

## Training on Arranging Marketing Elements to Tourist Destination Managers in Ungasan Village



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**ABSTRACT:** Marketing management is a tool for achieving strategic goals and is a function of all members of the organization involved in it. The problem is how to apply and organize strategic marketing elements in the organization, this is still a challenge for management. Improving the quality of marketing is an interesting theme and has been carried out in many tourist destinations in rural or urban areas, however, it still shows technical obstacles that need to be provided collaborative solutions. Assistance in developing tourism destination marketing elements is urgent to be implemented. One of them is assistance on how tourist villages are able to practice management. The aim of this service is to provide training to improve the ability to compose marketing elements with the target of increasing the level of visits and profitability of the company. Here, the Warmadewa University team carried out a series of assistance. The method uses lecture techniques to explain the concepts of marketing elements, questions and answers, practice compiling marketing elements, discussion, monitoring, evaluation and follow-up. Training activities go through several stages, namely planning, implementation, mentoring and evaluation. The training was carried out in Ungasan Village involving managers and traditional villages who were directly involved in managing tourist attractions. Based on the evaluation results, the training in compiling marketing elements showed a good level of participation. In conclusion, the results of mentoring have provided the benefit of changing mindsets and improving skills in preparing marketing elements.

**KEYWORDS:** Marketing elements, tourist destinations

### I. INTRODUCTION

Globalization and technological advances support global tourism to develop rapidly<sup>1</sup>. Coastal tourism has become a leading tourism destination in many countries<sup>2</sup>; <sup>3</sup>. Sustainable tourism literature has confirmed that coastal tourism is able to increase the profitability of a region's tourism business<sup>4</sup>.

In Indonesia, the strategy for developing sustainable tourist destinations is a government program with a legal basis in the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2021 concerning guidelines for sustainable tourism destinations (Ministry of Tourism and Creative Economy of the Republic of Indonesia). Consequently, tourism businesses should support competitive sustainability<sup>5</sup>.

In Bali, coastal beaches are very strategic areas from a social, cultural and economic perspective. This is a tourism attraction in Bali based on natural tourism based on sea, sand and sun along with sports, nature and adventure activities. The existence of coastal tourism provides attractions, experiences for visitors, and contributes to national economic strength<sup>6</sup>, has the potential to improve the economy of lower middle class communities. Villages that have coastal resources are supported by the community and internal forces use them as economic resources. Tourist destinations require management expertise and complex skills, as a tool to achieve organizational goals. On the other hand, the government and related parties continue to encourage business enterprises to demonstrate good business achievements and performance. Even though business competition in managing beach tourism destinations is very tight, they are still enthusiastic about relying on natural beach resources for their livelihoods, as do Melasti beach managers.

Melasti Beach has a strategic position in developing the region as part of the Republic of Indonesia. Melasti beach business management with natural resources and human resources is able to support the village economy. Melasti Beach has been designated as a tourist attraction (DTW) based on Badung Regent's Decree number 4 of 2018 concerning determining tourist attraction areas. Furthermore, the Ungasan Traditional Village Baga Utsaha Padruwen (BUPDA) was formed as the manager of Melasti Beach. This DTW deserves to be called a tourist destination because it meets requirements such as having objects and

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attractions, accessibility, supporting facilities and institutions (BUPDA). It is the duty of the community, academics and government to ensure the sustainability of Melasti Beach.

Initial surveys and interview results found that Melasti beach management had been carried out in human resources, finance and marketing functions. However, facts on the ground show that not all business institutions are able to implement marketing practices well<sup>7</sup>. This is of course greatly influenced by the readiness of supporting facilities, the resources available, knowledge, attitudes and marketing managerial skills. Increasing consumer demands and preferences force managers to have marketing skills so they can fulfill customer desires<sup>8</sup>.

Priority problems faced and will be handled from partner problems are divided into two aspects according to the service group's field of knowledge, namely:

1. Low knowledge of partners regarding the practice of compiling marketing elements as a marketing strategy.
2. Partners cannot determine marketing strategy tactics. As a result, many managerial jobs and tasks, especially marketing, are not done well, which affects marketing performance.

Coastal tourism management requires a new marketing managerial approach. The concept of marketing strategy has encouraged companies to progress and develop, conquering consumer preferences in the pursuit of sustainable competitive advantage<sup>9</sup>. The development strategy strengthens the implementation of management policies and optimizes the budget (Wahyuni, 2022). The literature confirms that empowerment<sup>11</sup>, and institutional existence function in managing resources that behave in building customer relationships as a marketing strategy to achieve goals<sup>12</sup>. Regarding management problems faced by partners, this training is a solution offered to increase knowledge, abilities and skills including:

1. Strengthening character, the importance of developing marketing elements in creating marketing performance.
2. Workshop related to how to organize marketing elements. The expected output target from this activity is increased knowledge and attitudes regarding how to organize marketing elements and their consequences.

