

Vegan Menu Marketing Strategies for Tourists to Support Green Tourism in Loving Hut Restaurant in Denpasar Bali

Ida Ayu Ketut Sumawidari^{1*}, Made Sudarmini², I Wayan Pugra³, Nyoman Mastiani Nadra⁴, Ida Ayu Kade Werdika Damayanti⁵, Ni Putu Wiwiek Ary Susyarini⁶

^{1,2,3,4,5,6} Tourism Department, Politeknik Negeri Bali, Indonesia

*Corresponding Author: dayuketutsumawidari@pnb.ac.id

Abstract: The purpose of this study is to formulate a marketing strategy for vegan menus for tourists to support green tourism for Loving Hut restaurants in Denpasar. Data were collected using interviews, observations, questionnaires, and documentation. Then the data obtained were analyzed using: descriptive statistics, qualitative descriptive, IFE matrix, EFE matrix, IE matrix and SWOT analysis. The results of the analysis show that (1) tourists' perceptions of the vegan menu of non-animal products at Loving Hut restaurants are in the good category; (2) Loving Hut Restaurant in Denpasar is in cell II of the IE matrix, namely a growth strategy with product development through product differentiation or innovation is the right strategy. Alternative strategies that can be done are (a) expanding the market; (b) increasing promotional activities; (c) set competitive prices; (d) maximize the use of space; (e) adding suppliers; (f) improve services; and (g) improving the quality of human resources. There are several suggestions that can be given to improve the business going forward, including (1) utilizing e-commerce (social media, web) for promotion; (2) establish cooperation with existing travel agencies; (3) involve employees in trainings held by the government/educational institutions; (4) making product packages; and (5) recruiting marketers. It appears that Loving Hut restaurant can position itself strategically for growth through product development with a focus on differentiation and innovation.

Keywords: green tourism, marketing strategy, vegan.

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Introduction

As a world-renowned tourist destination, Bali is celebrated not only for its rich arts and culture but also for its captivating natural scenery. However, the surge in tourism activities has brought about a notable impact—residents relocating from their places of origin to these tourist havens. Amidst the allure of Bali's cultural and natural offerings, one essential aspect takes precedence: the provision of diverse food and beverage options to meet the needs of the influx of visitors. The choices in culinary offerings carry significant implications for the local economy, culture, and the broader scope of sustainable development, as underscored by Sim (2009).

In this dynamic tourist landscape, the concept of Green Tourism emerges as a crucial paradigm. Green Tourism, synonymous with environmental friendliness, encompasses a dual perspective: the responsibility of tourists to adopt eco-friendly practices and the commitment of tourism entrepreneurs to create a service environment aligned with sustainable principles. This shift towards Green Tourism aligns seamlessly with the broader concept of sustainable tourism—a visitation approach aimed at respecting and preserving the natural allure of a destination while bolstering its delicate

resources. As articulated by Dodds and Joppe, the principles of Green Tourism can be categorized into four components: Environmental Responsibility, advocating for the protection and enhancement of nature; Local Economic Vitality, focusing on sustaining the local economy; Cultural Diversity, appreciating the richness of local communities and tourist culture; and Richness of Experience, emphasizing the preparation of quality experiences for tourists. This holistic approach not only enhances the positive environmental atmosphere but also contributes to the overall sustainability and vitality of tourist destinations like Bali. Tourist awareness of healthy living is increasing in line with the increase in their economic welfare. Eating is no longer just to satisfy hunger but has become a healthy lifestyle. Changes in diet are not only beneficial for individuals but can reduce global warming (Balmford, 2019). Vegetarian is one of the people's choices in implementing a healthy lifestyle. Vegetarianism itself has been practiced for a long time in India as part of Hindu religious rituals and has now become a culture (Leitzmann, 2014).

Marketing strategy, as defined by Buchari Alma, plays a crucial role in the success of any business or venture. It involves the careful selection and analysis of a target market—a specific group of people that a company or business aims to reach. Subsequently, a tailored marketing mix is created to effectively satisfy the needs and preferences of the identified target market. In the context of green tourism, where the emphasis is on environmentally conscious practices, applying a well-thought-out marketing strategy becomes even more pivotal.

