

## **Independece Of Business Based On Moral Ethics In Tourism Destination Enterprises**

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**ABSTRACT:** This research is developed from the results of research that has been done on the previous tourism industry business namely the low ability to manage the business that will have serious impact on business continuity, based on it need to be applied suitable method for business independence on tourism destination entrepreneur, is effort based on religion moral Get the solution to the constraints faced, because with ethical-based ethics that psychologically make them strong and successful in carrying out its business, supported the principle that ethical-based business ethics not only benefit but also blessing. The results of the development of the book *Moral-based Entrepreneurship Ethics* provides an understanding of the ethical moral foundation in business activities by taking into account: (1) Themes and Content of the material of the book is a business that prioritizes the use of ethical morals compared with businesses that only want to get financial benefits. (2) Understanding of ethical moral behavior is developed through themes that encourage the emergence of perceptions, interests and moral-based behavior in entrepreneurship. (3) The use of simple language will be easy to understand given that business actors have various levels of education. Development of the book using expert test, Small scale test and Large scale test. The result of the conclusion from the research result is the book of entrepreneurship based on moral ethics in principle is very good to be used as a breakthrough in entrepreneurship so that its business become advanced and blessing.

**Keywords:** Entrepreneurial independence - tourist destination - moral ethics

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### **I. INTRODUCTION**

#### **1.1. Background:**

The tourism sector has a strategic position, therefore the Regional Government needs to give serious attention to the management of this sector. When the management of this sector is good, it will bring high foreign exchange especially in the region. It is necessary to note the factors that significantly influence the consumer's decision to travel namely; People, proces, physical, product, price, place and Promotion. It needs attention so that consumers will return to the place, even recommend to others, who indirectly promote word of mouth (samboro, Joko, 2012).

The above indicates that the tourism environment needs training and facilitation in order for the business to be successful, the success of the business expected in the era of global crisis and under any circumstances, is a business that has integrity and dedication not only gain profit but achieve blessings, Based on business in real terms with moral ethics. Businessmen who use the moral basis will not perform unlawful ways, forbidden religion in reaching the desire of the businessman who carry out all its activities in accordance with the provisions of religion, business based on moral will bring blessing and make exist. This needs to be embedded and delivered in depth to entrepreneurs around the tourist destinations.

#### **1.2. Reasearh of Problem :**

In accordance with the background of the problems described above, then the formulation of the problem is described is; How to develop ethics based moral ethics business book for entrepreneur around tourist destinations.

#### **1.3. Objectives of Research:**

In general, the purpose of this study is to develop and implement the book of independence business based moral ethics for entrepreneurs around tourist destinations. Specifically, the purpose of this study are: 1). Develop pre design of independence business based moral ethics for entrepreneurship around tourist destinations 2). Develop a independence business based moral ethics for entrepreneurship around tourist destinations.

## **II. LITERATURE REVIEW**

### **2.1. Independence.**

According to Gibson, Ivancevich and Doonely (2013), there are several important factors that cause individual differences in behavior. The Basic Model of Behavior is presented as a starting point for understanding individual behavior. The important things to be learned from the model are: (1) the behavior process is similar for everyone; (2) actual behavior can be different due to physiological, environmental and psychological variables, and due to factors such as frustration, conflict and anxiety (3) many variables that influence behavior are formed before people enter the work organization.

The underlying process of a person's behavior is the same, there are four important assumptions about human behavior: (1) behavior arises from a cause, (2) behavior is directed toward the goal, (3) behavior directed towards the goal can be disturbed by frustration, Conflict and anxiety (4) behavior arises from motivation.

Based on these four assumptions, it can be seen that a person behaves not spontaneously and aimlessly, but there must be a target explicitly or implicitly and arise in reaction to the target.

Kant (2006) states that one's independence is related to freedom and responsibility. The independence has moral values that must be obeyed. A person who feels himself independent, he will be responsible for his decision and will accept all the consequences. An independent person is aware that his actions must be able to describe his rights and obligations to others in the social. The characteristics of an independent individual include: having confidence, trust, morals, clear vision and focus, and responsible for its actions.

Covey (2009) describes the maturity of individuals in a continuous maturity that starts from: dependence toward independence to interdependence. Dependent individuals need others to get what they want, independent individuals can get what they want through their own and interdependent endeavors to combine their own efforts and the efforts of others to achieve the greatest success together.

In the field of business, the independence of a person can be related to the aspect of capital. Capital often makes a person dependent on others so that some of his activities become subordinated and controlled (arranged) by the giver of capital. Based on the above and associated with the context of small industry, the definition of member independence includes elements of the ability possessed in him join the ability of other individuals who form a cooperation in order to realize the progress of his business.

