Identification of Tourism Product Marketing Strategy Plans to Foreign Markets Efforts to Increase Income in the Era of Regional Autonomy

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Abstract

This tourism study analyzed the evidence of studies to identify marketing strategies for tourism products to foreign markets through the study and analysis of several international publications that discuss tourism promotion and marketing issues. The tourism business is the same as other businesses where it is very much tied to promotion and marketing in order to be able to survive and develop quickly to be known by potential foreign tourists. Therefore, we collected literature with the help of internet searches on some well-known publications such as Sagepub, Google Scholar, and other publications published in the last ten years. Then we analyzed it with a phenomenological approach starting from the data coding system, interpretation and evaluation until we found data findings that answered the core problem of this tourism study with the principle of high validity. Because this study depends on the literature, all of our data is found electronically following health protocol where there are public restrictions on Covid-19 response efforts. Based on the data and discussion, we conclude that the findings include tourism promotion and marketing strategies based on experts, an innovative and productive way to believe via the internet with several social media platforms and other websites. Thus, this finding becomes a significant contribution for many people.

I. Introduction

The tourism industry is a field of business activity related to travel that has an extensive discussion. Overall, the actual travel industry can be started from the activities of the "travel industry" that many people do. It refers to any action that affects an individual who moves to an area other than their typical home for a short period. The travel industry is one of the largest businesses globally, and the economies of many countries depend heavily on it. It is also a broad industry that combines lodging and transportation businesses and different companies and regions. Understand that the travel industry relies on people traveling to different areas for various reasons, including pleasure, business, and other considerations (Janta et al., 2015). However, by the most general definition, business travelers do not exclude the associated exercise with movement when individuals intend to stay where they are now for more than one year. This means that, for example, exile groups and groups of long-distance international students are not really tourists, but they

still need the needs and services of tourists with more extended stays from the designer himself (Connell, 2013).

A deeper understanding of tourism actors, a tourist travels to another place for business, sightseeing, or social purposes, away from their usual social environment. According to the generally accepted definition, one must stay somewhere for more than 24 hours but not exactly a year to be delegated as a traveler. Tourists may be attracted to leave for various reasons, including physical and mental awakening, such as a search for busyness, entertainment, or excitement (Wolf, 2010). Then again, social interests, personal growth, business, or the desire to see loved ones or build new associations can excite explorers. While a business traveler is a regularly delegated traveler, the different meanings of the term must prohibit people who are traveling determined to carry cash at their destination.

Likewise, the understanding of the tourism industry that a travel-related activity has many advantages, including financial benefits for countries that attract a large number of tourists, because of the money they spend on their visits, but also for local organizations, clearly affecting the local economy. It also uses many people in the transportation and lodging business, among various fields. In addition, the travel industry can improve relations between countries or organizations, provide alternative entertainment and relaxation, and increase value for money. It can also provide prospects for social collaboration and greater satisfaction, prosperity, and training for guests. The tourism industry can also be interpreted as a collection of business fields that serve various services and goods that travelers need (Sigala et al., 2012; SUDARMO et al., 2021).

The advantage of the tourism sector lies in its ability to increase foreign exchange and to drive various other business sectors such as the home industry. Thus, developed countries and developing countries continue to develop and improve the quality of their country's tourism. (Amin et al, 2019) Tourism is one of the determinants of national economic growth because it can influence the growth of other sectors in the economy (Gokovali & Bahar, 2006) and also grows very fast during this decade (Dogru & Bulut, 2018; Wu et al., 2000). Sustainable tourism development can be completed by creating opportunities through networking and cooperation with service providers, where stakeholder engagement, the development of locally oriented codes of conduct, and local government participation are crucial factors for sustainable tourism success (Welford & Ytterhus in Nurlina, 2020).

