

A Critical Assessment of Marketing Strategies that Attract Visitors to Heritages Destination of Indonesia

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Abstract

This research aims to review from previous literature about heritage marketing, to analyze an effective marketing strategies that attract visitors to visit heritage sites in Indonesia, and offers recommendations of marketing strategies to less popular heritage destinations in Indonesia. This study uses a quantitative approach. This research has a pretty wide range of target population, on the very least are people aged above 16 who ever travel or aware of tourism activity. The Google Forms questionnaire was distributed via media social network and direct e-mail on 4th March 2021. After the research is conducted, the collected raw data need to be process by mean to make it understandable which include converting it to an easier to understand forms such as pie chart, table, etc. To do that, SPSS and Microsoft Excel are used to process the raw data. We find that the awareness on Indonesia heritage tourism is still in moderate level, leaving plenty of room for promotion activities to increase awareness. Pull factors such as the attractiveness of the destination, on-going event within the tourism location, and the culture present in the destination are the major considerations in tourist travel decision to visit heritage site. Promoting the heritage site's authenticity is considered an effective marketing strategy as it will be an addition of pull factor to influence tourist visit. UNESCO's World Heritage Site title is approved to be used as a value-added branding for heritage destination. There are certain perceptions that Indonesia heritage tourism attractions are currently branded or associated which in descending order are: tropical setting, flora & fauna, foods, and low cost. Further maximizing these affiliated perceptions will potentially increase the market position of Indonesia heritage tourism.

Keywords

heritage tourism; heritage marketing; heritage branding; motivation to visit



I. Introduction

Due to the increasing trend of heritage tourism in recent years, marketing of the site become one of the essential activity to gain competitive edges among competitors within the market and just overall to ensure destination awareness (Pennington & Thomsen, 2010). Borobudur Temple Compounds among the other UNESCO heritage list in Indonesia is one of the most successful in attracting visitors both domestic or International visitors but due to lack of visitor's concern regarding Borobudur value as a heritage site and a sacred property for Buddhist people, along the year there have been report of vandalism in Borobudur (Hitchcock & Darma Putra, 2015; Thirumaran, 2013), this indicates the equally important aspect of sustainability along with the increasing marketing activities. Officially, heritage site

mostly is owned by the government but emotionally it is owned by the local communities surrounding the site (Fitri et al., 2015) and this sense unofficial ownership could be used to promote the heritage.

One of the way to promote and market a heritage tourism site is through branding. Branding a heritage site is done as differentiation while pushing the unique value offered at certain site compared to other its competitors (Menayang & Marta, 2020; Tellström et al., 2006). For heritage site that bear the status of World Heritage Site from UNESCO, this title can be used as a valuable brand image for its marketing activities (Poria et al., 2011). In branding the heritage site, marketers are altering the potential visitors' perception toward that specific heritage (Fyall et al., 2008). Consumer perception is essential in marketing activity of heritage site, because depending on it, the potential visitors will either decide to spend their money to visit that specific heritage site or not (Poria et al., 2013). In tourism, the attractive branding of a destination is incorporated into one of tourists' pull factors which is the tourists' motivation of travel (Lwoga & Maturo, 2020).

II. Review of Literature

2.1 Heritage Tourism

In a very brief definition, heritage is often associated with anything with from the past (Garrod & Fyall, 2017; Harvey, 2018). Means that it is not only unique to tourist site that have historic memories attached or given natural values (Nodoro et al., 2008). A physical property such as books, painting or something intangible like music, language, and knowledge are all can be considered a heritage as long it has just one person that intended to conserve it (Biggins, 2016). Coming from that definition then, a heritage site in tourism context means a place or site that have value attached (mostly historic & natural) and have one person or more that purposely want to conserve the site, bringing the valuable heritage site to the future without a decrease of its original values to future generations (Högberg et al., 2017; Veldpaus et al., 2013; Waterton & Watson, 2015). This means that, to talk about heritage, it is a necessity to also cover the topic of sustainable tourism development.

2.2 Heritage Marketing

To most people, marketing is seen as an effort to sell a product or service by firm or organization to customer in order to gain profit (Abbas et al., 2020; Grönroos, 2006; Rahnama & Beiki, 2013). What makes marketing a broad topic and differ most of the times is then, the way on how it's done (Nascimento et al., 2020).