Tourism industry classified in the category of business services (and also supporting) is in need of entrepreneurial behavior in managing the business. Moreover, this business is a business that provides services to consumers of tourists whose needs are very rapidly changing. Some important things to implement are the factors that significantly affect customer loyalty or customer satisfaction that is: Tangible , responsiveness , assurance , empathy and reliability , these five factors are the key For business continuity that can not be released. (Samboro, Joko, 2008, 2011).

### **2.2. Business Independence and Success Based on Moral Ethics.**

The key of success based on Moral Ethics is actually taught by any religion based on their respective books, but this teaching is sometimes done only to the extent of meaning and utterance without being followed by to practice it, to become a successful entrepreneur must have strong faith, and faith is used of the foundation To achieve success.

Business based on ethical morality must be believed that profit is not only in the world, and must have dreams firmly and believed, herein lies the difference of business that puts forward ethics, because the intention to get long-term profits. Religious businessmen will not easily give up, optimistic because the business is not Forever lethargic, because in difficulty there is ease. Business will not be separated from profit and loss, but business must be ready to risk, because in religion it is known that nobody knows what will happen tomorrow, businessman must accept this provision.

Besides, a moral businessman must conduct his business in the right way, namely: lawful, honest, just and patient. It must be believed that not only profit as a goal but a reward that becomes orientation. Honest in business means not to deceive consumers, reduce dosage, business ill-conceived goods, businessmen who have good moral will try after that take to God as destiny.

There are business ethics that must be met, fulfilling the benefits that can be given to consumers and not just think of the benefits of the product has a value consumer satisfaction. Business value worship will beroentasi on the best output (quality). Businesspeople have the sincerity and stability of intention and hard work so please help and race in goodness. Good a A moral businessman is always thankful to God for profit or loss, thankful not only to be spoken but also to deeds. Do not forget to give a portion of fortune in the state of profit and loss. The law gives this also closely related to the enactment of Law of Reciprocation and Law of compensation. managing money and frugal, keep learning and reading.

In this state every action we do whether it is good or bad will get a reply. Forbearance in the test of business, all the series that have been passed, the last step surrendered to God and pray for the communication of gratitude and plead for help to The God.

### **III. RESEARCH METHODS.**

This research is a research about the independence of business in tourism destination entrepreneurs, the results of this study is expected to obtain business independence training materials of based on ethical tourism business and implemented, so that businesses become advanced and developed and become independent entrepreneurs and dare to take risks in advancing business.

Procedure of developing ethics based moral ethics business training materials on tourism destination entrepreneurs conducted in this research are as follows:

A) Identify reflections of prior research related to business independence on ethical-based tourism-based tourism entrepreneurs, marking the parts that are considered important and relevant for the preparation of a book of business independence.

B) Prepare a book of business independence on ethics-based tourism business ethics and conducted expert validation.

C) Expert Test which includes: expert test, revision

D). Tested on a narrow scale: a narrow-scale test by selecting each of the 5 entrepreneurs in the four East Java destinations of coastal tourism and mountain tourism.

E) Large-scale trials: wide-scale test with each of 30 entrepreneurs in four destinations in eastern Java followed by expert improvement and validation. The test results are used to make revisions and improvements to produce adaptive training books in accordance with their real conditions.

F) Create layouts and print books

G) implementation of the development of the book about independence of business based on moral ethics for entrepreneurs for tourism entrepreneurs. The training and business assistance to promote moral ethics, with local knowledge together with the related department (department of SMEs).

### **IV. RESULTS**

#### **4.1. The Development Process**

The material is written on the basis of idea thinking by considering: (1) Suitable for entrepreneurs small and medium business entrepreneurs (2) Providing insight of entrepreneurs (3). Providing information materials for business actors to do business based on ethical morals. (4) has benefits for both parties business actors and consumers

The content of the material is chosen that is easy to understand for entrepreneurs and has a match with the business that puts ethical morals, the type of material relevant to the progress of their business by getting. The language used in the material of the book is everyday language, so it is easily understood and accepted by the way of entrepreneurial thinking

Aspects of ethical-based entrepreneurship are the content of the main content in this book, while the components of each developed topic are: (1). Understanding the basic of entrepreneurship with moral ethics. (2) Characteristics of entrepreneurship with moral-based ethics. (3) Quality of Service based on moral ethics. (4) Personal Sales Techniques based on ethical morals. The book about business of independence business based moral ethics for entrepreneurs will guide deductive thinking for entrepreneurs to do business that not only profits but also gets blessed.

