



Regional Marketing Tourism Destination through Information Technology and Its Implication to Service Product Development and Hotel Industry in Bali, Indonesia

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Abstract: This paper is aimed at teaching Tourism Business by explaining how the role of tourism destinations affect the hospitality sub sector, because they have a link between each other (backward and upward linked) where the marketing of the hotel is influenced by the attractiveness of Regional Tourism Destination. The destination is influenced by the availability of hotels that guarantee the availability of accommodation for tourists, sleep well. The implications, hotels and tourist destination areas need to consolidate all the information that tourists are interested in into a portal known as a website managed by the Regional Tourist Organization or the Regional Tourism Office. The strategy of consolidating the information is determined by the destination as destination, web content and transaction processing as the end of marketing activities. Information technology allows to adopt such strategic values that there is a marketing synergy between the industry with the destination as a get way for tourists in search of information in deciding the desire for a vacation

Keywords: Destination Marketing, Tourist Information Search, Technology Information

1. Background

The use of information technology in marketing strategy has been adapted by the developed countries by combining information technology IT and marketing concepts. As a result, ten cities in Asia Pacific are able to sell rooms through information technology, where Indonesia, or even Bali is not included in the top ten rating.

The number of tourists using information technology in planning their vacation programs increased from 3.1 million in 1996 to 33.8 million in 1998, which means a 1,000% increase in two years (Travel Industry Association of America, 1999). Estimated in the next ten years, 30% of travelers utilize Internet information technology. World tourist growth, on average for five years (00/95) reached 4.9%, with Middle East showing the highest growth rate (10.7%) followed by

South Asia (8.8%), East Asia and the Pacific (6.6%), Africa (6.6%) Europa (4.5%) and Americas (3.4%).

In the context of information technology, the current and future world tourism market is in the fingerprint of the finger or the click of a mouse. Hickey & Dunkin (1999) disclose, information technology through the Internet has become part of a process in preparing a vacation event. The tourism industry is the first business field to use information technology, which is characterized by an airline reservation system since 1960. Today it is better known as the electronic system (Copeland and Kenney, 1998; Chapel, 1996; Kap Sammer, Retsch it Zegger, and Wagner, 1998; Schulz, 1996).

Block and Sega (1996), reveals the phenomenon's tendency, due to increased



competition in the era of globalization (new players emerge from various places) and deregulation (competing competitors increase competitiveness), demand changes (due to lifestyle shifts, adventures) and increased expectations (Better and have value). Along with that knowledge and service needs faster (instant) is increasing among tourists. Therefore, the use of information technology becomes an integral part of the shift in tourist tastes so that T.I. As if inseparable from tourists in preparing their vacation plans.

Pollock (1995) reveals that the business reality behind travel is information, and the internet is a potential technology medium that offers information about travel and travel programs. Wealth of text and multimedia power can stimulate consumers to buy travel products.

The most complete information about travel & tourism product must be started from the destination (destination) because the concept of tourist destination according to Framke, (2000) is a place or region that has attraction, activity, facilities, infrastructure and other attraction Which is required by tourists. Since 1974, the publication (Birkat & Medlik) defines, the tourist destination is determined by three factors: attraction, convenience and supporting facilities (attraction, accessibility and amenities). Therefore, tourists will first browse the information owned by a tourist destination before deciding to take a vacation. In this perspective, Internet information technology has the space and strategic function to provide stimulus to tourists.

The problem is, why Bali's destinations do not show significant results with the wave of internet information technology that is happening in most of the tourism industry (tourism industry),

whereas Bali entered in the leading tourist destinations in the World.

2. Literature Review

2.1. Strategic Model.

This paper is to present a model where the factor of information distribution strategy through information technology vertically and horizontally, has a significant effect on the marketing of tourist destination and hotel room sales. This theory is built through a model that examines the relationship between tourist destinations and hospitality subsectors in relation to information technology. This study begins by identifying the factors that influence the relationship between the tourist destination with the hospitality subsector. The significance level of this relationship is analyzed through the behavior of information presented in the internet site of tourist destinations and hotel internet sites in Bali. What is meant by the behavior of information is the way of presenting information made by marketers in stimulating consumers (Engel, Blackwell and Miniard). This study, also inspired by Pollock (1995) and Hickey & Dunkin (1999), who currently stated that behind the reality of the travel industry is information, and the current and future world tourism market is in the finger of the index finger Click of mouse). From the inspiration is continued with the search of other opinions obtained from reference sources that support the power of inspiration. From the quest that obtained the framework of theoretical approaches used to explain the idea of this study as described in the following figure

