

Tourism Business Planning in Enhancing the Role of the Young Generation

Case Study: West Java Tourism Ambassador Selection Event 2022

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Abstract

The West Java tourism ambassador is a talent search event in the tourism sector for the younger generation to contribute to economic improvement, introduce tourist attractions, and promote West Java tourism in the era of technological sophistication. This technology can facilitate the dissemination of information quickly, so the role of tourism ambassadors is needed as a driver who is expected to portray themselves well. The hope is that the tourism ambassador can encourage tourism growth in Indonesia, especially in West Java. The purpose of this research is to try to introduce and promote regional tourism, to become a means or forum for appreciation for tourism actors in West Java, to hone the potential of the younger generation according to their fields, as a place to compete so that they are trained to become figures who have the spirit to continue the process and take advantage of youth. With full achievements, cultivate an attitude of love for the region, train the younger generation to think creatively, be innovative, and become inspirational figures to inspire the wider community. The method used in this study is a qualitative descriptive method. Descriptive type the qualitative research used is a case study approach. The case study studied was the 2022 West Java Tourism Ambassador event held in March 2022 and is one of the activities designed by tourism consultants. Data collection was obtained through observation, financial analysis, and documentation analysis. This study found that tourism activities require assistance in planning by a tourism consultant in preparing activities, planning activity concepts, interesting Implementation, and evaluation after activities. Good and professional activity planning can positively impact the younger generation who participate in activities carrying out their role in society, especially in promoting tourism.

Keywords

tourism business planning;
tourism ambassador; tourism consultant; young generation; tourism



I. Introduction

Entrepreneurship has developed quite rapidly in various countries. Entrepreneurship plays a role in increasing output and per capita income and involves introducing or implementing changes in the structure of business and society (Slamet et al., 2014). Advances in technology and science have encouraged entrepreneurial practices, which led to various inventions of new products and services for consumers. This, of course, opens up new job opportunities, opens up new markets, and will be able to create business growth in various sectors in the long term.

In developing countries, businesses that grow a lot in society are generally classified as small businesses. This fact shows that small businesses are the majority of community activities that contribute significantly to the income creation of the population. Some of these facts include: 40% of the volume of business in many countries is carried out by small businesses, the small business sector generates 75% of new jobs, small businesses account for a dispersed share of sales in the manufacturing sector, and in almost all countries small businesses are places of employment. The birth of entrepreneurship. However, there is also the fact that 50% of small businesses fail in the first two years, and poor management is a widespread cause of small business failure (Daryanto, 2013, p.2).

The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020).

In Indonesia, economic growth is also determined by the dynamics of the regional economy, while the regional economy generally results from small and medium-scale economic activities. The existence of small and medium enterprises is indeed the initial process of industrialization development in the regions. However, there are still many obstacles faced by small and medium enterprises on the ground in reality. According to Prawiranegara in Suryanita (2006, p.5), the internal constraints faced by small entrepreneurs are the low quality of human resources, weak access, and development of market share, weak capital structure, limited mastery of technology, weak organization and management, and limited business networks and cooperation with other economic actors. An entrepreneur must have a strong foundation before setting up and running his business to deal with these obstacles. An entrepreneur must have an entrepreneurial orientation to face competition and market pressures that continue to increase (Kaur and Mantok, 2015).

The importance of having an entrepreneurial orientation in running a business has been proven in several studies, according to research by Kaur & Mantok (2015), which proves that three dimensions of entrepreneurial orientation, namely proactive attitude, risk-taking (decision making), and innovation affect business performance measured by subjective performance. Supported by research by Uddin & Bose (2015) with four variables of entrepreneurial orientation, namely innovation, proactiveness, risk-taking, and autonomy, which have been proven to affect business performance. This shows that small businesses that want to improve their performance must have a strong entrepreneurial orientation.

