



ANALYSIS OF RESPONSIBLE TOURISM MARKETING TOWARD ENTREPRENEUR IN CULINARY SECTOR OF TOURISM

Agustinawati¹, Halida Bahri², Laila Fajri³, Danyatul Hayati⁴, Ghufuran Mutahallil⁵

^{1,2,3,4,5}Faculty of Economics and Business, Universitas Malikussaleh

E-mail: ¹agustinawati@unimal.ac.id, ²halidabahri@unimal.ac.id, ³lailafajri@mhs.unimal.ac.id,
⁴danyatulhayati@mhs.unimal.ac.id, ⁵ghufuranmutahallil@mhs.unimal.ac.id

Abstract

The responsible tourism marketing mix strategy must be able to create dimensions of business opportunities (entrepreneurship) for local communities in tourism activities. This study aims to investigate the influence of responsible tourism marketing mix on entrepreneur in culinary sector of tourism in Aceh. The multiple regression method was used to analyse data. The approach used in this research are eight elements, namely Product, Partnership, Packaging, Programming, People, Place, Promotion and Price. The results showed that all variables simultaneously affect the entrepreneur in culinary sector of tourism. The most dominant affects is packaging element with $7,918 \geq 1,985$.

Keywords: *responsible tourism marketing, entrepreneur, culinary sector of tourism*

1. INTRODUCTION

The tourism industry has become an important sector to country such indonesia, especially the province of Aceh. Entrepreneurial opportunities in the Tourism industry sector have an impact on community empowerment. Utilizing destinations for entrepreneurship is also beneficial for sustainable tourism development. in fact, tourism has a direct impact not only on economic development, social, environmental and developments of a destination. The local people have big opportunities to offer services or sell products to local and foreign tourists. that tourism makes its most valuable economic impacts in rural area. Its impact on small business development such as culinary.

The Aceh government realizes the importance of the tourism industry in empowering the regional economy. To develop the tourism sector, the Government is trying to attract tourist visits to Aceh Province and they want to make return visits. This is important for the tourism industry in Aceh to become a sustainable industry. The tourism industry that is being developed by the government is culinary [10][11][12]. The image of a tourism destination can be influenced by tourism products, such as local culinary provided by the destination. Culinary tourism reflects the desire to enjoy certain types of food and includes gastronomic opportunities for tourists. The availability of opportunities in the tourism sector and the ability of women to process culinary arts is an opportunity to develop local culinary diversity in society.

Business opportunities in the culinary field carried out by the community still maintain the culture of the local community. The food that is marketed is local specialties. however, now there are innovations, tastes and modern presentations that can attract tourists. The impact of tourism marketing on food culinary entrepreneurs to improve the community's economy. Therefore culinary business becomes more important a higher priority in tourism destinations. Traveling and looking for culinary has become a new lifestyle in society, this will be directly proportional to the opportunity for entrepreneurship.

Based on this description, this research was conducted to develop the regional economy through the field of regional specialties, create entrepreneurial opportunities for the community and

ANALYSIS OF RESPONSIBLE TOURISM MARKETING TOWARD ENTREPRENEUR IN CULINARY SECTOR OF TOURISM

Agustinawati, Halida Bahri, Laila Fajri, Danyatul Hayati, Ghufra Mutahallil

develop a creative economy in the field of culinary tourism. This study uses the concept of responsible marketing with 8P analysis (Product, Price, Promotion, Place, People, Partnership, Packaging and Programming).