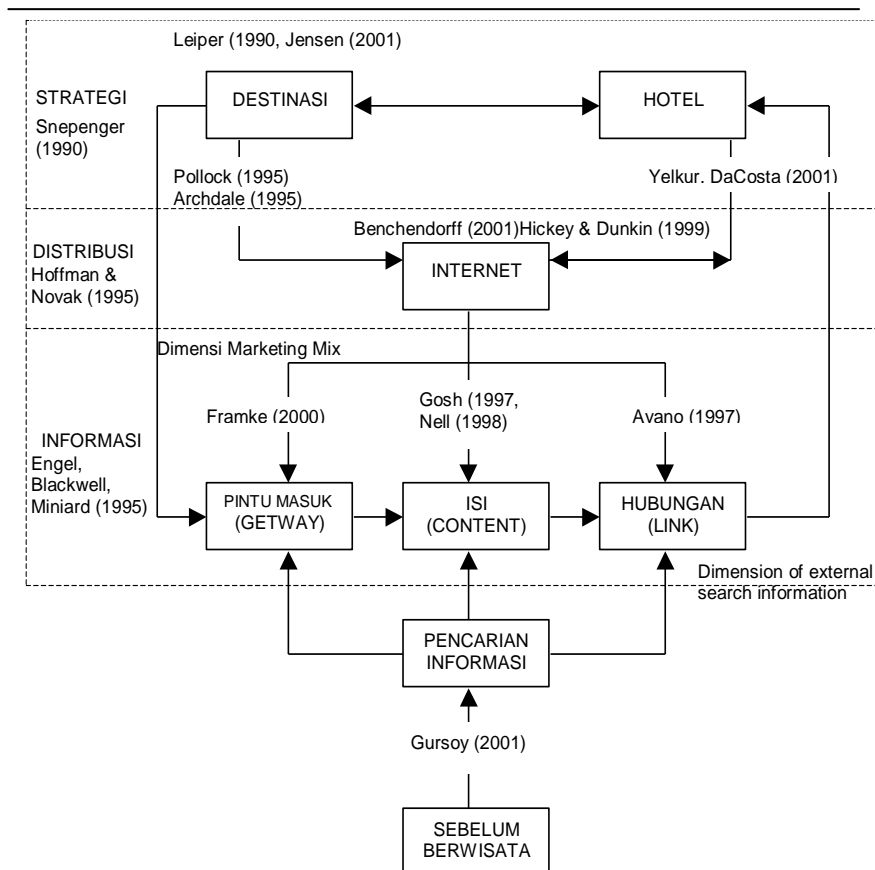


Figure 1. : Search Information via Internet

The model, describes how the information distribution strategy should be done by the destination in helping the search information (pre-search information) conducted by tourists. The framework also illustrates how the Hotel should stimulate the market by presenting information through internet information technology. The essence, is to illustrate that the information distribution strategy that is done through an alliance between the tourist destination and the hotel (Destination Marketing Organization), has a significant effect on the marketing of the hotel.

Many research results are based on one of two theoretical frameworks to determine the factors that influence the behavior of tourists in

the search for information (Foodness & Murray, 1997). The first theory proposed by Snepenger (1990) is called a strategic model. The second theory is called a contingency model that defines the definition of information retrieval as a reflection of situational influences, individual characteristics, product characteristics, and expected outcomes.

Strategic model is defined as the search process in getting information combined by the sellers (sellers) to plan travelers travel. In the perspective of the study (Woodside & Friend, 1980; Snepenger & Snepenger, 1993) suggests that tourists tend to use information derived from: (1) family & friends, (2) ingredients from



destinations, (3) media and (4) Travel. The main focus of the strategic model is the number and combination of information used from various sources by tourists.

2.2. Tourism Destination

The Position of the Tourism Destination

Tourism Destination is the most important element (Leiper, 1990) in the tourism industry (tourism industry). Tourist destination is the culmination of a tourist destination, and at the same time the tourist destination is the reason why tourists travel (traveling) to a tourist destination. In view of Jensen (2001) mentions the tourist destination is identical with tourism which is a system consisting of 3 (three) main pillars: attraction, facility, market. Therefore, the tourist destination is the main focus of the tourism industry (Cooper, Fletcher, Gilbert & Wanhill, 1993).

Understanding Regional Tourism Destination

In various areas of study and practice of tourism, tourist destination areas always connoted with tourism (tourism) so widely used in the field of marketing, planning and development. On the other hand, the word tourist destination is often associated with information materials (tourist guides, brochures, homepages) including textbooks and other reading in the field of tourism (Framke, W., 2000).

By many people, the definition of a tourist destination is defined by various purposes in accordance with their respective understanding. Some interpret the destination as a unit of territory, or a tourist object, or object of marketing, or attraction, and so forth.

In his study (Framke, W, 2000) divides the two approaches to describe the understanding of the

tourist destination. The first approach is called classical or conventional, and the second approach is based on how the sociologist framework thinks about it.

