

Implementation of Entrepreneurship in the Field of Tourism in Youth GMIM Logos Bumi Kilu Permai

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Abstract. *Tourism-based entrepreneurship training is a simple service among young people or the millennial generation because they are very quick to adapt and adapt to the current situation and developments in the modern era. However, in its implementation it requires high levels of innovation and creativity to obtain new and useful business opportunities that can be carried out both individually and in groups. Tourism is a science that develops according to the demands and development of human civilization as well as a touch of creativity in the process of arranging and managing tourist areas with all the supporting facilities and infrastructure. The service method is carried out descriptively, in which the service person describes the service by interviewing the potential of tourist attractions in Manado and its surroundings, interviews regarding the participant's attraction to the tourist objects mentioned and/or known and visited. On this basis, knowledge and insight regarding entrepreneurial efforts in the tourism sector is given, where the field of entrepreneurship in the tourism sector is a very good field and has the potential to be pursued by young people. The aim of this service is to encourage and motivate the creativity and innovation of the youth of the GMIM Logos Congregation to elaborate their personal potential and abilities along with insight into their tourism knowledge and technological capabilities. This service applies creativity in the tourism sector for them to design itinerary products both in the city of Manado, Minahasa and the surrounding areas. This motivation will continue to attract attention and be supported by both the youth themselves, the church and the wider community. In the future, we hope to become a product provider, especially for internal activities in the congregation and it is hoped that business expansion will occur by improving relations with the outside world.*

Keywords: *Entrepreneurship, Tourism, Business*

Received: April 10, 2024

Received in Revised: May 13, 2024

Accepted: June 03, 2024

INTRODUCTION

The era of globalization and technological development is very rapid but has not shown significant changes in young millennials being creative and taking advantage of current issues specifically in the North Sulawesi and Manado City areas. The Covid-19 pandemic has provided many benefits in progress in various aspects of human life. Various technologies have been developed and help with daily activities including aspects of entertainment, tourism, health, education and the economy.

Acceleration of information and communication technology Information and communication technology is a bridge for all parties to continue to survive in various conditions (Autio et al., 2021), including when the Covid-19 pandemic hit the world. Adaptation and implementation of information and communication technology in the economic sector is

inevitable, especially for people who want to survive and struggle with stable financial conditions (Norboyeva, 2020; Kaftan et al., 2023).

The millennial generation, as the target of the digital economy in Indonesia, which is currently experiencing a shift in economic behavior, has a big influence in the future to change all aspects because of their ability to adapt to new technology (Sima et al., 2020). For this reason, the government continues to encourage increasing human resources, especially the millennial generation, so that they understand economic digitalization. The technology in the financial or economic sector that is applied in Indonesia is known as Financial Technology or abbreviated as Fintech (Manawar et al., 2023; Noor et al., 2020).

Financial technology (fintech) or financial technology is a technological innovation developed in the financial sector so that transactions can be carried out practically, easily and effectively (AlMomani & Alomari, 2021). Fintech is a form of combination of new innovations in information technology and financial services, with the aim of providing convenience and efficiency for people who have not yet had access to conventional banking (Chaimaa et al., 2021; Shankar, 2021).

These changing conditions need to be balanced with appropriate information, education and financial literacy, so that users are able to differentiate between legal and illegal fintech companies (Despotović et al., 2023). This task is the responsibility of the government and universities as academic institutions to educate the public so that they have understanding and skills in the digital economy. This is what prompted the title of this Community Service program activity: Implementation of Entrepreneurship in Youth Tourism, GMIM Logos Bumi Kilu Permai.

Situation Analysis

Location

The partner location is in Paniki Satu Village, Mapanget District, Manado City. The group that will be coached is the GMIM Logos BKP Youth.