It was mentioned earlier that one of the causes of small business failure is poor management. Every effort in its management to achieve effective and efficient results requires the application of management principles and the role of the leader or entrepreneur to carry out the main functions of management to achieve the desired business success. Suci (2009) states that management ability has a positive and significant impact on business performance in the small and medium embroidery industry in East Java. So having good management skills is also an important role in running a small business.

By having an entrepreneurial orientation and good management skills, it is hoped that they will be able to create and implement the right strategy for their business. According to Zimmerer et al. (2008, p.145), strategy is a roadmap of actions drawn up by entrepreneurs to achieve the company's mission, goals, and objectives. Entrepreneurs must develop a strong strategy based on previous steps that use the core competencies and strengths of the company as a stepping stone to success.

One of the most important aspects of entrepreneurship is marketing. Marketing aims to make a profit for the company by promoting and distributing products. It has become a demand for every entrepreneur to develop a marketing strategy in carrying out business activities to achieve the business's targets. Marketing strategies need to be done to face competition and fulfill consumer desires. For example, one example is an entrepreneur applying a low-cost marketing strategy compared to competitors to attract more consumers. Setyawan et al. (2015) found that business strategy positively affected business performance even though 85 percent of the SMEs studied did not carry out the overall business strategy planning. Business strategy is only limited to marketing strategy. In addition, it was found that entrepreneurs conducted marketing relationships with other entrepreneurs to create business networks in carrying out marketing strategies. This supports the research of Setyawan et al. (2014), which shows that in oil companies, the relationship between companies and their suppliers is bound by tight contracts. Even the supplier-company relationship is based on transaction cost theory. In hypermarket companies, relationships between suppliers and retailers are based on trust, commitment, and satisfaction. These three constructs are the basis of relationship marketing. Therefore, selecting and implementing the right marketing strategy is important in achieving company goals, both large and small.

Entrepreneurs will face various problems, so strong management skills are needed to develop marketing strategies to continue to survive in the business world. The smooth running of a marketing strategy certainly requires a strong entrepreneurial orientation and reliable management skills to produce business performance optimally. Based on the background presented, this study will discuss some of the findings and implications of research in running a tourism consulting business, where the variables of entrepreneurial orientation, management ability, and marketing strategy play an important role in helping small businesses improve their business performance optimally and sustainably so that they can survive the competition.

II. Review of Literature

Tourism is an activity aimed at providing tourism services, providing or operating tourism objects and attractions, tourism facilities business, and other related businesses. Following the Law of the Republic of Indonesia No. 9 of 1990 concerning Tourism, tourism businesses are classified into several parts. Tourism consultants are included in the tourism service business section, and tourism consulting services are services in the form of advice and advice provided for solving problems that arise from the creation of ideas, the implementation of their operations and compiled systematically based on recognized disciplines and delivered orally, in writing or pictures by professional experts.

Tourism consulting services are businesses that provide advice and recommendations regarding feasibility studies, planning, business management, research, and marketing in the tourism sector. According to Astina (2010), tourism consulting services play a role in the analysis of the tourism sector as a medium of communication and scientific tourism information, which contains the results of research summaries, surveys, and popular tourism scientific writings, as well as shifting trends that occur so that Indonesia's tourism development can be realized sustainably. In addition, global competition has increased new standards of competition. In this condition, every company wants to survive and develop and must be able to create and extend the benefits of competition continuously by increasing competitiveness. The higher competition requires companies to have innovative

competitive strategies and optimal Implementation, increase profits and support the resilience of the business (Smart Cipta, 2012).

Furthermore, Hananto's (2015) tourism consulting services business has a strategic role in creating and encouraging the fulfillment of human resources and qualified tourism businesses based on standards set through the certification process. The tourism consulting service business products cover the tourism industry, tourism destinations, tourism marketing, and tourism institutions, providing space for the growth and development of the tourism consulting service business, both in terms of technical and business aspects related to consulting service business products in the form of opinions, suggestions or recommendations. The consulting service business in the tourism sector can synergize with the government and local governments to jointly encourage the growth of the tourism business.