The type of tourism sector travels because the transportation business moves by providing transportation to guests to go where they want to go (Camilleri, 2018). This may include providing them with transportation to their preferred vacation spot and helping them travel once they show up. Administrations connected with road, rail, air, and sea transport are remembered for this area. The tourism industry in Indonesia includes tourism with a bright future and opportunities for other Asian regions (Mariyono et al., 2017). Indonesia's travel industrial estate is an essential financial motor, and the flood of Chinese guests will continue to drive it. Indonesia will face critical difficulties in the absence of the necessary travel framework and cash to address it. A problem could be risky to lure 20 million guests in 2019. Indonesia has many guarantees in creating a "halal travel industry." Meanwhile, neighboring Indonesian tourists such as Australia, Malaysia, and other Asian countries play an essential role in the Indonesian tourism industry, compared to the number of Indonesian tourists visiting abroad, which is not the same (Jaelani, 2017).

The study of Missbach and Sinanu, (2011) can be used as an example if Indonesia wants to change the visa rules for foreign travelers such as Australia for Indonesian guests to be more stringent in following the rules of other countries in neighboring areas such as

other countries can help support the Indonesian travel industry and to other countries. Looking at the progress of tourism before the pandemic, over the last decade, the travel industry in Indonesia has more than quadrupled, it is confident that it is easy for potential travelers to see the promotion of media gauges recommending that more than fifteen million visitors visited the Indonesian archipelago in 2017. Tourist areas such as Bali and Indonesia have developed into a powerful financial motor and an essential part of public authorities' financial improvement plans. For this reason, the Indonesian government should have a way of imitating the prosperity of Bali as a tourist destination in various places throughout the country from abroad to revive the change of the future (Nugroho et al., 2016).

To that end, the Indonesian government and local governments have been scouring the world for unknown tourism study tours to help save the "Ten New Balis" project. Drive started in 2016 determined to establish ten new points of interest across the country. Based on 2016 tourism insights, so far, the majority of foreign tourists to Indonesia have invested their energy in Bali (49%) and Java (49%), and other regions (30%) (Hanna et al., 2020). Together, the two islands represent only 7.6% of Indonesia's complete geological area. Plans to expand Indonesia's travel industry will require drawing guests to various parts of the country. Among other things that the government can do by supporting the rapid development of tourism services as the cause of the tourism business can develop rapidly in Indonesia because the tourism sector is driven as a tremendous labor recruiter and becomes a huge source of economic income in Indonesia. Indonesia is strategically located (Ollivaud and Haxton, 2019).

According to Tanguay et al., (2013) the government as a tourism development policymaker must develop such places without reducing the existing vacation spots to grow the travel industry as an economic force to be reckoned with industry. It does not make sense that Indonesia would have the option to require 20 million tourists in 2019 without directing some of them to objections other than Bali. It will also help the local economy by creating jobs in attractive new tourist areas. When compared with the number of international and local guests in each region in 2016, as reported by Wiradiputra and Brahmanto, (2016) which analyzed tourist perceptions regarding the decline in the quality of tourist attractions on visiting interest, most of the foreign guests remained in Bali, while the Indonesian guests remained in Bali and others too big cities in Indonesia. So this number must be increased because tourism income depends on the available number of visitors to the Bali archipelago and its surroundings (Dorta Antequera et al., 2021).

Another strategy that must be carried out if tourism managers can market industrial tourism abroad is developing a promotional site that functions as a place for the entire tourism website advertising effort (Bigne et al., n.d.). As a result, managers must make changes consistently to develop prospective clients' experience further and increase the level of transformation and marketing innovation that is reliable in today's era. If a promotional tourism site is underperforming in multipurpose, clogged, slow, or outdated, the tour manager should advance it. Developers can use Google's site test tool to observe exhibits and the speed of travel promo sites. Maybe the tour operator has done it all, and the tourist site is very well planned and functioning. Once again, it simplified for transformation and targeting of potential tourist destinations (Król and Zdonek, 2020). For this situation, hiring an expert follows the demands of industry experience to help promote tourism in the country. Launching the necessary quality improvement promotion strategy may be wise as other countries promote their tourism (Munar, 2012; Hifza et al., 2020).