From the approach it is concluded that the tourist destination is a tourist destination that has various attractions where tourists can obtain various purposes such as accommodation, transportation, restaurants and so forth, which is memorable and experience.

Area Components of Tourism Destination

A tourist destination can be called a tourist destination if it has an attraction (Cooper, 1995). Many argue that attractiveness is central to the development of tourism packages of a tourist destination (Lunberg, 1985; Gun, 1994; Swarbrooke, 1995).

Gun (1994) explains that attraction is the basis and strength of a tourist destination. Even added that attraction has two key functions, namely: push for travel to a destination and provide visitor destination. Therefore, if a tourist destination has no attraction then it can not be called a tourist destination.

A tourist destination (Cooper, 1995, Framke, 2000, Bukarte and Medlik, 1974, Mill and Morrison, 1992; Jensen, Hansen and Metz, 1993) consists of: (1) attraction, (2) amenities, (3) access And (4) ancillary services.

Lunberg (1985) mentioned the attraction as anything that gives attraction to tourists. Similarly, Epperson (1989) mentions that as an encouraging destination for the place. While Lurry (1990) defines it as a place and people who provide an interesting view for tourists.

Amenities include supporting facilities, or support and services required by travelers (Cooper, 1995).



Some of these destination buffer categories include:

1. accommodation
2. bars and restaurants (food and beverage)
3. souvenirs (retailing and other services)

Access (access) is a travel map made by tourists. The development of an efficient transport network is a basic prerequisite in attracting markets for destinations. Transportation issues become an important element in the achievement to the tourist destination in tracing and enjoying the destination area of the wisatai itself.

Almost all tourist destinations complement the support services (ancillary services) needed by tourists and tourism industry itself. Support services include marketing, development and coordination between sections. This is usually done by the public sector (public sector) which includes work:

- promotion of the destination
- co-ordination and control of development
- reservation services
- provision of destination leadership

Regional Marketing System Destination Marketing System (Destination Marketing System)

Mill and Morrison (1992) states that the tourist destination as part of the tourism system includes attractions - infrastructure - transportation - hospitality. Interestingly, a united package of products (services & services) in a tourist destination, managed by various entities, organizations that have the independence of management. Therefore, there is a need for a kind of tourism board to consolidate.

As a guardian (destination brand, tourism board) a tourism agency, such as the Regional

Tourism Office, is responsible for positioning the destination into the minds of consumers (Tunnard and Haines, 1999). The main task of a tourism agency (such as a government office or tourism board) is this: how to make the information system to give interesting exposure, in order to increase the number of tourists coming.

The required information system is in the form of a link where the relation of the sequence of activities, by Tunnard and Haines (1995) is called integrated information, destination and reservation system, or as a Destination Marketing System.

2.3 Regional Marketing Tourism Destination.

Looking at the dependencies of the management of each business (entity) that exist in a tourist destination, then by Palmer and Bejon, (1995) is recommended to create a co-marketing alliance. The alliance joins the strategic alliance as advised (Tunnard & Hainess 1995) to form a tourism board. There are various reasons for joining the alliance (Porter and Fuller, 1986; Bennet, 1997; Ohmae, 1989), among others, to give the same view to consumer tastes and desires, to achieve economics scale, to reach and market penetration, Including for innovation. Within that framework, marketers of tourist destinations play an important role amid the constellation of environmental change, competition and macroeconomic challenges to develop the best images.

2.4. Hotel

The hotel is an equally important part of a tourist destination (Jensen, 2001; Cooper, 1995). Even hotels and other tourism industry sectors



contribute significantly to Gross Domestic Product in many countries (Baines, 1998).

According to Yelkur-Dacosta (2001) the hospitality industry is the industry that most quickly adopted the internet as a media marketer (marketing too) 1. In its development, tourists do not have to entrust to travel agents (travel agents) because the internet gives the possibility to make reservations directly. This technology, also gives the possibility to show differentiation with other hotel competitors.

In that perspective, the internet has become an important part of the future of the hotel, especially when it comes to marketing and selling rooms (Ayano, 1997). That is why, Walle's research, (1996); Murphy, Forrest, Wotring, and Brymer, (1996); Said the Internet is expected to give a very rapid change in the marketing of the hospitality industry.

For Van Hoof, Rnys, and Combrink, 1999; The internet does not merely present information but also as a place where transactions are conducted with consumers. Research conducted by Stephens (2002) presents two trends provided by the hotel on the internet, namely revenue management and customer relationship management. Revenue management is the management of the hotel revenue stream. And, customer relationship management is another trend that can be utilized through e commerce, (Gillbert, Powell-Perry, & Widijoso, 1999). In this context, the Internet is used for customer acquisition, reselling, up-selling and services delivery (Burrit, 2000).