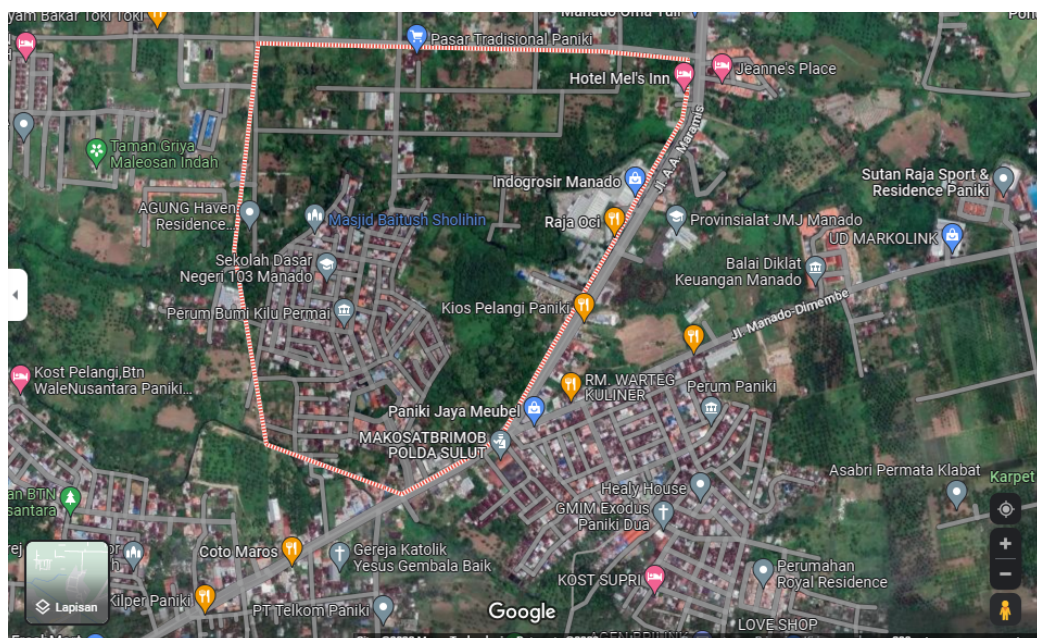


Figure 1. Location map of Bumi Kilu Permai - Mapanget

Partner Conditions

Bumi Kilu Permai is one of the settlements in the Mapanget Satu area, Paniki Satu sub-district, located towards the Sam Ratulangi international airport. BKP is a housing complex that is very close to the Transmart area, Fresh Mart as a shopping center. Around the BKP area there have been changes with the existence of several residential areas, office locations and the creation

of a ring road access to the Sam Ratulangi international airport. This residential area will be a preparation for the new city in Manado.

Geographically, the land is mostly flat, not hilly, so many developers are interested in carrying out business activities in any field, including housing complexes. This location is approximately 5 minutes to the airport. This data shows that there is a lot of complexity found there, including various religions, tribes, ethnicities and cultural customs. This diversity also shows that there are many variations in work ranging from craftsmen, motorbike taxis, entrepreneurs, police, TNI, ASN and non-permanent jobs.

BKP has several public facilities such as kindergartens, elementary schools, places of worship (GMIM Logos and other church denominations), kiosks and shops that provide services selling basic necessities, fruit and vegetables, food, credit, building materials, etc.

All members of the Youth in the GMIM Logos congregation are community members from various tribes, who have different activities, including as students, students, employees/employees, and some are even still looking for jobs. On the sidelines of their respective activities, they also often hold worship meetings, choir practice activities or just hanging out.



Figure 2. Youth in the GMIM Logos



"Trust your holiday with us LASKAR BAPONTAR trip"

Figure 3. GMIM Logos Youth Activities

Partner Issues

Based on the observations made, several problems were formulated related to the aim of carrying out this community service: (1) Many have not obtained jobs with a bachelor's degree. (2) Lack of knowledge regarding tourism entrepreneurship because there is no education and information regarding this matter. (3) Lack of interest and interest from partners in terms of economic digitalization; (4) Lack of use of gadgets as a means of gaining profits in the economic

sector; (5) There is no support from environmental partners to raise awareness of the importance of business or entrepreneurship in tourism.

Goals of Community Service

Based on the background and problems described above, this community service activity aims to: (1) Socialize the concept of tourism entrepreneurship; (2) Explain the benefits, trends and forms of tourism businesses. (3) Introduce the technology used, infrastructure and regulations that apply in the tourism business. (4) Train to use several applications that provide tourism business services. (5) Improving the quality of community service at the State Polytechnic Manado through community empowerment. (6) Increase cooperation between universities, government and society.

METHODS

Community service is packaged in the form of itinerary making training which covers various main components for participants to know and understand more deeply in order to increase their knowledge and skills.

The mechanism or stages of implementing student community service activities will be carried out in the form of socialization and training in the use of tourism entrepreneurship service applications. After that, a participant account will be created so that it is easy to access financial services via the device owned by each participant.

The service method is carried out descriptively, where the service person describes the service by interviewing the potential of tourist attractions in Manado and its surroundings, interviews regarding the participant's attraction to the tourist objects mentioned and/or known and visited. The implementation method developed is as follows: This method covers several socialization topics, namely: a) Introduction to tourism entrepreneurship to participants/partners. b) Socialization and workshops on itinerary making techniques, ticket sales and tour guides.

In between the socialization and training material there will be games with prizes according to participants' needs. Delivery of material will be carried out alternately according to the topic of discussion from the service provider. This activity provides an opportunity to explore skills and knowledge by sharing information related to tourism entrepreneurship and digital services and also conducting research on the character and knowledge of partners. This is related to the Independent Learning Campus Merdeka program where they are given the opportunity to hone their interests and talents by going directly into the world of work or society. This training is expected to be able to create tour packages.

