

Conference Paper

Development of Integrated Tourism Destinations Based on Contextual Marketing vis-à-vis Digital Marketing

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Abstract.

The tourism sector has experienced expansion, diversification, and intensification of sustainable management as one of the largest and fastest growing economic sectors in the world because it is developed in an integrated manner based on contextual or conventional marketing and virtual marketing, called digital marketing at once. This Conference Paper analyzes and explains the importance of contextual marketing as the basis of the value creation process for the development of integrated tourism destinations. The data, information, and knowledge regarding the focus on the research locus in the Province of South Sulawesi Indonesia were obtained through observations of several leading tourism destinations along with the author's experience of visiting tourist destinations in the country and abroad as benchmarking. In addition, interviews and focus group discussions were conducted with stakeholders on tourism destinations. Qualitative descriptive analysis was carried out following an interactive model which included data collection, data condensation, data presentation, and verification or concluding. The results of the study found that the development of integrated tourism destinations based on contextual marketing strategies is related to generic marketing functions that are applied to strengthen tourism functions as a leading sector of sustainable multi-dimensional development. The development is carried out contextually or conventionally and virtually or referred to as tourism marketing in the air while still revitalizing the content, context, and infrastructure of tourism marketing. The success of integrated tourism development in the eyes of the public can be seen from the existence of social learning and knowledge creation processes that form a harmonious partnership-collaborative relationship in a Hexa-helix pattern. The basic values and value orientation of integrated tourism destination development both contextually and virtually or digitally marketing can be achieved when togetherness has become a necessity that is practiced. The effectiveness of its implementation is carried out - at least - through the 7-C's public relations communication (PRC) approach which consists of credibility, context, content, clarity, continuity and consistency, channels, and capability of the audience as the basis of digital marketing.

Keywords: tourism destinations, marketing mix, contextual marketing, digital marketing, hexa-helix

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Published 3 January 2024

Publishing services provided by
Knowledge E

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Selection and Peer-review under the responsibility of the ICHELSS Conference Committee.

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1. Introduction

Entering the millennial era or the 21st century, the attention of the number of countries toward tourism as a leading sector of multidimensional development [1]–[4] or more specifically economic development [5] is increasing. This reality is because the tourism sector can bring benefits and advantages to developing countries. The United Nations World Tourism Organization (UNWTO), Tourism Highlights [6] recognizes that tourism is a leading sector and is one of the key factors for the success of regional development in a country and sustainably improving community welfare.

The tourism sector has experienced expansion, diversification, and intensification of sustainable management to become one of the largest and fastest-growing economic sectors in the world. Data from the United Nations Organization for Tourism shows that the contribution of the tourism sector to the world's Gross Domestic Product (GDP) is 9 percent, of which 1 in 11 jobs are created by the tourism sector. Meanwhile, the contribution of the tourism sector to the value of world exports is USD 1.4 trillion, equivalent to 5 percent of exports that occur in the world. UNWTO estimates that by 2030, the number of international tourist movements visiting world tourism destinations will reach 1.8 billion people, and domestic tourist movements of 5-6 billion people [7]–[9].

The UNWTO (World Tourism Organization, 2021) reports that 2019 was a period of strong growth, although international tourist arrivals grew below the remarkable rates seen in 2017 (+7 percent) and 2018 (+6 percent). Some regions experienced an increase in the number of tourist arrivals in 2019 led by the Middle East (+ 8 percent). Asia and the Pacific and Europe both experienced 4 percent growth. Despite being marked by a global economic slowdown, tourism spending continues to grow, especially among the world's top ten countries such as France which reported the largest increase in international tourism spending among the top ten world markets (+ 11 percent), while the United States led the overall growth. absolute (+ USD 8 billion).

Observing the reality of global tourism, it is clear that the tourism sector is the leading sector of economic development [2]–[5], [10] for developing countries, including countries in the region the Asia Pacific. Indonesia as one of the countries in the Asia Pacific region has also made various real efforts to develop the tourism sector as a leading sector of its economic development [1], [11], [12] which was marked by the ratification of national regulations governing this sector. Thus, to balance the development of the tourism sector, of course, it needs to be accompanied by the development of integrated tourism destinations based on contextual marketing vis–vis digital marketing.

The importance and interestingness of this research are based on the views of experts and researchers [6], [13]–[19] that tourism destinations are one of the pillars in tourism development so they need to be developed properly to be able to compete well. As a manifestation of these expectations, stakeholders have a role in developing quality tourist attractions, providing public facilities and adequate tourism facilities, accessibility that facilitates tourist movement, and community participation that supports the creation of sustainable tourism.