## II. METHOD

Implementation of community empowerment is carried out using the Participatory Action Research (PAR) method by providing motivation, knowledge, attitudes and practical skills and evaluation and monitoring<sup>13</sup>. The targets of this training activity are managers, employees and members of traditional village heads. The activity implementation method explains the solutions offered to overcome management problems in the form of (1) socializing the role and function of marketing elements; (2) training and workshops, (3) facilitation and mentoring, (4) evaluation and follow-up. The flow of activities is carried out in the planning, implementation, mentoring and evaluation stages.

## III. RESULTS AND DISCUSSION

**Planning session.** The preparation stage includes preparation and coordination of resource persons, materials, learning media. PKM begins with an initial survey to map the potential and challenges faced in business competition and sustainability. Next, the Warmadewa University PKM team visited the location and met with traditional village leaders and Melasti Beach management. The team conveyed the aims and objectives of empowerment, namely offering a series of training on composing marketing elements. The hope is that the number of tourist visits to Melasti Beach will increase. The Warmadewa University team and BUPDA as the manager of Melasti Beach then reached an agreement on the timing of activities and technical implementation of the training.

**Implementation session.** The stage of implementing training activities is by presenting material on: 1) Planning elements of company strategy; 2) determine the elements of company tactics; 3) Review the company's marketing value elements. The training module is given to participants as a tool to facilitate the material presented by the resource person. In detail, the steps in the activity implementation process include: 1) determining activity targets and involving partners; 2) determining the quota for activity participants, in this case the chairman and members of the business institution; 3) permits and procedures for borrowing premises; 4) preparation of materials and printing of activity modules; 5) planning activity schedules; 6) distribution of invitations; 7) implementation and assistance; 8) Test and evaluation; 9) certificate printing; 10) completion of the final report.

**Mentoring session.** The mentoring stage is providing assistance by forming discussion groups and practicing preparing marketing elements. Teaching aids and learning tools include a whiteboard, pen and paper. The results of the mentoring are presented for assessment and feedback is given for improvement.

**Evaluation stage.** The evaluation stage is carrying out an assessment of the results of activities. The evaluation results of the training implementation show participant participation with indicators of success, namely: 1) attendance; 2) listen; 3) ask and answer; 4) discuss; 5) make suggestions and ask questions; 6) assignment presentation; 7) work together. The evaluation stage also assesses participants' abilities in compiling marketing elements which are completed through a process of socialization, discussion and direct inspection at the location.

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Table 1. Ability to organize marketing elements and performance

Number	Indicators of ability to organize marketing	Work method
1	Able to plan marketing strategy elements	Able to <u>evaluate market segments</u> Determine <u>the target market</u> Establish <u>positioning</u>
2	Determine the elements of marketing tactics	Able to <u>review marketing mix elements</u> Review <u>the types of marketing</u>
3	<u>Review the</u> elements of company marketing value	Reviewing brand equity and the <u>elements that form brand equity on social media</u> Determine the service quality <u>dimensions of beach tourism destinations</u> (physical facilities such as parking, toilets, rest areas, safety guarantees, reliability of officers etc.

Business performance can be achieved through empowerment. The initial survey found that managers develop and implement strategic marketing management in businesses using monotonous techniques without innovation in accordance with developments in science and current conditions. One of the solutions offered is training in compiling marketing elements. Activities to empower marketing strategies by providing training in compiling marketing elements in business organizations for business managers of coastal tourist destinations have been carried out by a team of lecturers from the Faculty of Economics and Business, Warmadewa University. Activities carried out face to face and interactive have gone well and smoothly. Evaluation of this service activity is carried out by testing after presenting material from the resource person. The level of effectiveness of participants' understanding and knowledge after receiving marketing strategy and management material was classified as good. The level of effectiveness and skills of participants after receiving material on the topic of preparing marketing elements is classified as good, and the level of effectiveness and skills of participants after receiving material and marketing practices is classified as good. Several studies have also strengthened the role of strategy in improving marketing performance (customer satisfaction, intention to revisit, recommending to other parties, giving positive reviews), but it has not been shown to be actually put into practice in the form of community service.

#### IV. CONCLUSION

Training activities in compiling marketing elements for Melasti beach managers in Ungasan Village can provide knowledge and increase the ability of managers and staff in compiling marketing elements. This can be seen from the increase in knowledge, attitudes and skills before and after the training is carried out. In general, this service activity was carried out well, as evidenced by the high level of effectiveness of participants' understanding and skills regarding the presentation of material from the resource person. There were three topics that were successfully completed, including: planning marketing strategy elements; determine the elements of marketing tactics, and review the elements of the company's marketing value. Future work that needs to be done as suggestions and recommendations in the context of Community Service is to add material so that participants can carry out performance tests more optimally. And, the final results of the activities are recapitulated in the form of a final report. Finally, the results of this training can be used as a basis for carrying out training activities related to assessment in coastal tourist destinations to be carried out on an ongoing basis, so as to increase sustainable marketing.

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