#### **4.2. Design of Expert Response Model.**

Activities to improve the development of the book about business of independence business based moral ethics include aspects: Business aspect contents with ethical morals, content, story standards, language. The editing signs are:

1. Theme: Theme of Entrepreneurship Moral-Based raised is an entrepreneurial problem that not only pursue material profits, but also entrepreneurs who walk with conscience.

2. Material Flow: developed from business principles that use morals, and business ethics, so that entrepreneurs get important input for the progress of their business.

3. Language: using everyday language that is easy to understand given the entrepreneurial education background varies, ranging from elementary school to college.

4. Entrepreneur with Moral ethics: Material prioritizes ethical moral message for SMEs in doing business

#### **4.3. Editing and Revision Draft.**

Editing and revision of the draft using the following signs:

Themes: aspects of the theme being reviewed (a. The material theme is relevant to entrepreneurship activities. b. The themes that are raised are useful in the case when faced with entrepreneurship c. Tema can open new insights entrepreneurs d. Theme encourages positive and rational thinking)

Material Flow: the material flow aspect (a. Materials are easy to understand, b. Material material invites sulusi coherent solution. c. Material arranged according to event activity in entrepreneurship)

Language: language aspects reviewed (a. Menggunakan language that is easily understood business actor. b. Using the language commonly used daily by business actors. c. Using an up-to-date language).

Moral-based Entrepreneurship Ethics: the aspects studied. (a. Provides an understanding of ethical-based entrepreneurship. b. Open the insight of business actors about ethical-based entrepreneurship. c. Emphasizes the perpetrator to behave in ethical conduct in business).

Structuring Draft view.

The display of the manuscript is one of the important aspects in the text of this display book can help business actors develop imagination while reading. Some important aspects that need attention on the look of books with criteria: Paper size, font size and color.

#### **4.4. Discussion of Results**

Paradigm thinks someone will get maximum results if reading books with language that is easy to understand and give an overview done in the daily work activities that is entrepreneurship, hope by reading the book "Moral-based Entrepreneurship Ethics" will succeed his business.

Expert Test.

After the book production process entrepreneurship Moral Ethics based on finished, expert test to determine the level of feasibility of books produced both from the aspect of material content and display aspects.

Expert assessment includes the aspects of kegiaan: (1) aspects of the theme, (2) aspects of material flow, (3) Aspects of Language (4) Moral-Ethics based entrepreneurial

Aspects of the display include: (1) Aspects of paper size, (2) Aspects of font size, (3) Color Aspects

Based on Expert Test obtained information about the feasibility of the material produced, while the test results of experts are as follows:

#### **4.5. Expert Test Results for the book about independence of business based on moral ethics for entrepreneurs**

Based on the book about independence of business based on moral ethics for entrepreneurs test obtained information on eligibility on 4 topics. (1). Understanding the basic of entrepreneurship with moral ethics. (2) Characteristic of ethical based entrepreneurship. (3) Quality of Service based on moral ethics. (4) Personal Sales Techniques based on ethical morals.

Expert test results are as follows:

**Topic 1:** The basic understanding of entrepreneurship with ethical morals

Based on the results of expert tests that have been done, can be known the level of material feasibility of content and material arrangement aspects.

First, the level of content feasibility of the content aspect, based on expert test results indicate the level of material feasibility of the result is very good. From all four aspects of content, all aspects get positive ratings and can motivate entrepreneurs to behave in a moral ethical manner, so there is no need to revise the content aspect. Second, the level of material feasibility of the display aspect, based on the expert test shows the level of eligibility of the arrangement is very good. Of the three aspects of the display is good from the side look nice. In addition to these aspects, other aspects received positive ratings and did not need to be revised.

**Topic 2:** Characteristics of entrepreneurs based on ethical morals

Based on the results of expert tests that have been done, can know the level of material feasibility of aspects of content and appearance. First, the level of content feasibility of the content aspect, based on expert test results show the level of material feasibility is quite good. From the four aspects of the content aspect study, all aspects get positive ratings and can motivate the entrepreneur to have the characteristics of business conduct using ethical morals, thus no need to revise the content aspect. Second, the feasibility level of the display aspect, based on the expert test shows the level of eligibility of the display is quite good. From the three criteria of the study of the aspect of the display is good from the view side there are some notes that from the side of the layout there needs to be more stimulating motivation to immediately apply the business that can be repair so easy and nice to be understood, and need revision. In addition to these aspects, other aspects are judged positive and only need to be slightly revised.