In the realm of green tourism, marketing strategy serves as the compass that guides businesses in promoting sustainable and eco-friendly offerings to a specific audience. Understanding the values and preferences of individuals who are inclined towards a vegetarian lifestyle, as highlighted in the journal "My Vegetarian Experience: An Autoethnographic Approach," becomes paramount. The strategic approach here involves recognizing that these consumers, particularly those adopting a Hindu vegetarian lifestyle, tend to follow a lacto-vegetarian diet, which includes the consumption of milk and dairy products alongside a plant-based diet. Moreover, staples such as Indian milk, butter, and fresh cheese (paneer) are integral components of their vegetarian lifestyle and are perceived as the highest and purest form of vegetarianism.

By integrating this insight into the marketing strategy for green tourism, businesses can effectively communicate the alignment of their offerings with the values and preferences of this specific target market. This connection enhances the appeal of eco-friendly practices and vegetarian dining options, contributing to the overall success of green tourism initiatives. In essence, marketing strategy becomes the bridge that links the understanding of consumer beliefs and preferences with the promotion of sustainable practices, thereby creating a mutually beneficial connection between businesses and environmentally conscious consumers.

In the journal entitled *Investigating Consumer Preferences in Choosing Vegetarian Restaurants Using Conjoint Analysis*, translated Bukti in Europe has provided evidence of the importance of nutritional factors in preventing disability and death, showing that 4.4% of the total disease burden in this region is associated with low vegetarian food intake (WHO, 2003). Thus, consumption of vegetarian foods such as fruits and vegetables is important for human health because these foods are the main source of several important nutrients and contain phytochemicals that can reduce the risk of chronic diseases (Stahler, 2009)

Loving Hut restaurant is one of the many restaurants in the city of Denpasar with a vision and mission to educate the public with a variety of healthy and quality-assured eating menus. In the midst of very tight competition, Loving Hut Restaurant is faced

with a situation where sales volume decreases and this condition requires business owners to make new innovations by making vegan menus for tourists who consume non-animal products with the aim of business continuity and reducing the impact of environment created to support green tourism.

Loving Hut Restaurant in Denpasar, Bali, understands that in the highly competitive tourism industry, effective marketing is the key to success. Seeing the phenomenon of residential displacement that occurs due to tourism activities, Loving Hut realizes that the need to eat and drink in tourist destinations is a top priority for tourists. By adapting to the trend of public awareness towards healthy lifestyles and vegetarian choices, Loving Hut Restaurant sees an opportunity to attract the attention of more tourists by introducing a healthy and quality vegan menu. A well-planned marketing strategy can provide more attraction to consumers, form a positive image of the restaurant, and ultimately increase sales volume. Therefore, implementing the right marketing strategy, especially in promoting the vegan menu as a healthy and sustainable choice, is a crucial step for Loving Hut Restaurant to win competition in an increasingly tight market.

In a global context that is increasingly aware of environmental impacts, the introduction of a vegan menu by the Loving Hut Restaurant is not only an effort to support a healthy lifestyle, but also a strategic step in supporting green tourism. By considering the fact that changes in diet can contribute to reducing global warming, Loving Hut Restaurant can be a pioneer in providing environmentally friendly food alternatives to tourists. Through effective marketing strategies, restaurants can communicate sustainable values and the quality of their vegan menu to their target market. This not only creates differentiation in the market, but also creates stronger relationships with consumers who are increasingly concerned about health and environmental aspects. Thus, a marketing strategy that focuses on a vegan menu not only increases the competitiveness of the Loving Hut Restaurant, but also contributes to sustainable development in the tourism industry in Denpasar.

Based on the description of the background of the problem above, it is deemed necessary to formulate a marketing strategy for vegan menus for tourists at Loving Hut restaurants considering that strategy is one of the most effective weapons to win the competition.

