

Tourist Market Segmentation Strategies

Nirwana

Faculty of Economics and Business, Merdeka University, Malang, Indonesia

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ABSTRACT

Traveler is consumers who do purchasing and fulfillment need related with product tourism. And individuals who do purchase a product or can it is said as request individual. While more from One individual who does request to a product so it is said as market demand for products. So market demand is gathering more from One individual who does request products. Specifically the tourist market is gathering from consumer product tourism. Size the size of the market indicates how much Lots amount consumers. For marketers will try For get a number of consumer as its target market. Such as outlined *Kotler* relatedness between behavior consumer with analysis marketing. In the analysis marketing there is marketing strategy relationship with the market as the target. After then determine the target market marketing strategy is carried out For influence behavior consumer as part from the market. While the target market can known after market division process is carried out. Market division can be done based on criteria certain from Consumers. Activities dividing the market is called activity *market segmentation (market segmentation)*. So market segmentation is activity segmenting the market consisting of from various criteria behavior buyers. While the existence of a market is necessary done activity market segmentation. Because the market is gathering or a group of people who will buy product. So the market does not must identical with location certain but more is a process of interaction between consumer as buyers and marketers as party seller product. In chapter This discuss definition and concept segmentation consumer as part from the market. Among them are the segmentation process, as well as procedure in do activity market segmentation. Understanding the need done segmentation For products and approaches in segmentation. The basis in do segmentation as well as stages in do segmentation.

Corresponding Author:
Nirwana

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INTRODUCTION

Tourist market is gathering a number of candidate traveler as consumer or set candidate consumers. Because the market reach is very wide so done market segmentation. Market segmentation can based on criteria user product. Criteria user product consists of from age candidate buyer, type gender, location candidate buyers, and habits in do activity purchase. Market division is also carried out based on structure social, cultural, psychological, and demographic activities. market segmentation is market division based on predetermined groupings determined. The purpose is carried out segmentation For identify existence consumers and the products needed. This is For reduce risk failure product in the market for example in segmentation user service education. Among them based on age, type gender, and interest. While for service service transportation will done segmentation based on place or location, demographics, age, and habits

candidate user tool transportation. While For service House Eat Of course done segmentation related with economic status, culture, and habits from candidate its consumers. Segmentation can also be addressed serve the market certain activities. So segmentation will done more focus or concentrated. But party provider services also not close possibility No do segmentation.

According to *Kotler* There are two influencing factors decision For do segmentation, namely *character* And *market response*. Segmentation based on *character* is activity segmentation based on group *demographics, psychographics, geography* as well as *sociography*. Segmentation demographics is activity dividing the market based on age, gender gender, family status, relationship family. Segmentation based on *psychographics* is distribution based on style life, habits, emotions, or behavior in consume. Approach psychographics require party marketer for

understand condition psychology from every candidate consumer which is the target market. While approach geographical done by region or existence in a way physique from the target market. Such as regions, cities, provinces and countries. Then the parties marketer must identify Power absorb products in the desired area. And capable translate desire from segment market on each region. Because it is not close possibility happen difference pattern consumption due to regional differences.

Still according to *Kotler* after done activity segmentation to be continued with *define target market* And *determine market position*. Market segmentation includes activity identification base in do segmentation. Done identification candidate consumers who will later can be used as a target market. And develop profile segment in accordance with characteristics that have been determined Determining the target market covering activity development size Power pull segment . And choose segment that will later made into target. Determine market position includes activity develop position product at each segments that have been determined. And develop mix marketing at each existing segments.

Segmentation Process

The process of doing segmentation covering a number of step among them done *market definition* with to describe market needs and wants. The market as gathering buyer on products offered seller. Buyer do sacrifice financial as well as access For reach product. Of course No all candidate buyer do demand for products Because change decision his purchase.

Buyers who have strong *interest* For buy. They it is said as part from buyers in the *potential market*. Potential buyers who have own interest. And convenience access For reach the target market. And there is ability in a way financial For realize purchase. They has enter in environment *available market*. While candidate buyer in potential market supported existence condition related with use product. For example relatedness product with age or type gender. Then the candidate buyers who have fulfil condition the enter in *Category available market that meets terms*. If the party marketer set provision to candidate user the product. And the marketer has do market segmentation that will targeted. So the market has enter the *market being served*. While *target market* is part from the available market that meets conditions. If all activity segmentation is done marketer has capable reach Buyer. When the buyer has to realize decision his purchase called as *penetrated market*, or *penetration market*. Precisely penetration market is set buyers who have to realize purchase product.

After through the market definition process stage furthermore activity *process beginning* election segmentation. In the *initial process* marketer do election segmentation in effort catch market opportunities. Opportunities exist related segments that have not been

worked on by competitors. And the possibility For develop products in the segment mentioned. Considering In the market there is a potential market and it can be targeted within frame reach the target market. Because in the potential market there is opportunity For developed become an available market. An available market that meets conditions, market served as well as realized become a penetrated market.

Stage next is *choose the best base* For do segmentation. In this process required astuteness For reach promising market segment. According to *Kotler* best base in segmentation based on variables market segmentation such as *geography, demographics, psychographics* , and *behavior* .

