
Entrepreneurial Marketing as a Key Strategy for the Sustainability of Tourism Businesses in POKDARWIS Gombengsari Banyuwangi's MSME's

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Abstract The purpose of this study is to determine the application of Entrepreneurial marketing in Gombengsari POKDARWIS MSMEs using a qualitative approach through in-depth interview methods at the manager of the Gombengsari POKDARWIS MSMEs. Researchers want to obtain an overview related to the application of the concept of Entrepreneurial marketing in ensuring business continuity in the tourism sector, especially wellbeing tourism as one of the leading tours in the Gombengsari Banyuwangi area. The concept of Entrepreneurial marketing as a strategy that combines skills and understanding of entrepreneurship and marketing as a whole related to creative and unplanned marketing activities in an increasingly competitive and unstable business environment so that it is expected that Entrepreneurial marketing will be one of the main factors in maintaining and developing strategies for business continuity in the tourism sector which is very vulnerable to changes both social and economic and political. Based on interviews and findings at POKDARWIS Gombengsari MSMEs, the application of entrepreneurial marketing really helps these MSMEs to survive and bounce back after experiencing a decline and even a vacuum during the pandemic by combining creativity and understanding of consumers who have visited, a new program is created that is more attractive to tourists who have never previously offered the new program.

Keyword : Entrepreneurial marketing, business sustainability, wellbeing tourism

1. INTRODUCTION

The COVID-19 pandemic has caused many factors causing failure and substantial loss where not just physically but also in terms of mentally. Currently, after the pandemic passed, both economic and individual recovery require an extended period, leading many people to search for alternatives for accelerating recovery, especially individually through wellbeing tourism activity. Welfare, happiness, health, and sustainability are several concepts that have been and continue to be the intense focus of various parties, from the policymaker to service provider, the pandemic and the rise of various infectious diseases, the reduction of natural resources along with ecosystems, also the decrease of health social relation, which cause as one of the arguments whether we can achieve welfare within and around us, today, tomorrow, and in the future. (Dsouza and Shetty, 2024)

Welfare is a frequently searched keyword in search engines, and more than one million articles about daily activities and routines are produced (Alexandrova, 2012). Based on the conditions, MSMEs operating in the field of tourism will be significantly supported if they are capable of providing new services related to trends along with market demand. At present, many destinations are beginning to offer attractive services, one of them is digital-free destinations for travelers to enjoy their holiday while escaping the hustle and bustle of the

world's activities and feeling the tourism experience which leads to the improvement of their welfare (Hassa et al., 2022; Pyke et al., 2016). Tourism research has increasingly focused on well-being, incorporating various terms, many of which are inspired by philosophical and psychological theories (Bushell & Sheldon, 2009).

The sustainability of the enterprise or business has become the primary demand in today's competitive era. Advanced technology enables numerous competitors to imitate and even surpass the competition more easily. Sustainability is the principle of sustainability that should be effectively implemented within a company. Several researchers have defined business sustainability as a company's approach to achieving competitiveness with an exact strategy along with sustainability (Bari et. al,2022). Business practices that incorporate sustainability enable a company to foster a positive image from the customer's perspective and can maintain a constructive attitude and perception (Gurlek.et.al,2017). Besides that, according to (Han. et.al, 2014) sustainability achieved by SMEs can be through an informal approach aimed at promoting various development programs and minimizing the waste production. Several researchers suggest key predictor of SME sustainability business is the development of entrepreneurship (Abdel Naeim and El-Bassiouny,2021), therefore can be predicted that the principles of business marketing can have a significant impact on the sustainability of a business or enterprise (Ayuso and Báez, 2017) related entrepreneurial marketing with sustainability business SME can be categorized into three research field, first study about SME business sustainability, second study about entrepreneurial marketing, and third presented by several research related with business sustainability and entrepreneurial marketing components (Golacka.et.al,2020).

Entrepreneurial marketing at the point of intersection between marketing and entrepreneurial, aims to utilize and maximize opportunities by proactively addressing it through an innovative perspective and it can be a potential alternative and development in marketing service activities. Entrepreneurial marketing concepts are illustrated as unplanned activities, nonlinearity, and have a vision or future scope (Morris et. al., 2002). The implementation of entrepreneurial marketing greatly contributes to the sustainability of MSMEs, especially in the post-pandemic era. A comprehensive perspective on entrepreneurial and marketing, which adopts an approach centered on both entrepreneurs and customers (Morris et. al., 2002), enhanced by the influence theory delivered by Sarasvathy (2001) and the theory of creation and enforcement stated by Weick (1979), give a concrete structure to rely on the understanding about the entrepreneurial process and to integrate or to collaborate with new marketing. Specifically, this research will focus on the

relationship between marketing and entrepreneurial in various phases of the business life cycle, including the pre-business phase.