2. LITERATURE REVIEW

2.1 Responsible Tourism Marketing

Responsible Tourism Marketing in the tourism industry is an elaboration in terms related to aspects of product development and promotion. Implementation of Responsible Tourism Marketing will be one of the determining factors in developing the image of a tourism destination. The principles of Responsible Tourism Marketing will distinguish between destinations that pay attention to aspects of the natural, social and cultural environment, community empowerment, tourist needs and destinations that do not implement Responsible Tourism Marketing in their activities [10][14]. The basic principles of responsible tourism marketing are: Environmental Preservation (Each stage in the marketing process and marketing mix planning must be able to create a dimension that is responsible for environmental sustainability. In this case the environment in question includes, the biotic environment (natural environment) and the abiotic environment (social culture, society, customs). Community Empowerment (In this case community empowerment in question includes, involving local communities in every planning and operational activity of tourism activities, increasing community welfare through creating business and income opportunities, and strengthening organizational capacity at the local community level) [4] Tourist Protection Tourist rights include the right to equal treatment (non-discrimination), legal protection, security, health and easy accessibility for tourists with physical limitations.

2.2 Responsible Marketing Mix

Specific information about tourism marketing who is responsible for implementing the eight (8) elements of the tourism marketing mix which shows a unique selling proposition (uniqueness). Products : tourism products are a series of various interrelated services, namely services produced by various companies (economic aspects), community services (social/psychological aspects, and natural services) as products sold in the tourism market[3][6]. Price: something that is very important to be considered by the buyer to decide or not to buy the goods and services needed. Promotion: marketing communication which is the activity of spreading information, influencing/persuading or reminding the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company. Place: place of service that determines where and how the service will be delivered so that the service has value and benefits. People: Strategic management of human resources and intellectual capital. Training, quality control, standardization of qualifications and competency certification are important parts that determine the success of marketing a tourist destination. In relation to service marketing, people who function as service providers greatly affect the quality of services provided. Partnership: joint promotion and sales co-operation between entrepreneurs/business actors and the government. The forms of cooperation can be short duration and long term cooperative marketing agreements, which involve product providers across industries and governments across regions. Packaging: combination of services and tourist attractions that are interrelated in one price offer package. Elements that also determine the competitiveness of tourism products. A series of tourism products that are attractively packaged and sold will form an interesting travel experience. Programming: Techniques related to packaging are the development of certain activities, events or



programs to attract and increase tourist spending, or provide added value to tourism packages or products.

2.3 Culinary

Life activities that are closely related to daily food and culinary consumption are a lifestyle that can develop the regional economy according to regional specialties that can create jobs through culinary tourism activities. Culinary is an activity of preparing, processing, serving food and beverage products that incorporate elements of creativity, aesthetics, tradition and local wisdom; as the most important element in enhancing the taste and value of the product to attract purchasing power and provide an experience for consumers[11]. Culinary tourism is the desire to experience certain types of food and includes a large number of gastronomic opportunities for tourists. Culinary tourism as a tourist destination and an instrument for increasing tourism. Culinary development must continue to be carried out to maintain the authenticity and uniqueness of each region, both in terms of cooking methods, serving methods and serving devices. [5] [12]

2.4 Entrepreneurship

Entrepreneurship comes from the word entrepreneur. Wira means hero, manly character, officer. Effort means an act, initiative, endeavor, effort or activity by exerting energy, mind or body to achieve a purpose. Entrepreneurs are people who are able to create new businesses and directly deal with risks, identifying abilities in achieving success. Entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve life/business. The ability to create requires continuous creativity and innovation to find something different from what was there before. Creativity and innovation are able to contribute to society.

3. IMPLEMENTATION METHOD

This research was conducted in tourism destinations in Aceh Province by taking samples, namely: North Aceh, Lhokseumawe, Bireuen, Pidie Jaya, Pidie and Banda Aceh. The data used in this study were collected from the results of a survey conducted by distributing questionnaires to culinary business owners in local tourism destinations in the province of Aceh, Indonesia [15][16][17]. The observed variables of 8P are responsible for marketing mix to comprehend their impacts towards the Entrepreneur In Culinary Sector [1][3][6][7]. The correlation between variables is drawn in Figure 1