RESULTS AND DISCUSSION

Partner Participation in Program Implementation

Participatory activities carried out by partners include willingness to be involved in field observations and interviews by explaining the conditions of partners, namely GMIM BKP Youth. Partner involvement is also during the implementation of Tourism Entrepreneurship outreach and training, to follow each stage diligently in order to obtain maximum results. Our team also hopes for partner involvement up to the activity evaluation stage in the form of increasing knowledge.

Evaluation of Program Implementation

Evaluation will be carried out through observation, discussion and documentation to get an idea of each participant's absorption capacity in receiving the material. Apart from that, a questionnaire will be given before and after implementation to measure the achievement of this service solution. The sustainability of this program can be seen when partners can use their knowledge about entrepreneurship and create tourism businesses for themselves or duplicate

their knowledge for others. Apart from that, continuing evaluations will be carried out to monitor and evaluate partners periodically for 1 month after the implementation of the service.

This evaluation aims to measure the success and sustainability of the activities that have been implemented through the impact provided.

Tour Package

Table 1. Laskar_Bapontar Trip Manado Private Package Price 4 Days 3 Nights

Number of Guests	Private Family Package
40 Pax	2.780.000

The price of the package above is the price Per person

Table 2. Resort Name and Facilities

Resort	Room Facilities
Tasik Ria Resort Manado	AC, Private Bathroom, Shower, Tv, Meals 3x/Day (Morning, Lunch, Night)



Figure 4. Tasik Ria Resort

MANADO Tour Itinerary 4 Days 3 Nights

The locations to be visited are: (1) Rumah Alam Adventure Manado; (2) Rafting Sawangan; (3) Bunaken Island; (4) Siladen Island; (5) Dinner at City xtra; (6) Monument to the Lord Jesus Bless

The package facilities obtained are: Pick up transportation from the airport to Tasik Ria Resort PP, Transportation to Rumah Alam Manado, Transportation to Sawangan, Catamaran speedboat (Glass Boat), Speedboat to snorkeling location, Snorkeling equipment, Lifebuoy, Local Guide, Snorkeling Guide, Eat 3 times a day, morning, afternoon and evening (during the trip), mineral water / aqua on the speedboat, Refreshment Drink during the trip, Video documentation during the trip, documentation of up and underwater cameras, (Flashdisk below each for copying trip files).

Fees do not include: plane tickets and guide tips

Meeting Point: Meeting point at Manado Samratulangi airport

Schedule of 4 days 3 nights tour activities

Day 1: Pick up at Samratulangi Manado airport and go straight to the outbound location at Rumah Alam Manado Adventure (45 minute journey)

Arriving at the location, trip participants will take part in outbound activities provided by the Rumah Alam Manado committee. At the natural house, participants will get: 1) Entrance ticket; 2) Instructor; 3) Lunch (Woku snapper, Sweet and sour Goropa, Butter chicken, Grilled tilapia, Fried noodles, Fern vegetables, Sour fish sauce, Aqua 600 ml, Fresh fruit); 4) Coffee break (Coffee, Tea, Lychee syrup, Wet cake); 5) Flaying Fox ride; 6) Highrope ride; 7) Swimming pool; 8) Event banner; 9) Event documentation; 10) Gathering area; 11) chair; 12) karouke; 13) Outbound Event Rundown; 14) Opening; (15) Ice breaking, grandlule; 16) Grouping; 17) Enegiser; 18) Presentation; 19) Indo session; 20) Final Project; 21) Evaluation; 22) Closing.* (Participants wearing sporty clothes are not permitted to wear jeans)

After that, go straight to Tasik Ria Resort. After arriving at Tasik Ria Resort check in and free program. 19.00 dinner and continued with a briefing for tomorrow's activities.





Figure 5. Documentation Of Manado Natural House Activities

Day 2: explore the Sawangan River (rafting)

07.00 breakfast, after breakfast prepare the equipment you need to bring.

08.00 to Sawangan, after arriving continue with a briefing for rafting activities (Methods and rules during the activity)

15.30 Head to Manado and stop at the statue of the Lord Jesus Blessing Monument (For Documentation)

18.00 Continue to City Xtra Restaurant for dinner together.

20.00 return to Tasik Ria Resort (Free program)



Figure 6. Rafting Documentation

"Trust your holiday with us LASKAR_BAPONTAR trip"

Day 3: Explore Bunaken and Siladen Islands (Snorkeling)

06.30 breakfast, after breakfast prepare the equipment you need to bring.

07.30 Head to Marina Plaza

08.30 Head to Bunaken and Siladen using catamaran

09.30 arrive at Bunaken Marine Park. To see the beauty of Bunaken marine park from a glass catamaran boat

10.00 Go to Bunaken Island to prepare for snorkeling and go to the snorkeling spot.

11.00 return to Bunaken Island for lunch.