Every tourism site including heritage are located within a destination of a local geographic area, this makes the mentioned tourism site and destination to be benefiting each other because if the destination is already popular among tourists therefore it will make the tourism site visited by more potential tourist while if the tourism site is more of what most tourist come to the destination for it will benefit by spreading the economy gain to surrounding business within that destination (Alrawadieh et al., 2019). To properly utilize the destination's potential then, it is important to tailor a marketing strategy in order to increase destination competitiveness and attractiveness (Li & Petrick, 2008; Park & Vargo, 2012).

For an industry as competitive and multidimensional as tourism, every little competitive edge is important to increase the attractiveness of a destination (Weeden, 2002), this also mean to organize the local tourism bodies.

Having realize that, every destination around the world right now is having a DMO of their own thus it became a necessity for a DMO to exist for a destination to gain competitive edge and very much impossible to sustain market position or attain market without a DMO (Soteriades, 2012). More than promoting the destination, nowadays it come to realize the importance of partnering with stakeholder which impacted the rate of visitor coming to the destination (Bornhorst et al., 2010). DMOs around the world are currently doing that to ensure:

1. Recognizing the importance of local environment.
2. Increasing market position.
3. Provide unforgettable visitor experience.
4. Generate profit for local tourism businesses.
5. Minimize negative tourism impacts for local communities.

Marketing for a heritage attractions or sites still have the same principal of “telling and selling” although what makes it different is that the product is fixed in specific location and it is the marketing objectives to persuade the potential customers to come and spend their money there (Austin, 2002). Indicators of success in heritage marketing mainly seen from 2 angle which is conservation and economic gain (Cerquetti & Ferrara, 2018).

Market research for heritage tourism is done in consideration that there are many individual market segments exist and each have different way to be satisfied through different visitor experiences (Shih, 1986). Market research will provide information such as customer profile and behavior, product development, and communication/promotion media, those information then can be utilized in creating the most effective marketing strategy to better target the aimed segmentation while using the most cost-effective method available (Cho et al., 2017; de la Hoz-Correa et al., 2018; Lwoga & Maturo, 2020; Tulung & Ramdani, 2018). Conducting a survey is one of the way in researching market, major type of surveys for heritage marketing management are (Pascoal et al., 2011):

1. Market survey and feasibility studies
2. Market awareness and attitude surveys
3. Customer surveys
4. Product development
5. Advertising testing and tracking
6. Performance monitoring

2.3 Heritage Branding

Branding in marketing mean the practice to associate a product or service offerings with certain name, symbol, logo, design, slogan, etc. (Blackett & Boad, 1999; Chiambaretto et al., 2016; Jevons, 2005; Melewar et al., 2007; Rooney, 1995). Branding is done initially as mean of identification, the practice in the past is to associate the product offering to its producer or owner (Brodie et al., 2017) as in the case of Twinings Tea and Philip Morris International. During the industrial revolution, market of goods grows exponentially and competition follows, company start to use brand as a differentiation of their own products (such as Heinz 57) to also seize different market and build their brand portfolio (Davies, 2008; Järlehed, 2020; Roper & Parker, 2006). Now, more than that, brand is also seen as personification and assets (Moorthi, 2000; Troy & Cunningham, 2002).

2.4 Motivation to Visit Heritage Site

In marketing, motivation and needs lie behind every other customer behavior components, which make it essential in order to understand the targeted customer’s demand (Binney et al., 2006; Dahana et al., 2020; Trimurti & Utama, 2020). The fundamental theory

on motivation is tailored by Abraham Maslow (1943) which is known as Maslow's hierarchy of needs and motivation. Maslow stated that there are five basic needs of human that is considered basic which are, in sequence, physiological, safety, social, esteem, and self-actualization.



Figure 1. *Maslow's Hierarchy of Needs and Motivation*

Tourism activities, ranging in different categories such as business, leisure, medical, sport, religious, educational, etc. are considered under Maslow's hierarchy of needs and motivation (Kay, 2007; Tikkanen, 2007). And as formerly mentioned on how people will progressively move upward on the pyramid, in tourism the practice remain the same in which experienced tourists tend to seek for higher needs order while the less experienced one is leaner toward on looking basic needs while they travel such as food and accommodation (Robinson et al., 2011). While travelling, tourists does not only in pursuit of a single need but a number of quite distinct needs simultaneously (Šimková & Holzner, 2014).