2. Method

This study applies a qualitative method with a descriptive developmental approach [20]–[25] combined with a fact to obtain data, information and knowledge about the development of integrated tourism destinations based on conventional marketing or contextual marketing vis-a-vis digital marketing in the Province of South Sulawesi, Indonesia. Data and information on the development of tourism destinations were obtained through observations on several tourism destinations or tourist attraction objects (TAO) and interviews (Jamshed, 2014) with informants representing each stakeholder element in the Hexa-helix model (business institutions, public institutions or staff together with leaders in Regional Apparatus Organizations (RAO), namely from the Office of Culture and Tourism, Department of Industry and Trade, Department of Education, bank and non-bank financial institutions, non-government organizations/NGOs, security agencies, digital marketing providers) as well as interviews with stakeholders involved in the “chain of business activities in the tourism sector”. Data, information, and knowledge are also obtained purposively from tourists (domestic, and foreign) who visit several tourism destinations or TAO in South Sulawesi. The data were analyzed descriptively-qualitatively. The processing and analysis techniques follow the stages of an interactive model (Miles et al., 2018) which include data collection, data condensation, data presentation, and verification / concluding.

3. Results and Discussion

Based on the reality and understanding of stakeholders involved in the development of integrated tourism destinations based on contextual marketing or in this article identical to conventional marketing, it can be understood that the marketing context at the tourism locus is the process of delivering tourism products, services, goods or services to potential tourists directly (offline). by using the normal method that is commonly done

in the past. The conventional marketing mix-based strategy approach that is applied in the development of tourism destinations at the research locus is in principle by the views of experts. Elements of the conventional marketing mix that were originally and are still being applied in marketing TAO at the research locus include:

Advertising. The initial step taken by the relevant RAO in advertising is to set advertising objectives, where these goals are the initial decisions by observing the condition of potential tourists, mapping the region or country of origin, their interest in the types of tourism that exist, and the targets to be achieved. Next, make advertising budgeting so that it is targeted and right on target in utilizing the available resources. In advertising, RAO uses two forms of advertising above the line (upper line media) and below the line (bottom line media), not all elements are used but only a few such as electronic media (television, radio, and website), newspapers, billboards, and banners. The condition of advertising in tourism destinations at the research locus based on the findings of this study can be understood based on the indicators of advertising as follows:

Advertisements provide clear information about tourism objects that have been developed in an integrated manner. Therefore, clear advertising is very important so that consumers in this case tourists can immediately know what products are being marketed. This is intended so that tourists can immediately understand the details of these tourism products and attract their interest to visit (return) and shop as much as possible.

Advertising makes people who know it wants to visit because a good and interesting advertisement can make consumers/tourists interested in buying/visiting the product being offered.

Ads are very interesting so it makes people who like to travel remember. Therefore, stakeholders together with tourism destination managers can realize their creative ideas into valuable innovations for tourists or potential tourists because creative and attractive advertisements can attract tourists' attention so that they can remember the advertised product.

Advertisements about certain tourism destinations following the original. Therefore, it is a serious concern for stakeholders and destination managers in making consistent advertisements following the original product in the hope that consumers or tourists will not feel disappointed and feel cheated, but on the contrary, tourists are satisfied with the advertised tourism products.

It is understood that the advertising used by tourism destination managers in each region is quite creative, innovative, and valuable. Thus, advertising is an important form of promotion for tourism destination managers and stakeholders in the development of

integrated tourism destinations. The findings of this study are by the views of experts and researchers [26]–[29] that advertising is one of the most widely used forms of promotion by companies. In communicating its products, at least seen from the size of the advertising budget allocated by each company for the brands produced. Thus, advertising can encourage the interest of tourists to visit and in turn, advertising is a major factor in increasing the interest of tourists visiting to buy products.

It is understood that promotion is a short descriptive term of communication activities, both personally and through mass media that are carried out to influence people to buy a product. The communication method used is also known as the promotion mix, which is a promotional component consisting of advertising, personal selling, sales promotion, publicity, or public relations (PR). Likewise, according to the results of Rimbawati's research (2020) that in every RAO, the function of advertising in increasing tourist visits is very important, because in this era of globalization advertising is needed to market a product to reach consumers.