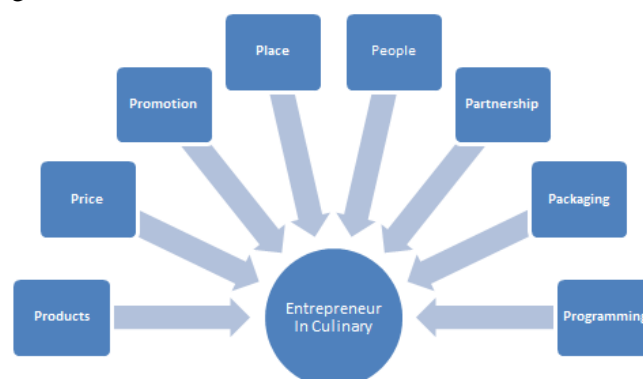


Figure 1 Research model of correlation between variables towards the entrepreneur culinary

4. RESULTS AND DISCUSSION

The culinary industry in the local community is still very traditional. The food that is offered to tourists is a type of food that is in their respective regions, although there has been visible

ANALYSIS OF RESPONSIBLE TOURISM MARKETING TOWARD ENTREPRENEUR IN CULINARY SECTOR OF TOURISM

Agustinawati, Halida Bahri, Laila Fajri, Danyatul Hayati, Ghufuran Mutahallil

innovation and taste as well as a contemporary or modern presentation so that it attracts the tastes of tourists. Presentation and finishing very important to give the impression of traditional food but modern tastes. To develop the culinary field of regional food and beverages, it is very necessary to continue to strive to maintain the authenticity and uniqueness of each region, both in terms of cooking methods and serving devices.

Tourism destinations in Aceh is an area with great culinary tourism potential. This is evidenced by the many culinary providers in all districts and cities who sell culinary specialties from their respective regions. Culinary providers in tourism destination areas have historical values and backgrounds that really represent their uniqueness. As for the very many culinary types, they can be classified into three major categories, namely food, drinks and desserts as well as processed food production.

4.1 Analysis

Data analysis used in this study is quantitative analysis with multiple linear regression equations which function to determine whether there is influence between variables. Implementation of a marketing mix that is based on the principles of responsible tourism marketing, namely the eight elements that elevate the Unique Selling Proposition (uniqueness) of a destination developed through the elements of Product, Partnership, Packaging, Programming, People, Place, Promotion and Price. The multiple regression equations for each variable can be written as follows:

$$Y = 0.352 + 0.137X_1 + 0.482X_2 + 0.047X_3 + 0.507X_4 + 0.102X_5 + 0.349X_6 + 0.266X_7 + 0.568X_8 + e$$

Results of linear regression analysis are shown in Table 1. The regression analysis shows a positive relationship between responsible marketing mix and entrepreneur sector culinary, **the packaging, price, people dan distribution** has a positive and significant effect on the income of regional culinary entrepreneurs. The other variabel such as the **product (X₁), partnership (X₂), program (X₃), promotion (X₅)**, has a positive but insignificant effect on the income of regional culinary entrepreneurs.

The results of the F-test showed that $F_{count} \geq F_{table}$ ($20,397 \geq 2.20$). The simultaneous test results show that the variables Product and Partnership, Packaging and Programming, People, Place, Promotion and Price have a positive and significant effect on the income of regional culinary entrepreneurs.

Tabel 1 Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.352	2.180		.162	.872
	Product_X1	.137	.083	.128	1.656	.101
	Partnership_X2	.482	.075	.523	1.287	.000
	Programming_X3	.047	.063	.058	.750	.455
	Packaging_X4	.507	.064	.601	7.918	.000
	Promotion_X5	.102	.075	.096	1.364	.176
	Price_X6	.349	.107	.232	3.254	.002
	Place_X7	.266	.079	.239	3.351	.001
	PeopleX8	.568	.086	.596	6.587	.000

a. Dependent Variable: Entrepreneur_Y



5. CONCLUSION

Development of the tourism industry currently creating business opportunities for the community around the destination to open a business culinary field both on a small, medium and large scale. benefits from the tourism industry culinary sector based on local potential such as increasing the economy the community around the destination, creativity and innovation in the food sector community business as souvenirs for tourists with local characteristics to enhance the brand image of local tourism destinations. The finding in this research shows that there is four variabel a significant positive relationship among the responsible marketing mix toward entrepreneur in culinary sector tourism. The results showed that all variables simultaneously affect the entrepreneur in culinary sector of tourism. The most dominant affects is packaging element.