Marketing is a means of communication between visitors and service providers in a tourism destination, so learning tourism product marketing techniques is an integral part of

the tourism system. Tourists can learn about various goods at tourist sites through marketing efforts. Cooperation with tourism business actors who use advertising services, business actors who organize tourism exhibition activities, business actors who develop tourist visit materials, parties who coordinate with travel agents to create e-websites, and parties who use social media to promote tourist attractions are all influential how to promote tourist attractions (Karim, 2020).

II. Research Methods

This tourism study analyzed the study evidence to identify the marketing strategy of tourism products to foreign markets through the study and analysis of several international publications that discuss tourism promotion and marketing issues. The tourism business is the same as other businesses where it is closely related to promotion and marketing to be able to survive and develop quickly to be recognized by potential foreign tourists. Therefore, we collected literature with the help of internet searches on several well-known publications such as Sagepub, Google Scholar, and other publications published in the last ten years. Then we analyzed it with a phenomenological approach starting from the data coding system, interpretation and evaluation until we found data findings that answered the core problem of this tourism study with the principle of high validity. This study relies on literature; all of our data was found electronically following health protocols where there are public restrictions on Covid-19 response efforts. Based on the data and discussion, we conclude that the findings include tourism promotion and marketing strategies based on experts, an innovative and productive way of trusting through the internet, with several other social media platforms and websites. Thus, this finding becomes a significant contribution for many people. (Bengtsson, 2016).

III. Results and Discussion

3.1 Using Websites

The archipelagic state of the Republic of Indonesia is one of the countries rich in natural beauty stretching from Aceh to Merauke; its natural authenticity is diverse and beautifully exhibited. However, Indonesia has not yet reached its full potential in promoting its tourism attractions equally. There are still many exciting locations that seem to have not been discovered by humanity. We will explore several strategies to promote domestic tourism products to compete with other countries' destinations from various perspectives. The first method we present from Huang and Lin, (2017) study promoted attractive tourist sites more aggressively in Macau. According to them, the country's diverse natural beauty is already well known. It is no wonder that many foreign tourists come to Macau to enjoy the natural beauty that they cannot find in their own country. With Macau's experience, previously, not many visitors knew all the exciting locations there. So, Indonesia deserves to follow Macau's way of promoting tourism. As a result, promoting a location through a brochure that includes names and directions can be a way to attract more international visitors. This method has also been done in the Caribbean (Okumus et al., 2013).

The following strategy is promotion via the Internet (ALsarayreh et al., 2011; Putra et al., 2020). According to their findings, efforts to increase tourism promotion on the internet are an offer that is identical to the way in many other countries before, for Indonesia, which now has a government-run website called "Wonderful Indonesia," which is managed by the Ministry of Tourism. This is good and useful. The internet promotion

has now spread to several other countries so that potential tourists will be more interested in visiting Indonesia if tourist attractions are updated regularly and displayed lots of pictures and articles about tourist sites. Fatanti and Suyadnya, (2015) did the same thing. The following way is to provide adequate tourist facilities (Haq and Wong, 2010). The lack of facilities and infrastructure at tourist sites is one of the most significant obstacles to Indonesian tourism. Although the government has solved most of these problems, many areas still lack adequate facilities and infrastructure. The element of lodging must be considered in addition to the existing facilities at the current tourist location. Governments may offer transportation to different tourist sites, making it easier for international visitors to visit a location. This facility will certainly be very beneficial for the domestic tourism sector. Findings by Alnawafleh et al., (2019).

3.2 Involving Local Community

Ask for help from the local community. In the context of tourism, local communities must be involved in constructing and maintaining facilities and infrastructure. They can educate visitors about local knowledge and provide clear information about the origins of a location. They can educate and expose foreign visitors to local culture and customs. Of course, this will be one of the additional benefits of visiting Indonesia. Local people will also benefit from the influx of international visitors, which will impact their economy. The following strategy is promotion via cheap tour packages or open trips. The findings of Wang et al., (2016) are that one of the most critical factors that can be emulated in promoting tourism in Indonesia is cheap and well-defined travel packages. Tourists will be interested in visiting Indonesia if the destination and price are clearly stated. If the government can provide cheap travel packages that include various hotels, places to eat, and transportation, a similar study was also proven by Middleton and Clarke, (2012) which markets tourism with an open trip system so that it can lure tourists to come to make tourist destinations more crowded so that income can be increased.