2.5. Information Technology

Tourism Site (Web Tourism) By Benchendorff (2001), the Internet, whose development uses text and multimedia, is the power to encourage consumers to buy tourism services (a travel product or services). The development of tourist markets, tourism products and destinations that are so fast make it a necessity to market it via the internet (Pollock, 1995). In fact, various research suggests the internet can be utilized as a tool for marketing and distributing tourist information (traveling). The Internet is not limited to providing information about bed spaces, airline seats (Archadale, 1995), but by Benchendorff (2001) it says, even encouraging consumers to travel to a particular destination, along with their tour packages.

Therefore, it must be built an internet site of tourist destination with criteria of site planning, site design, site content and site management.

Research Benchendorff (2001) mentions there are 12 basic elements developed in an internet site. All elements are organized into four sections based on marketing considerations through the internet site. The grouping can be seen in table 8. Based on the twelve elements presented in table 8 it is possible to develop a successful internet marketing.

The success of an internet site depends on the content of the site containing information and services desired by travelers (Ghosh, 1997; Nell, 1998). The contents of the site, by Martin (1997) are given notes to have context. This context is a combination of time, place, relevant content and technology



Table 1: Elements of Website Development

Planning	<ul style="list-style-type: none">i. Strategies and objectives must be formulated and formalized in marketing or business plan.ii. The target audience must be identified and the site must meet the needs of market segments.
Design	<ul style="list-style-type: none">iii. The design of the site must include features that facilitate interaction between the user and the organization. (eg.e-mail, forms, hyperlinks)iv. The site should have a hierarchical structure which is supported by navigation aids that create a sense of place and allow users to move around in the context of the site (eg: menus, icons, site maps and search engines).v. Other essential features that add functionality and aesthetic appeal must also be included (eg: information, corporate identity).
Content	<ul style="list-style-type: none">vi. The textual content on the site must be readable.vii. The site must have integrity in terms of the credibility, relevance and accuracy of the information presented.viii. The site should mke use of value-added content to encourage users to explore further and to return to the site.ix. Evidence of the marketing mix variables should be present as a framework for developing site content.
Management	<ul style="list-style-type: none">x. The site needs regular maintenance to add, revise or remove content.xi. Promotion of the site must take place using online resources and an integrated approach that incorporates traditional media.xii. The financial, human and physical resources required for the internet marketing effort must be considered.

Site Planning

The structure and content of a web site depends on the internet marketing objective. Objective usually contains about the marketing strategies owned by a destination. Like traditional advertising, an effective site should include the needs of the target market (web magnet, 1998).

Site Design

Site design has three main elements: interactivity, navigation, and functionality.

Interactivity, is key to encouraging various sources of information between organizations and consumers (Serne, 1995). Krisner (1997) adds that an effective website offers a kind of conversation, not a monologue. Many internet sites are ineffective simply because they do not pay attention to user demand for interactive design (Nielson, 1998).

Navigation, by The Georgia Tech Research Corporation (1998) stresses that the most important thing in the internet to lose track of information in virtual space is virtual world. To



solve this problem, a site must be structured in an easy logical structure or hierarchy (Sargan, 1998; Apple, 1996). The structure must be supported by navigation assistance to deliver users from one page to another (Hamill, 1997). Each page, contains information about the needs of consumers.

Functionality, Another feature that needs to be added is the functionality, which displays a site that is aesthetic and different. For that there needs to be multimedia, download facility, and language support.

Audio and video is a very interesting tool for the audience to stimulate brochures in portable document files (PDF)

Site Content

Ellsworth and Ellsworth (1995) stated that the wealth of information in the content is the success of an internet site. Content that exists in a web must reflect the strengths: readability, integrity, value adding and marketing mix.

Readability, is a text element that becomes information to read (Nielson, 1997). Research conducted by Nielson and Morke (1997) suggests using a cursory reading rather than reading in the true sense. Therefore, to be selected journalists who are able to handle web content. It is recommended to use 200-500 words per page (Benjamin, 1996).

Integrity, is intended to be a site that has reliable, relevant, and accurate information.

Value added marketing is fundamental to offering it valuable in order to provide a reputation for the organization. In relation to the marketing of destination destinations via the internet, value added marketing means providing additional information services to promote the reputation of the promoted territory.

The Marketing Mix, by Adam & Westberg (1998) mentions the marketing mix as a process of meeting the target market's desire with the necessary information in the internet.

Conclusion.

Hotel Marketing is influenced by Tourism Destination. The implications, Hotels and Regional Tourist Destinations should combine all information required by Travelers in a website run by the Regional Government Tourist Organization, or the Regional Tourism Office. The strategy of combining the information is influenced by the variable of the destination as the destination as well as the content of the site (web content) and the transaction variable (processing) as the final part of the marketing activity. Information technology is very possible to adopt the strategic value so that there is a marketing synergy between the industry and destinations that provide convenience for tourists in search of information in deciding the desire for a vacation.

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