Advertising is very important in an organization/company because without advertising, consumers are not aware of the product being marketed. One of them is the mass media or using other advertising media with attractive advertising materials and following the products being marketed to attract interest in buying/visiting tourists for these products. In other words, advertising is one of the important functions in the organization to market the tourism products produced to attract tourists to buy the marketed products.

Personal selling. This personal tourism marketing activity is carried out by interested RAOs utilizing direct face-to-face contact between promotional and sub-promotional staff. The RAO apparatus cooperates with travel or travel agencies that have extensive or in-depth knowledge and experience regarding the needs, tastes, or preferences of potential tourists. The use of personal selling is more effective and efficient than other marketing mix elements.

This reality is by the findings of the research [30]–[32] that the personal selling method is very influential in the process of promotion and sales of tour packages which are marked by the sales of tour packages because from year to year there has always been a considerable increase. significant. Thus, personal selling is the marketing of products or marketing services where the seller meets directly with the buyer to explore the prospect (opportunity) of the buyer.

According to Rohaeni (2016), promotion is very closely related to sales, so promotion will have an impact on the level of product sales because the more effective the promotion is, the higher the level of product sales will be. Ways of promotion can

be done in various kinds and one of them is through personal selling or direct sales by marketers to potential consumers. Promotion through personal selling needs to be done regularly so that it becomes a reason for companies to be able to carry out promotions quickly, precisely, and meaningfully so that they can be accepted by consumers and can increase product sales as expected.

Personal selling is applied to the research locus as one of the components of the promotion mix in addition to advertising, sales promotion, and publicity which focuses on persuasive communication and interaction activities to be able to generate the possibility of consumers, in this case, tourists, to make purchases. Personal selling is a sales promotion that is carried out in two directions and is considered more effective in marketing products because the ultimate goal in promotion is to make sales. In addition, personal selling is a communication activity between producers represented by salespeople and potential consumers that involves thoughts and emotions, and of course face to face. Personal selling is a personal presentation by an organization's salesperson (salesperson) to make sales successful and build harmonious relationships with customers. Personal selling is direct communication between a sales representative and one or more prospective buyers to influence one another in a buying situation. Meanwhile, a domestic marketing expert, stated that personal selling is a direct (face-to-face) communication process between sellers and potential customers to introduce a product and form customer understanding of what is being offered so that they want to try to buy it.

Based on the reality and expert understanding above, it can be stated that the personal selling system and work mechanism tend to be more flexible when compared to other promotional media. Communication that occurs when dealing directly with potential consumers makes this personal selling advantage compared to other promotional media. Personal sales programs that involve salespeople and emphasize dyadic communication (communication between two people or groups) allow the design of messages to be more specific, targeted, and customized. Likewise, more personal communication and collecting direct feedback from customers [33] allows personal selling as an effective way of promotion that can arouse buyers' hearts immediately, and at the same time and place it is hoped that potential consumers will decide to buy. buy the products offered.

Events. RAO conducts and participates in a series of events held both in Toraja and outside the region. For example in Tana Toraja with the name Toraya Mamali', Lovely December and Toraja International Festival (TIF) and Beyond Travel Fair (BTF). The event involved many sponsors to support the success of the activities carried out. RAO

tries to present and present the best in every event that is participated in both national and international events because every item of attraction displayed will be seen by people around the world, so certain tourism destinations are increasingly recognized and able to attract more tourists.

The application of contextual or conventional marketing approaches in the development of integrated tourism destinations in certain areas is by the view that events provide added value to local communities and can attract tourists. The three experts explained that there is competition in investing, the quality of the community, and tourists, all of which are intended to make people's lives in the area more decent and more prosperous. That large events that have the characteristics of long life, continuous attention, unforgettable experiences, and professionalism of the organizing organization, play an important role in the transformation and image creation of a region. Major events can result in significant changes in the urban landscape and function that can be translated into the city's identity and core values that are developed. Promoting their products, regions can choose one or more of the promotional mix. In the context of local marketing, the promotion mix usually includes a promotional mix including advertising, sales promotion, public relations (PR) and publicity, personal selling, and/or direct marketing. Event is one of the vehicles applied in PR activities in addition to media relations and lobbying.