III. Research Methods

This study uses a quantitative approach. Quantitative research approach is defined as systematic analysis on specific population to gather quantifiable and statistical data. Numerical type of data is one that is mostly expected from conducting a quantitative research, this data then, will be used to analyze patterns and averages, test causal relationship, make prediction, and generalize result to wider population (Saunders et al., 2009). Quantitative research could be done in varied technique of structured data collection with one of them being a questionnaire (Landgraf et al., 1998).

After the research is conducted, the collected raw data need to be process by mean to make it understandable which include converting it to an easier to understand forms such as pie chart, table, etc. To do that, SPSS and Microsoft Excel are used to process the raw data and provide a helpful service in converting each questions in the survey into visual form like pie chart, this then will be used in data analysis by giving a justification for the resulted answers.

IV. Discussion

4.1 Heritage Tourism

Continuing from the demographic questions within the survey is the initial familiarity check of the respondent in subject to the topic of heritage as one of the category of tourism and whether the respondents ever visit any heritage tourism attraction in their lifetime, being a yes or no question, the initial familiarity check question obtained answers indicate that majority of respondents (89.13%) are aware of the position of heritage attraction as a category of tourism with small group of respondent (10.87%) choose otherwise, even so, the survey is still eligible to be continued because opinions from the latter group is still valid for the research. As for the heritage visitation experience, 118 (85.51%) respondents answer positively with them ever visit a heritage tourism attraction before while in contrast 20 (14.49%) respondents never visit any heritage attraction anywhere in the world.

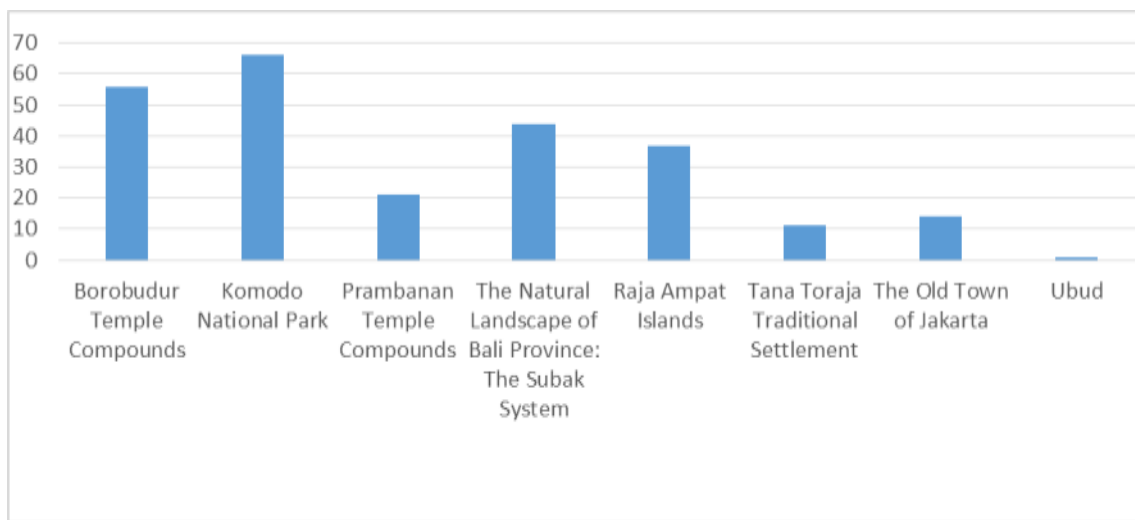


Figure 1. (Bar Chart) Popular Heritage Destinations in Indonesia

As previously mentioned, data showed that the continuation question of respondents in answering whether they are familiar with heritage tourism in Indonesia. In this question the respondents can choose more than one answers, stating that they are familiar with more than one heritage tourism attraction in Indonesia. This question was driven from theory (Scorrano et al., 2019) stated that knowing the position of a destination within the market is important to improve by look for potential competitive edge. As illustrated, Komodo National Park in the province of *Nusa Tenggara Timur* is the most popular heritage destination in Indonesia with 66 (53.7%) respondents being familiar with the site, arguably because Komodo Island is home to a unique marine species Komodo Dragon that only exist within the Indonesia Komodo National Park within the island. Followed by the largest Buddhist temple in the world Borobudur Temple with 56 (45.5%) respondents being familiar with the site, then the natural landscape structure mainly for farming irrigation in Bali Island and the ultimate underwater paradise Raja Ampat of West Papua come in 3rd and 4th place respectively with 44 (35.8%) and 37 (31.1%).

