial behavior in managing the business.

### III. METHODE

#### 3.1. Interview Guide.

To explore the tourism industry entrepreneurs information using open questions and can be developed according to business conditions, using the guide questions as follows:

Individual Characteristics factors consist of:(1) Age (2) Level of education (3) Experience of business (4) The level of cosmopolitan (5) Communication skills (6) The motive of business in the tourism sector and (7) The capital for businesses in the tourism sector

Environmental Characteristics External factors is composed of: (1) Market (2) Facilities and tourism infrastructure (3) Sources of information (4) The government policy (5) The values traditional norms

Entrepreneurial behavior is composed of:(1) innovation(2) Competitiveness(3) Risk Management.

#### 3.3. Location of studies.

For the purpose of this study was taken samples using purposive cluster random sampling technique, Each location is taken 15 entrepreneurs, so a total of sample is 60 entrepreneurs.

This research was conducted location of tourism in Malang namely: Jatim Park., Selecta, Batu Night Spectacular and PayungBatu.

### IV. RESULTS AND DISCUSSION

#### 4.1. The relationship of the individual characteristics and the Entrepreneurial Behavior.

Results of correlation test of rank-Spearman prove that the six aspects of the individual characteristics consisting of: age ( $P = 0.877$ ), educational level ( $P = 0.739$ ), business experience ( $P = 0.999$ ), the level of cosmopolitan ( $P = 0.427$ ), The motive of business in the tourism sector ( $P = 0.748$ ), was not significantly associated with entrepreneurial behavior (Total of Y ) at the level of  $\alpha = 10\%$  as listed in Table 1 above. but the communication skills related to his entrepreneurial behavior ( $P = 0.020$ ) and venture capital ( $P = 0.081$ ), this means communication skills and capital into a deciding factor for entrepreneurial behavior.

#### 4.2. Relations between External Environment and Entrepreneurial Behavior.

The results showed that of the five variables in the external environment that consists of the market, tourism facilities, resources, policies and values are not traditional norms, whole having an a significant correlation with the behavior of entrepreneurs in managing the business. Spearman rank correlation results with a significance level of 0.10

#### 4.3. Overview of Entrepreneurial Behavior around Tourism Malang.

This description of the behavior of entrepreneurs around tourism Malang explained through three aspects: innovation, risk management and competitiveness.

##### A. Innovation

Aspects of innovation studied and measured are: (1) Knowledge of the source of innovative information, (2) understanding of how to access capital, (3) understanding of efforts to find the tourist information, (4) interest to information capital's new, (5) Attitude towards new types of tourist services, (6) Attitudes towards new tourist facilities.

Knowledge of innovative resources obtained from the literature, others (friends profession, suppliers, and workers). An entrepreneur has knowledge of resources Most of them have a moderate knowledge (88.3%). This knowledge is still potential for improvement. The understanding of how to access new sources of capital needed for business development and improvement of community welfare. They are mostly (83.3%) of respondents have an understanding of how to access new sources of capital. They have an understanding of efforts to find the tourist information in the medium category (81.7%).

Information about the tourists need a person who operates a tourist, as classified in the category of business services, in which case this will determine the type of services to be provided. New innovations on the type of services can be developed based on knowledge of the characteristics of tourists who come in and who will be affected for come to the location of a tourist attraction. Respondents' interest in new capital information is moderate (80%) of this interest can encourage them to obtain alternative sources of capital for their business. Attitudes towards new types of tourist services is sufficient (38%) this means that the respondents were keen for accept changes to the tourist services to be provided to the respondent. Entrepreneur has enough attitude to new tourist facilities (56.7%), It can push them to speak out against the changes to the local government tourism facilities.

#### **B. Risk Management**

Entrepreneurs around tourism locations have the knowledge about how to predict the medium and high risk by the same magnitude (48.3%). The knowledge of how to run a business at risk has a medium category (70%).

#### **C. Competitiveness**

Knowledge of competitive strategy derived from reading material, a source of personal information (family, informal leader, officer, friend profession, or supplier). Most entrepreneurs have a moderate knowledge (80%). This knowledge is essential to increased again considering this area easily accessible information through the media of newspapers, television and radio. People's understanding of how the face of competition needs to have in order to manage the business forward and sustainable tourism. Understanding how to deal with the most competitive has the medium category (71.7%).

Businessman majority (51.7%) an understanding of the ethical category of being has the medium category. Attitude to win the competition needed to promote progress and sustainability of the business in the future. 100% had enough and bad attitude. Attitudes towards ethical business competition showed tendency for people to conduct business ethically, they are the majority (76.7%) had the attitude towards competition in the medium category.

The highest speed achieved sales is how people can sell merchandise or tourist services in accordance with expectations. Most have speed achieved sales in the medium category (52%).

### **V. CONCLUSIONS AND RECOMMENDATIONS:**

Based on the description of the results of research that describes the behavior of Malang tourism entrepreneurs need to create synergies between local government, private sector and communities in the development of highly needs to be improved in view of the results of the survey showed low synergy with the local government employers. Besides the need for training of 76.6% of service as they do with regular service to consumers and even worse, It is very urgent to make improvements in the ability of these services. Skills of their sales amounted to 81.7%, they can perform the usual sales even worse. There is a disconnection between their education with entrepreneurial behavior indicates that they have not the education to entrepreneurship education, it requires training on entrepreneurship, especially the selling skills.

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