Public Relations (PR) and Publicity. Tourism publicity media used by RAO consist of printed materials, advertisements, and structural forms. Printed media such as leaflets, brochures, and booklets provide interesting data and descriptions of the tours offered, complete with routes, attractions, hotels, vehicles used, prices, and so on. While the advertising media used is through newspapers because advertising in newspapers is free of charge. RAO in advertising is facilitated by the desire of the newspapers who want to report on activities carried out by their agencies, for example at art performances and many other events. Similarly, using structural media, utilizing these media are placed in strategic places along the main route to the capital where tourism destinations are located. Often the interior of a building is built with an architecture that reflects the culture and life of its people because this building functions as a residence, a center for family development, a place to carry out social activities, and a place for religious ceremonies for the families who own it (Observation: 2020-2022).

Promotion strategies in the context of developing tourism destinations or TAO in certain areas are by the views of experts [34], [35] that every tourism destination needs reliable information actors because tourism is a sector that has interrelationships and influences each other with the field or sector. other multidimensional development

sectors. The security sector is also involved in it. Thus, the arrangement of tourism destinations to the maximum is an appropriate step chosen to increase the competitiveness of the region, where the arrangement is carried out starting from the readiness of the 5A tourism components (attractions, accessibility, accommodation, amenities, ancillaries) to the promotion mix strategy so that it is known and attracted by tourists, both domestic tourists and foreign tourists. Structuring each link in the chain of tourism activities is also very necessary to attract (pamper) tourists to stay longer in tourist destinations, stimulate tourists to spend as much money as possible during the trip, and if possible provide suggestions or constructive criticism for the progress of tourism destinations visited.

Publicity activities as the actualization of a PR strategy consist of three tactics, namely to pull strategy, push strategy, and influence or create favorable public opinion and awareness. According to experts and researchers [36]–[39] that PR is a mechanism that can connect producers with consumers or organizations, with their public effectively and can create mutual dependence of the organization on the public. This indicates that a public relations officer (PRO) is required to always work SMART (specific, measurable, attainable, rational, time-bound) to realize the goals of the organization he represents.

The role of PR in an institution is one of the important keys to achieving its goals. Several experts and researchers [36], [37] categorize PR into four designations, namely expert prescriber, problem-solving, process facilitator, communication facilitator, and communications technician. The first three roles are owned by managers or referred to as managerial roles, while one more role is included in the technical role.

Regardless of the role category given, it is clear that the position of PR in the development of integrated tourism destinations in a particular area is very important in every institution or RAO that is part of the stakeholder element. “the same as the human heart” because PR determines all communication activities and is a center for information activities for the public (tourists) served. Thus, PR in carrying out activities is always in an open system that applies to every institution with an interest in it. Biologist states that a system is a unit consisting of various parts that interact and depend on each other to achieve goals. While other experts [40], [41] stated that the open system model has a border area or demarcation boundary that can be penetrated and allows sufficient exchange with the system environment.

To streamline the application of this promotional mix in the development of tourism destinations, the value orientation is by the view of Ahmad S. Adnanputra quoted that PR practitioners in carrying out their functions have strategies to reach targets, both internal and external. Strategy is understood as an integrated part of a plan, while the

plan is the product of a plan which in the end planning is understood as a basic function of the management process.

In a strategy, there are several components that influence, both macro and *meso* as well as micro, namely the environment, conditions, vision or direction, goals, and objectives of a pattern that forms the basis for an embodied institution. Several aspects of the strategy or approach commonly used by PR practitioners in realizing their goals are community, persuasive, and educative approaches, PR social responsibility, collaboration, and coordinative and integrative approaches [42]–[44].

His integrated tourism destination development strategy is related to the public relations function that is carried out, namely as a transmitter of management policies to the public or tourists and conveying public opinion to improve the management or governance of tourist destinations. The assumption is that the success of RAO stakeholders in tourism development in the public eye can be seen from the existence of social learning and knowledge creation processes that form a pattern of harmonious partnership relationships. According to experts and researchers [35], [44], the value orientation of integrated tourism destination development can only be achieved when togetherness has become a necessity that is practiced. Furthermore, the implementation of PR in communication according to experts and researchers [45], [46] known as the 7-Cs public relations communication (PRC) which consists of credibility, context, content, clarity, continuity and consistency, channels, the capability of the audience.

Word of mouth communications (WOMCI). Most communication and interaction between humans is through word of mouth (WOM). Every day people talk to each other, exchange ideas, exchange information, comment, and communicate with one another. Most tourists who visit an area can find out more about the brand of goods or services due to marketing or WOMCI. This happens because the information from friends to friends is more reliable than information obtained from advertisements or mass media. Direct information can be added value and can be more trusted than information from brochures. In other words, individual influence is stronger than information from advertising.