4.2 Heritage To Visit Motivation

This section focused on variable of heritage visit motivation as one of the two marketing component being discussed in this paper. A total of 6 questions are tailored to provide various data on people's motivation to visit heritage sites. Starting the section is a four selections question on which contribute most in the respondent's decision to travel. The

four selections are divided into two categories in which the first two answer selections are derived from the push theory and the other two being a pull theory. The result, it can be seen that within sample population data in the travel decision process, the destination's pull factor such as the attractiveness of the destination, whether there are any event going on in the destination, and the destination's unique and exotic culture are mainly the reasons on why people decide to travel (56%). Arguing from this found data, the theories (Heslop et al., 2013; Qu et al., 2011; Thompson et al., 2006) on heritage branding being a potential marketing strategy is still relevant because it being an added pull factor in the traveler decision to visit heritage sites in Indonesia.

As a follow-up question, the respondents are asked to value uniqueness and exclusiveness in their travel decision. Using Likert scale model, the obtained data can be read that more than 2/3 of the respondents are agree and strongly agree that uniqueness of the destination played a major value in their travel decision with overall mean of 4.04, SD=0.749, this is also supported by the skewness rate of the data being negative which means that the curve tail is more to the left, making the answers in the right spectrum weighed more. This finding support Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Nasution, 2021). The tourism sector has become one of the leading sectors in various countries in the world, including Indonesia as one of the prima donna for foreign exchange earners (Hakim, 2021). Tourism is an industrial sector which is currently got a lot of attention from many countries in the world (Sinulingga, 2021).

Harvey's (2018) theory stating that segmentation of tourist who visit heritage tourism site mostly value unique & exclusive personal experiences. The data elaboration is, 76 (55.1%) respondent agree on to factor unique and exclusiveness in their travel decision, followed by strongly agree with 36 (26.1%) respondents, then, a total of 21 (15.2%) respondents are neutral within the matter and a small group of 5 (3.6%) respondents disagree with uniqueness being one of the factor in their travel decision.

Further questions regarding heritage visit motivation is whether the respondent take authenticity of the heritage destination to be a factor in their decision. Majority of the respondents (99, 71.7%) said yes that authenticity played a major factor in their consideration and slightly above ¼ of the participants (39, 28.3%) reject that authenticity is part of their consideration when visiting a heritage site. Making use on how heritage attraction around the world mostly operated which is exhibiting the preserved historic piece within the site, marketers can use authenticity as one of the marketing strategy to attract more visitors (Kolar & Zabkar, 2010). Lastly, it also asked whether the respondents did or will do any research prior their visit to a heritage tourism attraction in order to ensure the authenticity of the destination, the majority of respondents (119, 86.2%) are declining that they did or will do any research, while in contrast only 19 (13.8%) survey participant is up to go a little extra to ensure their chosen heritage destination is still as authentic as they want to be. Arguably, this finding can be considered that promoting the heritage site's authenticity essentially needs to be aggressively done by marketers, making it to be as visible as it can get, because majority of people would not want to look for the information regarding the heritage's authenticity.

4.3 Heritage Branding

In this section, a total of 6 questions regarding the topics of heritage branding are proposed to the survey participants. The very first question in the section is to rate how much aware the participants on the different heritage tourism attractions in Indonesia. The question has a pre-programmed answers of 5 scale starting from unaware as number 1 up into 5 which is well informed. The finding showed that the majority of the respondents (54, 39.1%) value their awareness in the middle scale, which is moderately aware, the cumulative data have mean of 2.98 with Standard Deviation 1.014, in addition the skewness of the data indicate

only slightly below 0 meaning the curve is quite balance toward the middle scale. Other participants answers are quite distributed between aware (38, 27.5%) and slightly aware to unaware (40, 29%).

Continuing, the respondents are given three inter-connected questions. Starting from the respondents' awareness of the World Heritage Sites brand from UNESCO. Just slightly of $\frac{3}{4}$ respondents (102, 73.9%) are stated that they are aware of the title/brand while 36 (26.1%) respondents are currently unaware. Then, the respondents given a yes/no question on whether the brand given from UNESCO to heritage sites across the world make the destination more popular thus increasing visitation. Only short of 1 person out 138 survey participants (137, 99.28%) answers positively with yes.