2. LITERATURE REVIEW

Entrepreneurial Marketing

Entrepreneurial marketing was recognized as a concept in 1982 and several experts have defined it (Hills & Hultman, 2011; Morris, Schindehutte, & LaForge, 2002; Stokes, 2000). The amount of similarity between entrepreneurial and marketing has led to the emergence of this field, along with the mutual reinforcement of these two allows for big contributions concerning the sustainability of enterprise or business (Gilmore et al., 2013; Shaw, 2004). Entrepreneurial marketing is conceptualized by Morris et. al(2002, p 5) as the identification and proactive exploitation of opportunities to obtain and sustain customers that benefits customers through innovative approaches regarding risk management, resource enhancement, and creation of value. The fundamental component in more detail, related to entrepreneurial marketing and its connection to company functions, is entrepreneurial (Anderson, Kreiser, Kuratko, Hornsby, & Eshima, 2015). According to (Siu & Kirby, 1999) ambiguity in understanding entrepreneurial marketing several terms emerge, which are often interpreted differently. Because of that, related various activities rely on each researcher, and within the different periods, so it can be combined or understood as marketing for entrepreneurs. The understanding of how entrepreneurs make a marketing decision regarding entrepreneurial marketing development as a concept. According to (Berthon, Hulbert, & Pitt, 1999) entrepreneurial marketing also requires businesses to explore demand that occurs in the marketplace through activity striving to lead and establish. Behavioral characteristics of entrepreneurial marketing that are frequently observed include making a marketing decision based on the networks and connections owned.

Business Sustainability

The concept of business sustainability development can be defined as the practical implementation of goals and principles of sustainable development at the smallest economic level. An organization that adheres to the philosophy of business development sustainable endeavors to implement social and environmental objectives in economic activities while continuously interacting with the stakeholders, as a result, will be beneficial for both parties (Misztal,2018; van Marrewijk,2003). According to (Eklington, 1998; Asadi et al., 2017) The concept of sustainability within an organization includes three dimensions that require consideration, there are community aspects, ecology, and economics. Business practice in

sustainability is defined as a concept and evaluates the values and principles that manage its concept. There is no absolute definition of sustainable business practice in the organization. It is shown that business sustainability has a variety of different factors for many people or different organizations. The general determination agreed that a sustainable business is a business that is qualified in economics, socially responsible, and environmentally friendly (Beal et al., 2017; Daood & Menghwar, 2017; Bocken et al., 2014; Roome, 1999).

Wellbeing Tourism

Health tourism especially related to the healthcare field is defined as an attempt as part of a tourism facility or aims to attract travelers with the intention of service promotion and healthcare facilities other standard tourism facilities or common (Goodrich and Goodrich 1987). The context of the research divided health tourism into two different research topics, which are medical and wellbeing. The first concern is a disease, surgical treatment, or therapy in the research medical domain, while the second is relevant to complex health, with a research paradigm that balances between, mind, soul, body, environment, and human quality of life which are the result of social interaction that is positive or negative. The concept of holistic health tourism will combine health, well-being, the hotel industry, and transportation within an industry that can provide complete tourism service solutions (Voigt and Pforr, 2013; Hartwell et al., 2018). A holistic health model will guide changes in the approach to destination management, as customers will find tourist destinations that offer the concert of health and wellness tourism that is integrated and supported by the natural facility along with local touches that provide unforgettable experiences (Hartwell et al., 2018). A holistic approach in the tourism sector now has produced various services and a wider value proposition has made positive contributions related to the economic sector, especially the community well-being. These sectors are traditionally unrelated to health tourism that has now been collaborated (Fancourt and Finn, 2019). The better understanding and the increase from the multidimensional approach toward health and well-being related to changes in the concept commonly known as health and fitness. According to Damijanovic and Sergio 2013 stated the push and pull factors of health tourism show a significant relationship in statistics between reasons for travel and income, on the other hand between gender and education on different sides. The researcher emphasizes how health travelers are especially interested in health destinations that are popular with natural resources and local culture that are the uniqueness and distinctive features offered to tourists.

3. METHODS

According to Creswell and Creswell (2018) Research approach is a plan and research procedure that covers the steps from wider assumptions as far as detailed methods from collecting, data analysis, and interpretation. This plan involves several decisions, and it does not require a sequential one and involves several decisions, which do not need to follow the order in which they were made. This research was conducted with in-depth interviews related to the strategies used by the manager of Gombengsari POKDARWIS MSMEs therefore they were able to get through the pandemic and changes in the orientation of tourism services from conventional to educational tourism to implementing health and fitness tourism. The steps in this research start with observation, interview, literature study, and documentation where each step was conducted by researchers to make sure that the data collected aligns with the objectives of the research and is supported by the facts that are in line with reality.