Methodology

The object of this research is the Loving Hut Restaurant which is located in the Grand Sudirman Shopping Center, Denpasar, Bali. Sample determination was carried out using a purposive nonprobability sampling method, namely by taking 100 samples at the Loving Hut Restaurant which already has a business license, and the management period is more than five years. The respondents in this research were the number of customers as well as owners and managers and the data collected was analyzed using the IFE matrix, EFE matrix; Internal External Matrix (IE) used to determine general strategy; and SWOT analysis to determine alternative strategies (David, 2012). Researchers collected data by means of observation, interviews and literature study. Observation is carried out by observing, researching, or measuring ongoing events to obtain factual and actual data so that you can find out the real conditions that occur in the field. Interviews are carried out by holding meetings with respondents to exchange information and ideas based on the questionnaire that has been prepared. Then, literature study is carried out by obtaining information through documents/books or journals related to the problem being studied.

Results and discussions

The results of the exploration of the application of the marketing mix, which is applied by the manager and looking at the current external conditions, can be analyzed for variables as strengths/weaknesses and variables as opportunities/threats in order to formulate marketing strategies. The strategies formulated are general strategies and alternative strategies that can be applied by Loving Hut restaurant managers to support Green Tourism.

The General Strategy

To formulate a general strategy, it is analyzed using the Internal Factor Evaluation (IFE), External Factor Evaluation (EFE) and Internal External (IE) matrices as follows.

Internal Factor Evaluation (IFE)

Based on the results of the exploration of the application of the marketing mix that has been applied by the manager of the Loving Hut restaurant, it can be analyzed the internal factor variables as strengths and weaknesses as listed in Table 1 below

Table 1 IFE (Internal Factor Evaluation) Matrix *Community Based Agro-Tourism* In Gianyar

Strategy	Internal Factors	Weight	Rating	Score
Strength				
A	Strategic location	0.0990	3.1429	0.3110
B	Varied food menu	0.0955	3,0000	0.2865
C	Taste delicious food	0.0921	3,0000	0.2762
D	Food quality control	0.1116	3,0000	0.3349
E	Friendly service	0.0978	2.8571	0.2794
Total				1.4880
Weaknesses				
F	Don't have a sales force yet	0.1106	3,0000	0.3318
G	Lack of promotional tools	0.0979	2.7143	0.2658
H	There is no collaboration with travel agents yet	0.0979	3,0000	0.2938
I	Relatively higher price than competitors	0.1037	3.1429	0.3259
J	Limited seating	0.0933	3.1429	0.2933
Total				1.5106
Total IFE				2.9986

Source: Primary data processed in 2022

Table 1 shows that from the internal side, it turns out that the weakness side is greater than the strength side. This can be seen from the average score for strength of 1.4880 and weakness of 1.5106. Lack of clear target market, promotion is a factor that indicates that marketing has not been managed properly.

External Factor Evaluation (EFE)

To determine the variables as opportunities and threats in the external factor evaluation matrix, the current external conditions are analyzed. Analysis of external factors can be seen from the current economic, social, cultural, political, security conditions. This can be seen from government policies, demography, social environment, culture, politics, law and government, as well as technology and industrial environment that occur in society. By exploring external conditions, it is possible to analyze the variables as opportunities and threats as can be seen in Table 2 below.

Table 2 IFE (External Factor Evaluation) Matrix *Loving Hut restaurant*

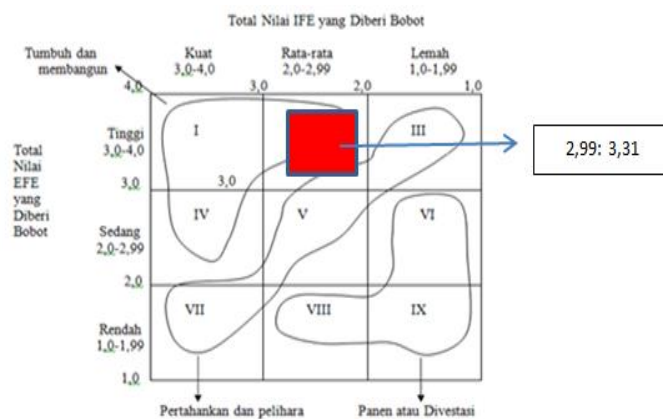
Strategy	External Factors	Weight	Rating	Score
Opportunities				
A	Increasing number of vegetarians	0.1003	3.5714	0.3584
B	Increasing people's purchasing power	0.0946	3.2857	0.3107
C	There is a change in lifestyle	0.0992	2.8571	0.2834
D	Increasing public interest in traveling	0.1050	2.8571	0.2999
E	Information technology development	0.0888	3.4286	0.3045
Total				1.5569
Threats				
F	Scarcity of food	0.0969	3.2857	0.3183
G	The emergence of new competitors	0.1038	3.0000	0.3114
H	Increasing service demands	0.0992	3.1429	0.3117
I	The number of incentive offers is greater for tour guides	0.1015	3.1429	0.3190
J	There is a disease outbreak/pandemic	0.1107	2.5714	0.2847
Total				1.5453
Total EFE				3.1022