III. Research Method

The method used in this study is a qualitative descriptive method. Descriptive type the qualitative research used is a case study approach. This study focuses intensively on one particular object studied as a case. Case study data can be obtained from all relevant parties, or the data in this study were collected from various sources (Nawawi, 2003). As a case study, the data collected came from various sources, and the results of this study only apply to the cases investigated. Arikunto (1986) argues that the case study method as a type of descriptive approach is detailed research carried out in detail and in-depth on a particular organism (individual), institution, or phenomenon with a small area or subject. The case study studied was the 2022 West Java Tourism Ambassador event held in March 2022 and is one of the activities designed by tourism consultants. Data collection was obtained through observation, financial analysis, and documentation analysis.

IV. Results and Discussion

4.1 Overview of West Java Tourism Ambassador

The West Java Tourism Ambassador activity consists of several activities: preparation, planning, implementation, and evaluation. Preparation, the achievement of an event requires a series of mature activities. The first thing to do in organizing an event is to make preparations. This preparation is important in order to achieve the expected goals. The things that are prepared in organizing the West Java Tourism Ambassador activities include consulting with consultants, determining the target market, the younger generation, and determining targets for sponsors and media partners. Planning, the first thing to do is to form an internal committee first then determine the theme of the event, the title of the activity, and the concept of the event. Furthermore, planning in determining the date of the event, the location of the event, planning the activity budget, and the timeline of activities.

The next stage is Implementation, and This is the culmination of various things that have been prepared and planned. The event for selecting the West Java tourism ambassador was participated by the younger generation with various potentials. 12 pairs of selected finalists had passed various stages of selection, starting from the administrative selection, cognitive tests, and affective tests, which the test process was carried out virtually. After that, all the finalists carried out various stages of quarantine online, and this quarantine aimed to hone and equip the finalists on tourism theories and issues. The materials provided at the quarantine stage include tourism materials, cultural materials, creative economy materials, public speaking, English, grooming and makeup, catwalk

classes, stage acts, and visits to tourist destinations using banners vehicles. In addition to the presentation, the participants were led to create content containing promotions, invitations to each presentation session, and photoshoots.

The peak night of the West Java Tourism Ambassador was held on 5 March 2022 at Majestic Bandung with the concept of a hybrid event. The Implementation of this activity applies the concept of a hybrid event because it is carried out during a pandemic. In addition to planning the concept of a mature event, planning for the program's implementation is also an important factor in the event. This final night was guided by two presenters and attended by eight judges from various backgrounds, parents of finalists, supporters of finalists, and guests from representatives of ambassadors in West Java. The event starts at 19.30 WIB until 23.00 WIB. The arrangement of the peak night for West Java tourism ambassadors included the opening by a regional dance performance, introduction of each participant, announcement of the top 10 results from the assessment during quarantine, announcement of the top 6 and questions and answers about tourism, the announcement of the top 3 and questions and answers. Followed by performers, last walk and last speech of the previous winners, the announcement of winners and ended with distribution of prizes. All pure scores are accumulated based on quarantine scores and scores from peak night judging. The night of the peak of the successful tourism ambassador was held well and smoothly. All activities prioritize cultural values and contain elements of tourism.

The important last step is evaluation. After the entire series is carried out, an evaluation is carried out. This evaluation is carried out to measure the extent to which this event successfully follows the objectives to be achieved. This evaluation looks at the advantages and disadvantages of organizing the event. Evaluation of the Implementation of West Java tourism ambassador activities on the technical side went as expected. Obstacles during the activity included licensing, which was a little complicated because the event was held during a pandemic. The distribution of sponsorship proposals was very short, so not many were on target, and the selection of places was changing so that there was a lack of finalists. Hence, it was difficult for the judges to judge the finalists. In the future, it is hoped that these matters can be resolved properly and the event can be packaged more attractively.