The following strategy is mobile-focused promotion. According to a study by Hopkins and Turner, (2012) the "Go Mobile" application is location-based marketing, apps, mobile-optimized ad campaigns, 2D codes, and other mobile strategies to grow your business. According to "Think with Google," in the United States, 48% of mobile customers are open to browsing, organizing, and booking their entire journey on their mobile. In Europe, 45% of UK guests and 44 percent of French travelers are open to organizing and booking their entire trip on their mobile. That portable experience should equal if not dominant. Potential travelers should have the option to effectively play the same thing on their phone as they do in the travel site workspace release. A similar study, "Think with Google," shows, 33% of portable clients have a poor rating of an organization if their versatile experience is slow, underscoring the importance of a portable experience. The study above is the same as the findings (Firtman, 2013) which program "Mobile Web" to reach users of "iPhone, Android, BlackBerry, Windows Phone, and more."

3.3 Using Media social

The use of social media, especially Facebook, is the following approach. Kumar et al., (2021) result of marketing tourist destination organizations using social media platforms such as Facebook, Twitter, and YouTube videos. According to Kumar, Facebook is also the most popular platform for destination marketing, consumer research, and customer support, making it the platform of choice for DMOs. DMOs in Jammu, Kashmir, and Kerala have shown significant user engagement (visual content and instructional papers). This research aims to look at how Indian tourist boards utilize Facebook to

advertise their destinations. Facebook is allegedly the most excellent web-based media channel for generating traffic and moving providers to their sites. It is a pre-packaged web-based media platform, but the manager may use intelligent focus and marketing to discover vacation places. Instagram, for example, has a monthly dynamic customer base of one billion people. That is a large number of people who have seen the picture previously.

Additionally, since Instagram is a visual medium, it is ideal for marketing a location. In 2018, Instagram released IGTV, a portable vertical long-structure video stage. Since its launch, the platform has grown significantly as marketers and organizations have become increasingly reliant on flexible video content to support commitment and change rates. According to Shani et al., (2010) the video advertising strategy of continuous video promotion will affect current video shows in style, especially among organizations related to the travel industry. Voyagers consistently keep an eye on objection videos they have to visit. The problem is that they do not require pre-recorded video at this point. The web-based recording is instantly becoming more common. The potential clients will appreciate watching them (82% of individuals tend to direct footage to web-based media posts, as per research), and the organizer will get a lot out of making videos while showing the reality of travel destinations images. Investigate Hotel del Coronado San Diego, which dominates in live video in real-time. Clients can see what they pass by watching live beach cameras 24 hours, seven days, seven days. They recently positioned the camera and delivered a live broadcast.

3.4 Send Those Emails

The email list is a valuable (and sometimes only) advertising asset. It outperforms other advertising techniques, such as social and searches, in terms of transformations. Consequently, the organizer should start building an email list straight away if they do not already have one. They should integrate a membership structure within site to attract site users to join the exclusive online community. They may then re-engage with them and convert them into paying clients. The finer points of email marketing for visit and action groups are outlined below (Kaur, 2017).

3.5 Online Reservations

The consumer behavior-online travel business in India, according to Khare et al., (2012). According to Zion Business Research, the internet travel booking industry was valued at $765 billion in 2017 and worth $1.955 billion by 2026. Furthermore, only approximately 57% of all sightseeing bookings are made via the internet (counting convenience, travel and sports, flights, etc.). Voyagers have access to a plethora of data and tools on the internet to help them research, consider, and choose the finest travel bargains. Assuming that managers need their travel offer to be the one they book, organizers must meet them where they are: consumers purchase travel bargains on the internet. As a result, customers must make online appointments as easy as feasible.