Source: Primary data processed in 2022

In Table 2, it can be seen that from external factors, it turns out that the opportunities for Loving Hut Restaurant to develop their business are not that different from the threats they will face. This can be seen from the very small difference in numbers where the average score of opportunity is 1.5569 and threat is 1.5453. For this reason, this opportunity must be utilized in managing marketing to be better.

Matrix Analysis Internal External (IE)

After analyzing the internal factor evaluation and external factor evaluation, an IE matrix is then made to determine the position or existence of the Loving Hut restaurant, as shown in Figure 1 below.



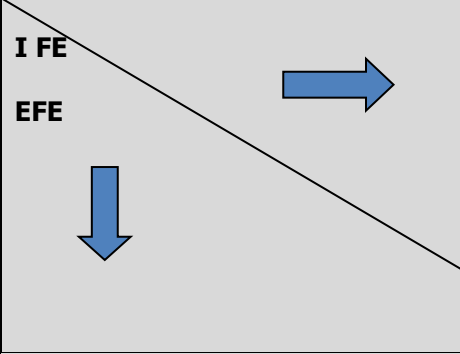
(Source: Primary data processed in 2022)
Figure 1 IE Matrix Loving Hut restaurant

Figure 1 shows that the intersection between the average scores of IFE (2.99) and EFE (3.31) is in cell II of the IE matrix. Thus, the general strategy can be formulated, namely a growth strategy with product development through innovations and product differentiation.

Alternative Strategy Analysis

After knowing that the general strategy is a growth strategy (growth strategy) product development through innovations and product differentiation. Furthermore, it is analyzed alternative strategies that can be done by Loving Hut Restaurant in managing its business going forward. To formulate alternative strategies analyzed using SWOT analysis. From the variables that make up the strengths and weaknesses on internal factors and opportunities and threats on external factors, the results of the SWOT analysis can be seen in Table 3 below.

Table 3 SWOT Matrix Loving Hut restaurants

 <p>IFE EFE</p>	<p>Strength(S) Strength variables</p> <ol style="list-style-type: none"> 1. Strategic location 2. Varied food menu 3. Delicious food taste 4. Guaranteed food quality control 5. Friendly service 	<p>Weakness(W) Weakness variables</p> <ol style="list-style-type: none"> 1. Don't have a sales force yet 2. Lack of promotion 3. There is no collaboration with travel agents yet 4. Relatively higher price 5. Limited seating
<p>Opportunities(O) Opportunity variables</p> <ol style="list-style-type: none"> 1. Increasing number of vegetarians 2. Increasing people's purchasing power 3. There is a change in lifestyle 4. Increasing public interest in traveling 5. Information technology development 	<p>SO Strategy (Strength-Opportunities)</p> <ol style="list-style-type: none"> 1. Expanding the market (S1345 O12345). 	<p>WO (Weakness-Opportunities) Strategy</p> <ol style="list-style-type: none"> 1. Increase promotional activities (W345 O12345) 2. Set a competitive price (W12 O12345) 3. Maximize usage room (W5 O12345)
<p>Threats(T) Threat variables</p> <ol style="list-style-type: none"> 1. Scarcity of food 2. The emergence of new competitors 3. Service demands are increasing 4. The number of incentive offers is greater than competitors for tour guides 5. The emergence of a disease outbreak/pandemic 	<p>ST Strategy (Strength-Threats)</p> <ol style="list-style-type: none"> 1. Adding a supplier (S1234 T12) 2. Improve Service (S345 T345) 	<p>WT Strategy (Weakness-Threats)</p> <ol style="list-style-type: none"> 1. Improving the quality of HR (W12345 O12345)