According to Bingham (2023), The five-step process presented in the research is a technique that can be used fully or partially to support researchers in planning, articulating, and carrying out a systematic and transparent analysis of qualitative data; developing an audit trail to make sure the dependability and trustworthiness of the researcher; and/or perfecting aspects of the analysis process associated with a particular methodology. First, organizing data in qualitative studies varies in the amount of data collected and analyzed, but even smaller studies can produce large amounts of data. This is mainly true for studies that include a lot of participants and/or research locations, or that involve a lot of different forms of data (MacQueen and Milstein, 1999). Second, sorting the data hence it is included into topic categories relevant to the research (Saldaña, 2013). Third, preliminary coding, then identifying patterns, themes, and findings from observation and interview data, and the last step or fifth is applying theory and explaining findings from the result of research. The observation data collected from field visits and then several interviews with the manager related to how to anticipate changes in tourism service that has changed after the pandemic has been a crucial part of seeing the effect of entrepreneurial marketing on business resilience so that it continues to be sustainable. After that, documentation is carried out to support the initial data, and conduct a literature review to compare the result of the research that has been carried out. Qualitative research is tied to the requirements of the methodology they choose along with the need to conduct reliable research. To assure the research is trustworthy, the research needs to fulfill the following criteria: credibility, or belief in the finding; dependability, or consistency in the finding; confirmability, or the extent to which the findings are free from researcher bias;

transferability, or how well the research can be applied in a similar context (Tierney & Clemens, 2011).

4. RESULTS

According to the results of research conducted and collected the supporting data related to the understanding of entrepreneurship by the manager of POKDARWIS Gombengsari and how it can be applied in marketing fields. Where the point is that marketing is a person's meticulousness in seeing opportunities and then realizing creative and innovative activities therefore it will provide solutions for customer or consumer needs (Kotler and Kartajaya, 2023). The first step is to obtain related data with the entrepreneurial marketing concept carried out by the manager of POKDARWIS both through observation and interview then analyzing based on aspects of the intensity of tourist arrivals, the creation of value through the programs offered, utilization of unique resources, innovativeness in the programs or services provided, proactive in delivering offered services (Hananysha and Al-Shaikh, 2022).

The intensity of tourist arrivals

Based on the result of observation and interview with the manager, it is obtained that tourist visits after the pandemic have increased as a result of new programs offered by utilizing the previous resource that is not integrated therefore the visits increased from 2-3 groups every week to 5 groups.

The creation of value

The manager of POKDARWIS together with other MSMEs collaborates with the activities that have never been offered before, one of them is experiencing the local community's daily routines, such as participating in milking Etawah goats, picking coffee directly in the coffee plantation. These are the activities that will leave an unforgettable experience.

Unique local resources

Open access to new destinations with nature themes and provide additional services such as introducing medical plants and visiting MSMEs that produce traditional medicine along with providing self-care to the tourist at the end of the visit which is a part of well-being tourism and becomes a new icon.

Innovativeness and proactive

making services related to information that will be found when doing a visit to Gombengsari through the application of user-friendly information technology and trying to interact actively with provide opportunities to the visiting tourist to deliver suggestions and

criticism so that the services and destinations developed as expected therefore will make the tourist visit again.

5. DISCUSSION

According to the assessment dimension of the entrepreneurial marketing concept carried out by the manager of POKDARWIS who can provide a good change the sustainability of the business managed by POKDARWIS can be developed better by fixing the limitation of human resources by cooperating with educational institutions or other parties that able to contribute to increasing the capacity of the human resources through training and education activities or services they provide to the visiting consumers.

CONCLUSION

Based on the result of the study, it can be concluded the use of entrepreneurial marketing concept carried out by the manager, especially after the pandemic era has been very helpful in restoring the tourism conditions in that area, clearly, many aspects that must also be fixed because there are several places has potential but have not been able to maximize so that based on the fact and theme, we recommend several steps so that the entrepreneurial marketing concept carried out can be developed more which it will ensure business continuity in Gombengsari through POKDARWIS activity. According to Wu. et. al (2008) The success of entrepreneurship is determined by the quality of the human resources, therefore, the increasing capability and capacities of managers and tour guides who work must provide relevant information and attract the interest of the tourists such as providing training related to natural ingredient knowledge that can be used for self-care in the concept of well-being tourism, this is important because increasing the skill of its human resources will affect the business continuity or entrepreneur and give the increasing of well-being in long term.

LIMITATION

The research has limitations on the subjects studied because it is only focused on one category of service provider. In addition, this research also tries to fulfill the research gap in health tourism which only revolves around medical services not leading to the maintenance or personal well-being. Therefore, researchers hope in the future to be able to carry out similar research which has broad coverage with a diversity of service providers so that can obtain insight into the amount of benefits that will be obtained by the MSMEs when applying the entrepreneurial marketing concept to maintain the sustainability of the business.

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