Segmentation based on geography is activity dividing the market by country, region, territory, local, or environment neighbor nearest. Segmentation geography intended For more focus marketing strategy in accordance with the target area. Considering each region has specification distance, condition physical, and infrastructure access others. Example segmentation based on geography among them is sale products in the provinces of East Java, Central Java, or West Java.

Segmentation *demographics* is activity divide the market based on structure resident like age and type gender . So the market served will concentrated on structure population. For example product intended for for age children. Of course. Will differentiated marketing strategies. With product intended for for adults. Example other like beauty salon services of course the target is consumer from race women. Or business service play children will aiming segment of parents who have child age play.

Segmentation *psychographics* is segmentation based on class social, style live , or characteristics personality . Class social can represented by the existence of group with social strata certain. For example existence service security For area House with class social above. While style life reflected in the product service for they with style life certain. For example existence business coffee shop is answer need those who own style life like drinking coffee. Segmentation based on behavior more emphasize group with specifications on knowledge, attitudes, uses, and response on a product. After That will to be continued with activity identify and select target markets.

The next step of *the positioning process* in this case the marketer places the product in a position that suits the desired market. Positioning is a step of placing the product in the market segment that has been selected and identified. In the positioning process, there is an activity of developing a position in the targeted market segment. This allows the position to be clearly identified. The next step develop product positioning in the market. Every product offered to customers has some differences. And customer perception plays a role in consumption. Certain characteristics are needed to be able to position a product to customers or consumers.

Meanwhile, the characteristics of positioning according to *Payne* include elements of *interest*. The value of interest requires a fairly large market. *Unique*, the value of uniqueness will bring about changes to make it superior to others. *Can be communicated* in a simple but targeted manner. *Superiority*, which means that it is unlikely to be imitated by customers. *Affordable*, The distinguishing characteristics will have their own added value for the product. *Profitability*, by providing differences in product delivery. Will open up opportunities for increasing company profits.

While the steps related to the positioning process include Determining the positioning level, Identifying the specified segment attributes, Determining the location of attributes on the positioning map, Evaluating the positioning options, Implementing positioning. While the existence of positioning requires evaluation activities on the positioning results. Evaluation activities are needed to further strengthening the current position against competitors, identifying market positions that have not been shifted, and repositioning the competition.

After the segmentation process, positioning process, the next step *develop marketing mix* for each segment. Marketing mix includes product, price, promotion and distribution system. Market segment can be adjusted with marketing mix. If the market position has been identified and segmented. Next, develop the position and *develop the marketing mix* for each segment.

CONCLUSION

There are several alternative market segmentation , including *undifferentiated* marketing . Marketing mix is used for the entire target market. Product providers try to serve the entire market. Without distinguishing the character or response of consumers, for example for hospital services that are intended for all levels of society without distinguishing social class, economic class, and patient origin. Patient services are subject to the same standards for each patient. Firefighting services also do not carry out segmentation activities on the market. This means that every time there is a problem related to a fire disaster. Then the firefighting service provider will provide extinguishing services. Legal aid institutions carry out segmentation activities on clients who need legal assistance with No distinguishing social and economic status. Because there is no segmentation process , marketing must be able to mix marketing for all market layer activities based on market characteristics or responses means market *differentiation* has been carried out . This activity is to provide different services to each target market. With use of different marketing mix strategies for each target market. For example, a provider of women's sewing course services will certainly differentiate against prospective female participants. And for men's sewing courses, it may be aimed at prospective male course participants. The delivery package

service will differentiate according to individual users or organization. With differentiation, product providers implement different marketing mix strategies for each market.

Marketers concentrate on the target market without discrimination segment market or which is *undifferentiated* or No done differentiation. While *concentrated* segmentation is carried out with more focus on marketing activities. with principle product certain for a particular marke . Because the product offered not intended for the general market but aimed at specific market segments either according to character or market response. Example of a beauty salon Of course concentrate on the people women who want come on stage beautiful. Another example is a provider of overseas workforce training services. Will be on the prospective power work to be done leave Work to abroad. Likewise with the services provided by special heart disease hospitals. Concentrated segmentation is carried out on prospective patients who have heart disease.

In doing activity segmentation need done step strategic with hope to the target. Segmentation strategy done from market, product, and other aspects communication to the target market. The first step in carry out segmentation strategy with do identification variables. Like variable geography by region, city, area, or place stay Consumers. Variables sociography can emphasis on grouping subsociography. Likewise from aspect demographics for example related with income, income range, type work , size family, large, medium or family small. While activity related with segmentation psychology for example habit in consume, style live , or level emotional.

Segmentation based on benefit is indication to response consumer to benefit a product . Difference happen Because every consumer own preference about products consumed. Likewise the response from existence promotion related with success from the promotion program. Because without existence response means promotion No reach target. Every consumer own response different promotions For every products received. So is the case with condition loyalty consumer in meaning loyal consumers or No must can identified. The purpose of done segmentation with involving subvariable is effort For reach the target market. Because it is not close possibility product No can absorbed by the target market. This is it is possible related to the segmentation process No leads to subvariables. Because segmentation is activity identification existence product For appropriate market character.

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