4.2 The Role of the Young Generation in Tourism

The younger generation is an important actor and target in tourism activities. They have different characteristics from previous generations. The current generation of young people is Generation Z. Previously. The millennial generation, or Generation Y, was introduced by two American historians and writers, Willem Strauss and Neil Howe (1991, 2000). In his book, they divide the younger generation based on the similarity of the period of birth and the similarity of historical events. Based on the age category, millennials were born in the 1980s-1990s or the early 2000s. The next generation is Generation Z, but the years of these generations are defined by experts differently. However, the range is not that far.

When journalist Bruce Horovitz introduced Generation Z in 2012, the age range used was unclear. When the marketing agency Sparks and Honey made a presentation in 2014 about the age range they used for Generation Z, it was agreed that Gen Z is those born from 1995 to 2014. This period is related to the emergence of the internet. This is what experts agree that Generation Z is those who were born in the internet era.

Generation Z characters are known to be less focused than Millennials, but they are more versatile, more individual, more global, more open-minded, and more technology-friendly. In an interview with Forbes magazine, Connor Blakley, a 17-year-old youth from the United States who calls himself a special consultant for Generation Z, stated that Generation Z is the most influential, unique, and diverse generation. Blakley, who runs the Gen Z division of Intercept Group, has even become a consultant for several well-known companies, such as Microsoft, 3M, Unilever, Toyota, and L'Oreal. In the interview, Blakley said that Gen Z is the first generation to be able to take selfies, order pizza, and FaceTime with their friends at the same time (www.forbes.com accessed 17 April 2022).

Blakley commented that Generation Z is different and far more diverse than Millennials, whom he calls the half-assed generation. Half enjoy the era before the internet and half after the internet era. For Generation Z, the things that catch their attention are Netflix, Virtual Reality, and Video Games. Before shopping, Generation Z looked for inspiration online on platforms like Instagram, Pinterest, Facebook, and YouTube. Whenever they shop at a physical store, they get direct feedback from their friends via WhatsApp (www.engage.net accessed 17 April 2022).

In its report, American bookstore chain Barnes & Noble College (2016) states that Generation Z seeks authentic and meaningful experiences. They are more independent than their predecessors. In making choices, Gen Z turns to information online and interacts with others to gain insight. In the end, unlike previous generations, they make the final decisions. Generation Z is more practical and financially motivated than their Millennial counterparts. Their choice to study independently is filled with curiosity and concern for self-fulfillment and social impact (Barnes & Noble College, 2016: 2). One of the characteristics of the Millennial Generation and Generation Z who are in contact with digital technology is the right entrance in the context of history-based tourism activities. The form of communication established by history-loving communities that use digital technology is very much in line with the characteristics of that generation. In fact, in some activities, they take advantage of digital technology already familiar to this generation.

The government, especially the Ministry of Tourism, sees the opportunity and role of the Millennial Generation and Z, which is a generation of digital natives. The term digital natives is a term introduced by education consultant Marc Prensky in his 2001 article 'Digital Natives, Digital Immigrants.' The digital native generation is the generation that was born when technology was already in its environment, in this case, the Millennial Generation and Z. The government (Ministry of Tourism) sees the Millennial Generation and Gen Z as being one of the spearheads of tourism ambassadors for each region. They provide opportunities and platforms for tourism ambassadors in each region. Generation Pesona Indonesia (Genpi) is a community formed by the Ministry of Tourism of the Republic of Indonesia as one of Indonesia's tourism marketing strategies, especially in the "Go digital" promotion program. This community consists of young people who actively promote tourism through social media, such as blogs, Facebook, Twitter, Instagram, Path, and YouTube. This social media is a familiar medium among Millennials and Gen Z.

The opportunity provided by the government (Ministry of Tourism) to the Millennial Generation and Z is a strategic step in Indonesia's tourism promotion program. The digital network they control can reach and penetrate national borders. So the promotion they do is not only able to attract local tourists but, if possible (related to the language used) can reach foreign tourists. With the younger generation, tourism can also be an alternative to develop and promote tourism objects that have not been developed much.