Based on the results of the research above, it can be stated that word-of-mouth marketing is one of the most important tourism promotion tips and supports the realization of an integrated tourism destination development strategy in North Toraja Regency so far. This reality is by the views of experts and researchers [47]–[49] that currently, the power of WOM is starting to be realized and utilized by individuals and institutions, considering that advertising in the mass media is no longer effective. as a promotional tool because consumers can only remember five to seven advertisements per day. WOM

is more trusted than a salesperson and can reach consumers faster than advertising or direct mail because the strength of WOM lies in its ability to provide recommendations (referrals). This is in line with statement that in everyday life people are very happy to share their experiences about something. Thus, WOM is a non-formal communication tool that has an important role in increasing tourist visits to certain tourist objects.

WOMCI refers to the exchange of ideas, thoughts, comments, or perceptions between two or more consumers, neither of which is a source of marketing. It is understood that there are at least two main sources that produce WOMCI, namely reference groups, and opinion leaders. A group consists of two or more people who interact with each other to achieve the same goal, have the same background, and are not legal entities [50]. Important group forms include family, close friends, work partners, neighbors, and the practical community because these groups can become reference groups. that an opinion leader is someone who often influences the real thoughts, attitudes, or behavior of individuals or others.

The suitability of WOM as one of the promotional strategies in the development of integrated tourism destinations at this research locus is supported by expert opinions and research results [47]–[49], [51] that the marketing public relations (MPR) implemented by tourism destination or TAO managers are effective in increasing the competitiveness of its business. This MPR is carried out through publications, events, sponsorship, news, speeches, public service activities, and identity media. WOMCI conducted by tourists can help disseminate information about TAO quickly. Tourists also provide recommendations to other parties about TAO, tell positive things and encourage and influence potential tourists to visit certain tourist objects. The conclusion of is following this alternative strategy that there is a positive and significant effect of MPR on WOMCI. Thus, it can be made a proposition that the better the MPR, the better WOMCI about the tourism object being promoted.

To spur an increase in tourist visits to tourism destinations, proper promotion is needed. Experts and researchers [47]–[49], [51] offer an alternative that promotion is an important marketing mix in tourism development where MPR is one of the appropriate promotional vehicles to be applied. MPR is a series of functions and management processes that include planning, implementing, and evaluating programs that stimulate increased demand (purchases) and support the fulfillment of tourist needs and satisfaction through credible communication of impressions and memories. MPR is considered an important marketing strategy from time to time. MPR provides added value to the integrated marketing communication program in several ways, namely by creating market attractiveness before the advent of advertising in the media.

Observing the importance of the role of MPR in creating a communication pattern through WOM in the development of integrated tourism destinations in an area, the MPR is an actual, sharp, reliable source of informants for competent institutions or RAO. The reason is that MPR practitioners are also responsive in observing, studying, and solving problems encountered, both problems originating from within and from outside the RAO institution. MPR understands the condition of the company so that there are opportunities to receive input and process it to be synergized with cross-institutional programs in supporting the development of tourist destinations or TAO in certain areas. Based on this description, it can be understood that the purpose of revitalizing the functions and roles of the MPR is to make the MPR a balanced, communicative, and educational source of data, information, and knowledge for the community and TAO managers or owners. Therefore, the SMART revitalization of the function and role of the MPR can create a positive WOMCI in the context of developing an integrated tourism destination in Indonesia.

4. Conclusion

The development of integrated tourism destinations based on contextual marketing strategies or conventional marketing vis-a-vis digital marketing is related to the generic marketing functions carried out, namely as a strengthening of the tourism function as a leading sector for sustainable multi-dimensional development. The development context can be done contextually or conventionally (tourist marketplace) and virtually or referred to as "tourism marketspace" while still revitalizing the core elements of marketing, namely content, context, and infrastructure. The assumption is that the success of stakeholders in the development of integrated tourism can be seen from social learning and knowledge creation processes that form a harmonious partnership-collaborative relationship in the Hexa-helix pattern. The basic values and value orientation of integrated tourism destination development both contextually and virtually or digital marketing can only be achieved when togetherness has become a necessity that is practiced. Furthermore, to make the implementation effective, it can be done contextually vis-vis virtually – at least – through the 7C's public relations communication (PRC) approach which consists of credibility, context, content, clarity, continuity and consistency, channels, the capability of the stakeholders together with tourists as the basis of digital marketing that necessity now and in the future.

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