The result also indicate the data of survey respondents' perspective still toward UNESCO's World Heritage Sites title whether it is considered to be positive or negative if the heritage attraction become more popular because the utilization of the title/brand. Although in a glance, logically for any tourism attraction or destination including heritage to be more popular is a positive result, looking further by being visited by large number of tourists, the possibility of mass tourism exist which will bring various negative impacts mainly environmental toward the destination (Mchone & Rungeling, 2000), this theory driven perception is supported by modest number of respondents (20, 14.5%) that choose it is negative for a heritage destination to be more popular. Having said so, the majority of the respondents still ones that answered positive (118, 85.5%). As a whole, the found data regarding three questions on UNESCO's World Heritage Site provide a solid support for Poria's (2011) theory that the label given by UNESCO can be looked as a value added brand for heritage site that receive it, which in result, if promoted maximally will generate more tourists visits (Ryan & Silvanto, 2011).

We also found that online media such as websites, search engine and social media are the highest contributor of the respondents established perspective toward heritage tourism (69, 50%). Followed with former visitor experience or word-of-mouth in marketing term (52, 37.7%), and last is from television media with 17 (12.3%) choose the option.

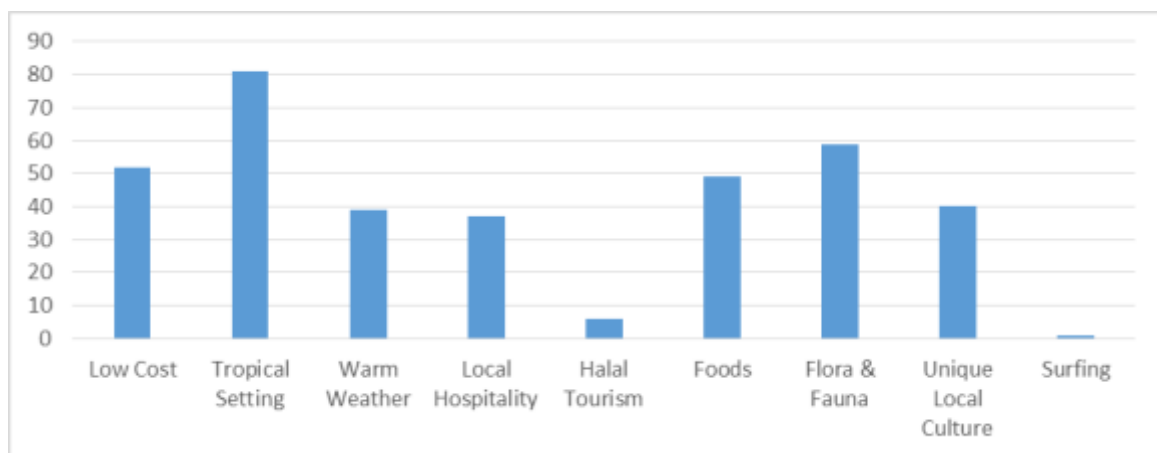


Figure 2. Indonesia Heritage Tourism Associations

The very last question within the survey is to ask the respondents to choose between multiple choices on which factor that they associate Indonesia heritage tourism with. As figure 2 showed, tropical setting, flora & fauna, low cost, and foods are the most chosen answers. These selections, in a way, could be seen as a current contributor of heritage tourism popularity in Indonesia, thus, by branding the heritage site with one or more selections above can be considered a good marketing strategy to implement.

V. Conclusion

In conclusion, the research on potential marketing strategy for heritage tourism was successfully conducted with a total of 138 respondents, the data are all valid and supported by various literatures that were reviewed in the previous chapter. In brief, the significant findings were:

- 1) Awareness on Indonesia heritage tourism is still in moderate level, leaving plenty of room for promotion activities to increase awareness.
- 2) Pull factors such as the attractiveness of the destination, on-going event within the tourism location, and the culture present in the destination are the major considerations in tourist travel decision to visit heritage site.
- 3) Promoting the heritage site's authenticity is considered an effective marketing strategy as it will be an addition of pull factor to influence tourist visit.
- 4) UNESCO's World Heritage Site title is approved to be used as a value-added branding for heritage destination.
- 5) There are certain perceptions that Indonesia heritage tourism attractions are currently branded or associated which in descending order are: tropical setting, flora & fauna, foods, and low cost. Further maximizing these affiliated perceptions will potentially increase the market position of Indonesia heritage tourism.

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