**Topic 3:** Quality of Service based on ethical morals

Based on the results of expert tests that have been done, can know the level of material feasibility of aspects of content and appearance. First, the level of content feasibility of the content aspect, based on expert test results show the level of material feasibility is very good. From the four aspects of content aspect study, all aspects get positive appraisal and can open the entrepreneur's perspective to provide service to the consumer by using ethical morality, thus no revision is needed on the content aspect. Second, the level of material feasibility of the display aspect, based on expert test shows the level of material feasibility is quite good. From the three criteria of study of display aspect have been very good from side view at end of story need to chosen more tidied, but in front have good, so need little revision so need revision. In addition to these aspects, other aspects received a positive assessment and did not need to be revised.

**Topic 4:** Personal Sales Techniques based on ethical morals.

Based on the results of expert tests that have been done, can know the level of material feasibility of aspects of content and appearance. First, the level of content feasibility of the content aspect, based on expert test results show the level of material feasibility is very good. From the four aspects of the content aspect study, all aspects get positive ratings and can provide insights and suggestions to keep personal sales by using ethical moral principles so that consumers willingly and happy to make purchases so that sales expectations will increase and turnover will rise, thus There is no need to revise the content aspect. Second, the level of material feasibility of the aspect of the display, based on expert test shows the level of feasibility of display material is quite good. Of the three criteria of the study the aspect of the display is very good. In addition to these aspects, other aspects received a positive assessment and did not need to be revised.

**4.6. Limited Scale Test.**

Based on the results of a limited-scale trial that has been done, it can be seen the level of book worthiness of aspects of content and appearance. First, the level of content feasibility of the content aspects, based on the results of a limited-scale trial shows the level of feasibility of the story is very good, from aspects of the four aspects of the study of content aspects, overall aspects received a positive assessment and assessed to generate entrepreneurial motivation by promoting ethical morale. Thus there is no need to revise the content aspect.

Second, the level of material feasibility of the display aspect, based on the results of a limited-scale trial indicates the level of book-eligibility that needs to be slightly revised. Of the four criteria of the study of the display aspect is interesting. Third, the entrepreneur responds to both book-based Enterprise's moral ethics because they have not met. By reading this book they enthusiastically discuss the content of their business activities and they want to do it.

Based on a limited scale trial, it can be concluded that the entirety the book about business of independence business based moral ethics produced in this study is good, business actors who read want to apply book material to their business.

**4.7. Test of the Large Scale.**

Based on the results of large-scale trials that have been done, can know the feasibility level of the book from the aspect of content and display. First, the level of content feasibility of the content aspect, based on the results of large-scale trial shows the level of feasibility of the story is quite good, from the aspect of the four aspects of the study of content aspects, the overall aspect received a positive assessment and assessed to arouse entrepreneurial spirit by using ethical moral foundation to get blessing . Thus there is no need to revise the content aspect. Second, the level of feasibility of the story from the aspect of the display shows the eligibility level of books is good. Of the three criteria of the study the aspect of the display is interesting. Third, the entrepreneur responds to both book-based Enterprise's moral ethics because they have not met. By reading this book they enthusiastically discuss the contents of entrepreneurial activity and they do it.

Based on the test of the large scale, it can be concluded that this entirely moral ethics-based Entrepreneurship book produced in this study is ideal.

## **V. CONCLUSIONS AND RECOMMENDATIONS**

Based on the research process some conclusions and suggestions as follows:

**5.1. Conclusion**

Development of Entrepreneurial Books with Moral-based Ethics provides an understanding of ethical moral ground in business conduct by taking into account: (1) Themes and Content of material that prioritizes ethical morals rather than material gains and books has used an easily understood language variations in educational levels of entrepreneurial entrepreneurs . (2) Understanding moral ethical behavior developed through themes that encourage the emergence of perceptions, interests and moral-based behavior in entrepreneurship. (3) The choice of simple language so that it is easy to understand.

An entrepreneurial book based on ethical morality developed with the message of doing business using ethical morality will prioritize blessings rather than material benefits, which will satisfy both producers and consumers alike. By using the expert test, test and test small scale to large scale, based Entrepreneurship book Moral Ethics in principle, very good to use as a breakthrough in business so that the business be developed and blessing.

**5.2. Suggestions.**

Suggestions submitted based on this research activity are: (1) Business actors are suggested to base their business by giving priority to ethical morals rather than financial advantage as introduced by capitalist economy, that is profit oriented, in order to obtain blessing. (2) It is recommended all business actors to believe that fortune already exists that set, thus creating a conducive business situation that will make their business forward and successful with a happy.

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