3.6 Customer Reviews

According to Torres et al., (2015) Customer reviews say that building your online presence and fame is easy with Yelp, TripAdvisor, and Google Local. Following one or more famous people is innovative thinking. Try to react to all positive or negative judgments to show that they are focused and taking notes. In general, client-generated content can improve the site's positioning and transformation rate. Buyer surveys not only increase client confidence in the images and items, but they can also help the site rank higher and convert more guests.

3.7 Update the Blog Consistently

Tourist clients look forward to hearing from the organizers. They need travel insight and assessment, which may be offered through blogs. Publishing content to a blog is an excellent method for sharing stories, providing an interesting perspective on an area, and handling travel advice, among other things. It is also a great way to pique the audience's interest while demonstrating expertise in the field. If travel does not already have one, start one and post consistently (Kouri, 2012).

3.8 Ensure SEO Together

According to Seo et al., (2017) coordinating visits and movements is more important now than at any other time in recent memory. The average explorer's trip nowadays starts with Google. Travelers use web indexes to learn about locations, accommodations, transit, sports, and travel, among other things. The organizer for the anticipated client does not exist if the contribution is not on the main page of the indexed list. It is a running joke that the ideal location to bury a body is on the second page of Google's search results since no one looks there. As a result, images and tourist management must be at the top of the priority list. However, there are many competitions. It is not easy to rank for some of the most popular travel terms on the first page of Google search results. The effort is necessary, though, since ranking high in Google query items for particular keywords is preferable to sending Facebook or television advertisements (Yu et al., 2021).

This is because Facebook is not utilized for purchasing or administration. When consumers use Google to look for certain products and services, they often buy those items. As a result, when individuals search for local excursions and sports, they will book if prospective tourists show at the top of the list. Here is a quick rundown of getting the most out of corporate events and training for online search tools. Universe, an Italian tourism company, has a stronghold on SEO. They even show in Google's top results for the term "visit in Italy."

3.9 Posting on Google for Business

Google My Business is an excellent location to begin SEO efforts, particularly for environmental SEO. GMB (Google My Company) is a free tool that allows users to customize how their business appears on Google Search and Google Maps. It allows users to add information such as the company name, contact information, location, opening hours, and pictures, among other things. Organizers may also track and react to consumer feedback and observe where and how individuals search for customers. People who want to go on excursions and practice at home are generally prepared to arrange several trips simultaneously. As a result, creating and maintaining a Google My Business profile is critical.

3.10 Focus on Experience

Walker and Moscardo, (2014) found that ecotourism, interpretation, and values encourage sustainability beyond the tourist experience. As has recently been said, we live in an encounter economy, and then in an age of experiential advertising. Instead of promoting visits and administration to a large number of people, take advantage of experiential advertising to allow clients to discover the image of the tour company. It is also called commitment advertising because it empowers clients to interact with the organization one-on-one (De Vleminck et al., 2014). Brands use actual tagged items to show clients what they provide and who they are closer to home level. Twenty to thirty-year-olds are people who create ads based on experience, and that fills the prevalence.

Experience-based promotional requests to shoppers, all considered equal, not just recent college graduates. Investigate the following illustration of the practical experience shown: An excursion to the Wisconsin area. Travel Wisconsin developed a mission to help aspiring travelers see themselves taking part in various statewide exercises (Weeks, 2021).

IV. Conclusion

It is time for us to conclude that the publication review to analyze and discuss tourism product marketing strategies in the world market has been answered through reviewing opinions and evidence of previous studies. As for the strategies that we found, among others, the promotion of tourist destinations is currently based on technology or the internet. The first strategy is, for example, promotion with the help of a website involving local communities. Other strategies such as promos through social media, providing services by way of booking or reservation. Other examples that are commonly used include contacting potential tourist customers by sending an email. There are consumer reviews and provide a blogging page that is easy to contact at any time; Google business posts and focus on the experience of previous travelers. Thus, among others, we have reviewed in the hope of becoming meaningful input for tourism operators and similar businesses.

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