

The Need of Entrepreneurship Orientation for Sustainability Tourism Destination in Tourism Awareness Groups

Glory Aguzman¹, Lim Sanny², Yuli Eni³ and Agung Hari Sasongko¹

¹*BINUS Entrepreneurship Center, Management Department, Bina Nusantara University, Jakarta, Indonesia*

²*Business Management Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia*

³*Management Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia*

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Abstract: This research investigates whether entrepreneurial Orientation is needed and cared for by tourism awareness groups (Pokdarwis). In the era of the COVID-19 pandemic, researchers indicated that a destination must still be sustainable. Indonesia is a country receiving foreign exchange from its tourism proceeds; therefore, a tourist destination to maintain a tourism business must be realized. Entrepreneurial Orientation is an ability that Pokdarwis must-have, and in this study, the researchers tried to explore how big the view of tourist destinations depends on entrepreneurial Orientation is. The analysis used is to use SPSS, which will look at the two-way and three-way analysis of the relationship between tourist destinations and entrepreneurial Orientation. The sample used covers four villages, namely two villages in Bali and two villages in Yogyakarta with a total of 283 respondents, and the result is a two-way analysis that states Significance between tourist destinations with entrepreneurial Orientation and three-way analysis, namely tourist destinations with entrepreneurial Orientation towards the sustainability of tourist destinations. The results of two villages are not significant and two villages significant so two ways and three ways want to find out what happened.

1 INTRODUCTION

In the era of the Covid-19 pandemic, researchers indicated that a destination must still be sustainable. Indonesia is a country receiving foreign exchange from its tourism proceeds; therefore, a tourist destination to maintain a tourism business must be realized. Achieving sustainable tourism requires support from various parties involved: the tourism industry and various interest groups from public sector institutions to community groups (Dolnicar and Long, 2009). Some of the goals of sustainable tourism are economically sustainable, socio-cultural sustainable, and sustainable resources. Sustainable goals and resources are shared between the tourism industry and the environment and local occupation, government agencies (W.T.O., 1993). According to Roxas Chadee (2013), entrepreneurial Orientation provides a mechanism through formal institutions in influencing performance in the tourism sector. This study will contribute to finding out whether entrepreneurial Orientation can directly influence the

sustainability of tourist destinations. The researcher also indicated that the understanding of and the ability of entrepreneurial praxis of the leaders and members of Pokdarwis and the local community seems to have still to be developed.

To achieve the sustainability of tourist destinations in the Covid-19 pandemic era, tourism awareness institutions have an entrepreneurial orientation that is considered capable of creating the sustainability of tourist destinations in their respective regions but when researchers try to prove the hypothesis the result is not significant. So the researcher wants to make sure why it is not significant, by using two way and three ways analisis expected to find the answer.

2 LITERATURE REVIEW

Tourism development produces benefits that contribute to regional development, but tourism development touches the various stakeholders,

facilities, and resources that participate in it. These elements must be managed correctly and adequately to smooth the path to sustainable development (Chatkaewnapanon and Kelly, 2019). Tourism Village is a type of tourism that occurs outside the city area and includes the natural and cultural heritage of rural areas that issues initiatives that have social, economic, and environmental implications (Quaranta et al., 2016).

The concept of entrepreneurial Orientation has emerged as an approach to entrepreneurial behavior and has been injected into a company or organization running (Logue et al., 2017). In this study, Pearce et al. Said that entrepreneurial Orientation is conceptualized as a set of different behaviors but is related to having the qualities of innovating, being proactive, aggressive, competitive, risk-taking, and Autonomy. Lumpkin Dess (1996); Covin et al (2006) in Fadda (2018) said that entrepreneurial Orientation shows that some activities that are considered entrepreneurial development within the company are to influence the decision of the company's action and performance processes. The construction of an entrepreneurial orientation consists of five dimensions consisting of: innovation, proactive, competitive aggression, risk-taking, and Autonomy, with descriptions (Kreiser et al., 2010; Karimi et al., 2016; Covin et al., 2006). Innovation, the company's efforts to find product opportunities and make process improvements. Proactive, the company's efforts to recognize and seize it. Competitive, which is aggressive: refers to the company's efforts to outperform its competitors. Risk-taking refers to the willingness to venture into the unknown without definite knowledge of possible outcomes, Autonomy: refers to the independence needed to explore opportunities.