ISSN: 2776-1142 (online) ISSN: 2776-1134 (print)

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12.30 Continue traveling to Siladen Island for a relaxing coffee break and documentation.

15.00 Return to Manado.

16.00 Return to Tasik Ria Resort

18.30 Prepare Dinner and BBQ

20.00 Free Program (Impressions and Messages During the Trip in Manado)





Figure 7. Bunaken And Siladen Documentation



Figure 8. Additional Photos of the Location and Vehicle to be Used

Day 4: Check Out

07.00 breakfast, packing

09.00 check out, head to Manado Samratulangi Airport. (finish tour, see you next trip)

Equipment that must be brought: Backpack / Backpack (not permitted to bring suitcases), Swimsuit, sunblock, sandals, camera, sunglasses, Empty 8 GB flash disk for copying files, Personal medication, Snacks, Repel wind, antimo and wet tissue, Sufficient change of clothes, Toiletries: soap, toothpaste, shampoo, toothbrush, Sufficient cash, Telkomsel is the best provider. So please bring a Telkomsel sim card to make communication easier and you can immediately update your status.

Important: Give permission to the Team Leader / Tour Guide if you want to go without supervision to avoid confusion, especially if your cellphone cannot be contacted, Maintain order among fellow participants and adhere to the time determined by the trip manager (for example, don't take a long shower, don't disappear without a message) so that the activity schedule is not disrupted. Maintain cleanliness: The event will last until the time limit determined by the Team

ISSN: 2776-1142 (online) ISSN: 2776-1134 (print)

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Leader. If a participant returns to their city of origin not at the specified time, then all additional costs will be the responsibility of the individual participant (unless this has been confirmed by the Team Leader). Terms and Conditions: Laskar Bapontar Trip has the right to cancel the trip with certain considerations beyond its capabilities, and the participant's down payment will be returned 100%. The event schedule / itinerary can change depending on the weather and natural weather conditions and traffic. If the destination is not possible to visit due to unfavorable weather, or other reasons beyond our control, then participants have no right to ask for compensation or a refund of the fees paid. There is no refund of Down Payment / Down Payment or money that has been paid for trip participants who cancel their participation. Pay DP as Commitment fee of at least 50%, can start from Notes / event published or you can also pay in full immediately. Prices change at any time if there is a national fuel increase or other increases related to the destination. Note: (1) Participants who of their own free will deviate from the specified program / cancel part of the trip cannot claim a refund for services that have not been / are not used; (2) Changes/additions to travel routes outside the specified event are the responsibility of the participant, such as additional costs for plane tickets, hotels, etc; (3) Prices are not yet binding before a purchase order (PO) is placed and 50% down payment is made; (4) 100% payment must be paid 7 days before departure. When registering, participants are deemed to have known, accepted and agreed to these conditions; (5) If cancellation is made 3 (three) days or more before the departure date, the deposit will be refunded at 25% of the deposit paid; (6) If cancellation is made less than 3 (three) days before the departure date, the deposit cannot be returned / forfeited.

Global performance carried out by GMIM Logos teenagers and young people through the commission's work programs can be recommended: (1) Understanding of entrepreneurship and collaboration between several commissions through existing programs such as tours from the elderly, pelsus and youth/youth commissions. (2) Utilize technology by adding insight and improving skills by self-teaching through existing tutorials, for example Christmas ornaments. (3) Continuously provide assistance to provide information, knowledge and insight related to the field of entrepreneurship, especially in the field of tourism. (4) The church is called to create a program by identifying the productive age who have not yet provided work.

Some examples of Tour Packages are examples of using packages that are often sold and this is the basis for a training process for youth to design tour packages in Manafu and its surroundings. They succeeded in carrying out several examples and were evaluated and apparently they were able to do it

CONCLUSION

Community service activities for the GMIM Logos Bumi Klu Permai Youth were successfully carried out using descriptive methods, where the service members described their service by interviewing the potential of tourist attractions in Manado and its surroundings, interviews related to the participants' attraction to the mentioned and/or known tourist attractions. and have visited. The GMIM Logos Adolescents and Young People who were present did not yet understand and understand what entrepreneurial efforts related to the tourism sector actually were, even though what they were currently doing with various events, namely participation in choir, art and dance competitions, was part of the tourism industry which could packaged into an entrepreneurial venture. Furthermore, the understanding of tourism is very lacking, so that the Android that is held is not widely used for innovation and self-development regarding the talents and/or skills possessed. So the use of Android for tourism businesses includes getting to know various tourist attractions in the North Sulawesi area, especially as well as Manado and its surroundings which can be used as targets for entrepreneurship in the tourism sector. There it can be used to sell handicrafts or the work of GMIM Logos teenagers and youth.

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