In tourism activities, narrative or content is an important factor. In addition to sites, historical places, tourist attractions, narrative elements, and content are also very important. The narrative or powerful content presented for Millennial Generation and Z uses a youth-style approach characterized by a broad and more inclusive interpretation (participation in it) of past urban situations. In this case, new relationships are drawn from memories that have experienced 'pressure,' including local communities and ethnic minorities, as the basis for critical awareness and social engagement in the present (Sastramidjaja, 2014: 445).

The activities of almost all existing communities use the strategy of 'edutainment' (education and entertainment). This is in line with global trends in cultural heritage management, including museums and heritage institutions in Indonesia. They seek to engage a society increasingly demanding a variety of events by offering more engaging interactive events. According to Sastramidjaja (2014), the youth-loving history-loving community did, using a looser, less paradigmatic concept. The history lovers community mainly refers to the spectrum between 'learning through fun' and 'fun in learning' ('learning through joy' and 'joy in learning') (Sastramidjaja, 2014: 261). It can also be developed in tourist villages, artificial tourism objects, natural attractions, and other tourism.

For Millennials and Generation Z, narratives with simple sentences that can be understood quickly become a must. Millennials even like non-standard abbreviations (non-formal), such as FYI, Japri, COD, and LOL, which are common among them. The Millennial generation also often chooses non-standard words such as *tercyduk* and *Leh Uga*. Likewise, more simple forms of expression such as emoticons, stickers, and emojis are popular among them. Millennials like all forms of communication that are friendlier with a more intimate tone of voice.

Meanwhile, Generation Z is more comfortable communicating with images. As previously mentioned regarding the characteristics of Gen Z, they can do many activities at one time. Gen Z is known as agile communicators who are accustomed to providing quick responses. According to studies, their brains have evolved to process more information faster and are cognitively more agile to handle greater mental challenges. However, they lack specific communication skills, so they tend to leave much room for interpretation. In terms of the historical narrative for Gen Z, we can provide various platforms. We can let them choose the platform that suits them.

Alternative and not monotonous narratives are options that can be presented to them. The factor of their proximity to the city and the area where they live is important. In this case, the narrative about local history also needs to be conveyed. Stories about places, sites, or local historical figures as an alternative form of official history with the hope that both Millennials and Gen Z will desire to understand the narrative about it. The key to local history is a 'sense of place,' which comes from everyday places and differs from places of monumentalization by the state (De Groot, 2009: 63-64). However, it is possible to offer alternative narratives from mainstream history. For example, the stories of historical figures are not only presented as perfect heroes but their daily stories, which may relate to certain cities or regions.

V. Conclusion

This study concludes that tourism activities require assistance in planning by tourism consultants in preparing activities, planning activity concepts, interesting implementations, and evaluation after activities to achieve the expected goals. Good and professional activity planning can positively impact the younger generation who participate in activities in carrying out their role in society, especially in promoting tourism.

In the context of the tourism business, the narrative that can be used to attract millennials and Generation Z is an alternative narrative to the main narrative. The narrative must be interesting, not monotonous, attachment to the locality, and be supported by information technology. Local communities can develop the narrative. Currently, in almost every city, even in almost every city and district of Indonesia, there are communities whose activities can be categorized as tourism activities. Through the Ministry of Education and Culture and the Ministry of Tourism, the government also provides support for these community activities. Specifically, the support from the Ministry of Tourism for this community related to tourism promotion will be very beneficial for each region.

One thing that is no less important in the activities related to tourism is the spirit to do it yourself or do it yourself. The Millennial Generation and Gen Z's spirit is an important capital. Millennials and Gen Z, with their characteristics and traits, in this case, can be ambassadors for tourism promotion. Another important thing is to maintain the synergy between various parties and let go of their respective egos for the nation's interests, especially tourism promotion activities in Indonesia, as has been done by several parties in recent years.

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