Entrepreneurial Orientation affects a company's strategy in achieving its performance but does not directly improve a company's performance results (Sahin and Gurbuz, 2020). Entrepreneurial Orientation refers to the strategic process to gain a competitive advantage (Nabi et al., 2018). In previous studies, it was also stated that the entrepreneurship sector strengthens tourism sustainability in an area but not capability. In this study, the hypothesis will be tested for its Significance. Thus hypothesis seven can be built, namely that entrepreneurial Orientation has a positive effect on the sustainability of tourist destinations. Tourism development not only produces benefits that contribute to regional development but tourism development touches the various stakeholders, facilities, and resources that participate in it, these elements must be managed properly and

correctly in order to smooth the path to sustainable development To achieve the goals of sustainable development in a developing country, a community-based ecotourism focus that is more locally controlled and participatory contributes to sustainable development (Twining-Ward and Butler, 2010). Tourism will provide sustainability to an area if tourism contributes to ecological, socio-cultural and economic goals (Garcia-melon et al.,). Since the emergence of sustainability as a benchmark for tourism development, indicator parameters have emerged which are used as a means of measuring the impact of tourism (Zafra, 2001). Stakeholder participation is an indicator of environmental variables that are used as a determining factor for the sustainability of tourism areas (Pasape et al., 2014). Sustainable rural development depends on agricultural produce which is the main activity of a village (Adiakurnia, 2018). Tourism sustainability is placing activities at the intersection of marketing, infrastructure, programs and policies that are simultaneously environmentally acceptable, socially acceptable, and economically viable, this definition implies the development of several businesses that are cut from one another so as to achieve social and economic goals (Chatkaewnapanon and Kelly, 2019). Entrepreneurial orientation affects a company's strategy in achieving its performance but does not directly improve a company's performance results (Sahin and Gurbuz, 2020).

Based on the results of literature review, a hypothesis can be formed:

H1: Entrepreneurial orientation can affect the sustainability of tourist destinations.

3 METHODS

In this study, researchers have determined four tourist destinations: Pemuteran Tourism Village, Bali, Panglipuran Tourism Village, Bali, Pentingsari Nglanggeran Tourism Village, Yogyakarta. The reason the researchers determined the 4 (four) tourist destinations is because the four tourist destinations, respectively, two Tourism Villages in Bali and Yogyakarta, are included in the 100 (one hundred) major sustainable destinations in the world by the global version of Green Destination Days (GGDD). The Sustainable Destination Top 100 award is an annual Green Destination program that aims to showcase success stories and sustainable tourism practices from tourism destinations worldwide (Adiakurnia, 2018).

Respondents are representatives, members, and people involved in tourism both in their activities and in their work but are still within the scope of tourism awareness groups. This sample was taken using the non-probabilities sampling method, namely purposive sampling, which is following the research objectives. The details are Deputy Chairperson of Pok-darwis, Pokdarwis members, homestay owners, food and beverage UKM owners, souvenir UKM owners, restaurant owners, travel owners, farmers, art workers, and other workers related to tourism in their region. Calculation with Bartlett Continuous Data. In addition to using indicators in measuring variables, this research questionnaire is equipped with several questions about demographic data as characteristics such as the name of tourist destination, occupation, gender, length of stay, age, length of stay around the tourist destination area. The questions used are closed questions.

Data processing was done by testing the reliability and validity at the beginning and continuing respondents' questions. The result of the questionnaire is a descriptive analysis processed using SPSS. The total respondents were 283 people from four tourist villages. The results achieved are expected results based on the respondent's work, two ways analysis between tourism villages with entrepreneurial Orientation, and three ways analysis between tourism villages with entrepreneurial Orientation towards the sustainability of tourist destinations.

4 FINDING AND DISCUSSION

Before distributing the questionnaire according to the concluded target, the researcher conducted a validity and reliability test first using SPSS when the number of questionnaires obtained was 70 respondents as a pretest after testing, the results obtained were: Furthermore, the resulting R table = 0.23, with the results $0.987 > 0.23$, it can be concluded that the data is reliable; that is, questions can be asked to respondents. Moreover, the resulting R table = 0.23, the Corrected item-total Correlation results show that the questionnaire produces valid data. Based on the two test results above, it is concluded that the questionnaire can be redone to achieve the target respondents required by the researcher. Respondents who work as members of Pokdarwis are the largest respondents, with a total of 68 (sixty-eight) respondents or 24% of the 283 respondents. The second-largest number of respondents was as homestay owners, as many as 60 (sixty) respondents

or 21% of 283 (two hundred eighty-three) respondents. Other business units related to tourism are 55 (fifty-five) respondents or 19% of 283 (two hundred eighty-three) respondents. The restaurant owner and beverage UKM totaled 39 (thirty-nine) respondents or 14% of 283 (two hundred eighty-three) respondents. Furthermore, for farmers whose rice fields are usually used for game areas and their rice fields are intended for tourism activities, the respondents were 18 (eighteen) respondents or 6% of 283 (two hundred and eighty-three) respondents. Professions or occupations such as the owner of souvenir UKM, owner of the diving rental equipment and their activities, restaurant owner, owner of a cultural center, and travel owner are also respondents in this research. Besides, those are professions or joint occupations described above.