Source: Primary data processed in 2022

Table 3 is the result of a SWOT analysis that produces several alternative marketing strategies that can be applied by the manager of the Loving Hut restaurant including: (1) Expanding the market (SO); (2) increase promotional activities (WO-1); (3) setting

a competitive price (WO-2); (4) Maximizing the use of space (WO-3); (5) Adding suppliers (ST); (6) improve service (ST); and (7) Improving the quality of human resources (WT).

The alternative strategy is (a) Expanding the market: so far the target market is only domestic and foreign tourists, which is very dependent on the conditions of Bali tourism. Bali tourism is strongly influenced by security conditions, for example the Mount Agung disaster caused tourism to slump and the COVID-19 pandemic outbreak made Bali tourism slump. For this reason, managers must expand the market, for example with the target market of school children. Its success in establishing various target market groups shows its success in implementing sustainable tourism (Melisidou, 2014); (b) Increasing promotional activities: this activity is very important to do in order to promote business (Basuki, 2018). Promotional activities can be done by utilizing e-marketing such as social media (Seer, et al, 2010; Tovmasyan, 2016), as well as by collaborating with travel agents (c) Competitive pricing policy in pricing is very important to do. Pricing can be done by differentiating the target market, namely categorizing domestic tourists, foreign tourists, and school children this will be able to increase consumer loyalty (Buiga et. all, 2017); (d) maximize the use of space: To overcome the limited seating, it can be done by utilizing the space on the top floor so that it can increase the seating capacity when guests are crowded; (e) adding suppliers: to ensure the smooth availability of raw materials, Loving Restaurant Hut must have reliable suppliers who are able to guarantee the availability of materials, by increasing the number of suppliers, the limitation/scarcity of raw materials does not interfere with the smooth operation of the company; (f) Improving service: service plays a very important role in increasing visitor satisfaction (Luekveerawattana, 2016; Purnami, 2018). (f) Improving service can be done by providing fast and friendly service so that tourists do not have to wait too long. and (g) Improving the quality of human resources: HR competencies are needed in order to improve services (Eshun et al., 2014). In order to improve service quality, employee competence is needed. To improve employee competence, it can be done by involving employees in training activities both by the government and training institutions.

Conclusions

Based on a comprehensive analysis of internal and external factors, it appears that Loving Hut restaurant can position itself strategically for growth through product development with a focus on differentiation and innovation. This strategy is in line with the aim of promoting vegetarianism and contributing to Bali's potential as a growing green tourism destination. Alternative strategies identified for implementation include market expansion, increasing product diversity, improving service quality, strategic pricing, intensifying promotional efforts, and investing in improving human resources.

For future business improvements, several recommendations have been put forward. First of all, leveraging electronic marketing channels such as social media and dedicated websites can significantly enhance promotional activities, reaching a wider audience interested in vegetarian and sustainable food experiences. Additionally, establishing partnerships with leading travel agents creates opportunities to leverage existing networks and attract travelers looking for eco-friendly culinary options.

Investment in employee development is equally important, by involving them in training programs led by governments or educational institutions. This not only ensures that staff are equipped with the latest industry knowledge and trends, but also contributes to the overall service excellence that Loving Hut aims to provide. Additionally, creating special packages for school holidays takes advantage of the family-oriented

nature of travel, making Loving Hut an attractive and health-conscious option for traveling families.

Finally, to strengthen this strategy, recruiting experienced marketers dedicated to promoting Loving Hut's unique offerings can play a key role in increasing brand visibility and attracting customers from diverse backgrounds. By implementing these strategic recommendations, Loving Hut can position itself as a pioneer in promoting green tourism through vegetarian food experiences, as well as contributing to Bali's sustainable development goals as a major tourist destination.

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