REFERENCES

- Agustinawati and Cindenia Pusbasari, "Analisis Bauran Pemasaran Destinasi Pariwisata Kota Lhokseumawe," vol. 7, no. September, 2018
- Agustinawati, Muhammad Yusuf (2019). An Investigation of Tourist Satisfaction on Tourism Destination. The International Conference Economic Finance and Business copyright @2019 EAI, DOI 10.4108/eai.12-11-2018.2288768
- Agustinawati, Samsidar (2021). Analisis Tingkat Kepuasan Wisatawan Pada Destinasi Pariwisata Kota Lhokseumawe, Jurnal Negotium Ilmu Administrasi Bisnis Volume 4, No 1,11-17, April 2021 ISSN: 2777-0192 (e)
- Agustinawati, Samsidar, Halida Bahri (2021). The Influence Of Customer-Centric Strategy Toward Tourist Satisfaction. Journal International of Economic Business, Accounting Agriculture, Management and Administration syaria, Vol. 1, No. 2, pp 347-354 (2021), E- ISSN:2808-4718
- Aldebi and N. Aljboory, "The Impact of the Tourism Promotion-Mix Elements on the Foreign Tourists ' Mental Images of the Jordanian Tourist Destinations (A Field Study)," vol. 11, no. 1, pp. 74–86, 2018.
- Dian Herdiana (2020). Rekomendasi Kebijakan Pemulihan Pariwisata Pasca Wabah Corona Virus Dises 2019 (Covid-19) Di Kota Bandung Jurnal Jumpa Vol.7.No.1
- F. Abdullah, T. F. Abdullah, and M. F. Abdullah, "Effects of marketing mix on customer satisfaction : empirical study on tourism industry in Malaysia," vol. 2, pp. 357–360, 2016.
- Ghozali, imam, "Aplikasi Analisis Multivariate dengan Program SPSS." 2009.
- Hurriyati, R., & Sofwan, D. M. P. (2015). Analysis of co-creation experience towards a creative city as a toursim destination and its impact on revisit intention. Journal of Environmental Management and Tourism.
- Isdarmanto, Dasar-dasar Kepariwisata dan Pengelolaan Destinasi Pariwisata, Edisi 1. Yogyakarta: Gerbang Media Aksara dan STiPrAM, 2017.
- N. L. I Ketut Septia Sapta, Bisnis Pariwisata, Edisi 1. Bali: CV. Noah Athletia, 2018
- Petterson, Katarina. 2014. Women Tourism Entrepreneurs: Doing Gender on Farms in Sweden. Gender in Management: An International Journal Vol. 29 No. 8,2014
- R. Roostika, "analisis pengaruh bauran pemasaran produk cinderamata terhadap kepuasan wisatawan domestik di yogyakarta," J. Manaj. dan Akunt., vol. 1, no. 3, pp. 104–116, 2012.

ANALYSIS OF RESPONSIBLE TOURISM MARKETING TOWARD ENTREPRENEUR IN CULINARY SECTOR OF TOURISM

Agustinawati, Halida Bahri, Laila Fajri, Danyatul Hayati, Ghufra Mutahallil

Ridha, Mohamad dan Rizki Amalia. 2018. Citra Tujuan Wisata Dan Citra Kuliner Aceh Serta Pengaruhnya Terhadap Niat Wisatawan Untuk Kembali Mengunjungi Kota Banda Aceh. Jurnal Ilmiah Mahasiswa Ekonomi Manajemen Vol. 3, No. 4 November 2018

S. Begum, "Investigating the Impact of Marketing Mix Elements on Tourists ' Satisfaction : An Empirical Study on East Lake," vol. 4, no. 7, 2012.

Sugiono, Metode Penelitian Administrasi dilengkapi Metode R&D. 2009.

Suryana, Metodologi penelitian. 2010