Table 1: The Result of Hypothesis.

Hypothesis	Original Sample	t Stat	P-value
Entrepreneurial orientation can affect the sustainability of tourist destinations	0.047	0.438	0.662 (not sig)

In this case, the insignificant research result becomes a phenomenon so that it must be explored again, namely by using two ways and three ways analysis.

4.1 Two Ways Analysis of Names of Tourist Destinations on Entrepreneurship Orientation

Table 2: Chi-Square Tests Names of Tourist Destinations on Entrepreneurship Orientation.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	215.110 ^a	99	.000
Likelihood Ratio	234.096	99	.000

Based on the table above, it can be explained that in this context, the chi-square output is given a chisquare value of 215,110, with a P-value of 0,000 (shown in the Asymp. Sig. (2-sided) column in the SPSS output). This P-value compared to the significance level used in this study was 0.05 or 5%. Based on this, it can be argued that there is a relationship between the name of the tourist destination and the

Entrepreneurship Orientation at the 5% significance level ($P\text{-value} < \alpha = 5\%$) so that it can be interpreted that each tourist destination agrees with the Entrepreneurship Orientation in leading tourism awareness organizations.

Three Ways Analysis, In this discussion, the researcher discusses the relationship of entrepreneurial Orientation to the sustainability of tourist destinations based on the views of four tourist destinations and gender.

Based on the data above, entrepreneurial Orientation towards the sustainability of tourist destinations has a significant relationship with the male or female gender. Male gender can be seen from the Pearson correlation value (0.001 ;0.05), where the value of the degrees of freedom of a sample for the male sex is 512, and the female gender is 312. In total, there is a significant relationship between entrepreneurial Orientation and sustainability of tourist destinations.

These results prove that entrepreneurial Orientation towards the sustainability of tourist destinations is related to the chi-square test results. So it can be proven that the most significant influence for entrepreneurial Orientation on the sustainability of tourist destinations is on the gender of men or women.

Table 3: Chi-Square Test Name of Travel Destinations to the Relationship between Entrepreneurship Orientation and Tourism Destination Sustainability.

Tourism Destination		Value	df	Asymptotic Significance (2-sided)
Nglangeran	Pearson Chi-Square	357.152 ^b	273	.000
	Likelihood Ratio	171.702	273	1.000
	Linear-by-Linear Association	26.921	1	.000
	N of Valid Cases	56		
Panglipuran	Pearson Chi-Square	270.867 ^c	253	.210
	Likelihood Ratio	184.127	253	1.000
	Linear-by-Linear Association	14.392	1	.000
	N of Valid Cases	66		
Pemuteran	Pearson Chi-Square	435.916 ^d	260	.000
	Likelihood Ratio	230.772	260	.904
	Linear-by-Linear Association	48.345	1	.000
	N of Valid Cases	102		
Pentingsari	Pearson Chi-Square	265.175 ^e	238	.109
	Likelihood Ratio	151.417	238	1.000
	Linear-by-Linear Association	11.645	1	.001
	N of Valid Cases	59		
Total	Pearson Chi-Square	877.250 ^f	528	.000
	Likelihood Ratio	514.074	528	.660
	Linear-by-Linear Association	108.909	1	.000
	N of Valid Cases	283		

5 CONCLUSION

Entrepreneurial Orientation is a capability that must be possessed by institutions engaged in tourism awareness in each of their respective tourist destinations. Innovation, Risk-taking, Aggressive, Proactive, Autonomy are abilities that can make organizations survive and remain sustainable in these dynamic conditions, especially during the Covid-19

era. Of the four villages where the people involved have various jobs, and in the two-way analysis, tourist destinations state a significant relationship with tourist destinations. Still, there is an insignificant relationship during the three-way analysis, namely the relationship between entrepreneurial Orientation and destination sustainability. Village tourism that is still not significant is Pentingsari village and Panglipuran village.

The insignificant results in the two villages could be why the hypothesis results are not significant. So that the process towards sustainability, the two villages must concentrate more on developing entrepreneurship both for members of the tourism awareness group or the community, namely with more intense entrepreneurship training.

Entrepreneurial orientation does not affect the sustainability of tourist destinations in an area. This shows that regions with a high entrepreneurial orientation do not always support the sustainability of tourist destinations. In research, entrepreneurial orientation affects the strategy of a company in achieving its performance but does not directly improve a company's performance results. Entrepreneurial orientation is an ability that is implemented by leadership by an institution and cannot stand alone to produce a goal.

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