
Promotion Analysis of Marine Tourism in Indonesia: A Case Study

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Abstract:

Indonesia has much marine tourism potential to be developed, but there has been a significant decrease of visits to the main marine tourism destinations in Indonesia, one of which is Banten Province. Among the various factors that led to the decline of tourist visits, weak promotion strategy is suspected to be noteworthy. This research was conducted to analyse strategy and promotion activity regarding Banten Province during the last three years. The results show that the promotion strategy is not consistent with the strengths and opportunities that Banten Province requires and weaknesses and threats it must overcome to be a leading tourist destination in Indonesia.

Keywords: marine tourism, promotion and promotion analysis.

JEL Classification: M37, M21

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1. Introduction

Indonesia is a touristic developing country (Wiratama *et al.*, 2014). The country has much natural potential that has not been optimally cultivated. As the largest country in Indian archipelago, Indonesia has 17,499 islands with a total beach length of \pm 81,000 km (Lemhannas, 2017), which creates great potential for marine tourism in its territory. Almost every cluster of islands in Indonesia has its own characteristics, but based on the data, there are still many shortcomings to the existing marine tourism trends in each destination.

Marine tourism is based on the attractions of marine life and marine-dominated areas (Bahar and Rahmadi, 2011). Marine tourism is an activity to enjoy the beauty and uniqueness of natural environments in the coastal areas and sea and other recreational activities that support them (Orams, 1999). Marine tourism utilises the potential of maritime nature as a tourist attraction and also contains tourism activities done on the surface of the sea that cannot be separated from the existence of its ecosystem rich in the diversity of marine biota (Bahar and Rahmadi, 2011).

The development of communication and information technology has led to changes in the tourism industry; visitors can easily travel independently using the information provided in various online media platforms. In general, this minimises the role of travel agents previously required by tourists, especially to plan and to take care of their various needs during the tour (Pike, 2005).

Banten Province is one of the marine tourism locations in Indonesia with further potential. Its landscape is dominated by coastal areas and islands with widths of 11,134.22 km². As a province located on the western side of Java, Banten provides shelter between Java and Sumatra. The coastal areas of Banten are rife with beautiful beaches and diverse underwater treasures. Banten has a substantial tourism potential, so it has become one of the most visited destinations, especially for tourists from Jakarta and its surrounding areas. Each tourist area in Banten also has the characteristics of different resources and develops as a national and even international tourism destination.

In addition to the potential of great marine tourism, the travel agency network in Banten has recorded 100 travel agencies. Data from the Ministry of tourism also show an average decline of 2% for overseas tourists to Banten over 3 years and nautical visits nationally are 1.95% or 0.5% smaller than the average national tourist visit (Ministry of Tourism Republic of Indonesia, 2016).

With this background, the problem formulated in this research is, what kind of promotional strategy will increase the domestic tourist visits to Banten Province? The objective of the study is to analyse strategies and promotional activities regarding Banten Province.

2. Conceptual Framework of the Study

2.1 Promotional Strategy

Promotion is an important part of the marketing method (Beirman, 2003; Kitchen and Burgmann, 2015). For the promotion to run effectively, the tourism company must use a marketing strategy for its products. Rowley (1998) supports that promotion is a flow of information or one-way persuasion to direct a person or organisation to actions that create exchanges in marketing. It can be concluded that strategy and promotion are interrelated in marketing activities. Promotion strategy is a communication with the consumers through the delivery of messages about the condition of a product. Promotional activities should be well planned to create a conducive atmosphere where consumers can become informed and then become interested in the product being promoted. Related to promotion are various activities and models that have various elements that can be combined; this condition is called promotional media (promotional mix). According to Mangold and Faulds (2009), promotional mix is an effective combination of strategies including advertising variables, personal selling and other promotional tools, all of which are planned to achieve sales program objectives.

Marketing is a managerial and social process whereby groups or individuals get what they need and want by offering, exchanging and creating something (Jamal and Getz, 1995; Kotler and Gertner, 2002). Marketing is an overall system in the context of business activities (Synodinos, 1990). These activities are aimed at planning, pricing, promoting and distributing goods and services according to consumer needs. There are three main elements in the marketing concept: (1) Consumer/market orientation; (2) Profitable sales volume; (3) Coordination and integration of all marketing activities.

2.2 Development of the Tourism Industry

Tourism has become one of the largest and the most dynamic industry sectors in the world (Han and Hyun, 2015; Mowforth and Munt, 2015; Katrakilidis *et al.*, 2017; Novokreshchenova *et al.*, 2016). In this growing industry, the number of people involved globally is ever-increasing. Tourism in the 21st century has provided clear evidence that the industry will continue to expand. Buhalis and Costa (2006) note that from 'only' 25 million international arrivals registered in 1950, the number continued to increase during the turn of the century to 700 million; this phenomenon generates a large proportion of Gross Domestic Product in most countries of the world. In Indonesia today, tourism is significant for bringing in foreign tourists and accessible jobs. According to the Minister of Tourism (Yahya, 2015), Indonesian tourism is considered to have advantages in terms of destinations and prices.

Developments in the tourism industry have been noted since 1950, and these developments are based on two things; factors leading to demand growth and

positive changes in supply and market availability that facilitate the growth of the industry (Gartner and Bachri, 1994; Buhalis and Costa, 2006). The first factor for the advancement of tourism is influenced and supported by growth in terms of market demand and built on improvements in the living standards of the world's population, reduced barriers from marketing and the growth of global free trade, the emergence of the globalisation phenomenon and transnational corporations, population growth, increase in language skills, the growth of updated industries such as technology and information, world peace and the growth of professional and community associations belonging to the same professions, hobbies and interests.

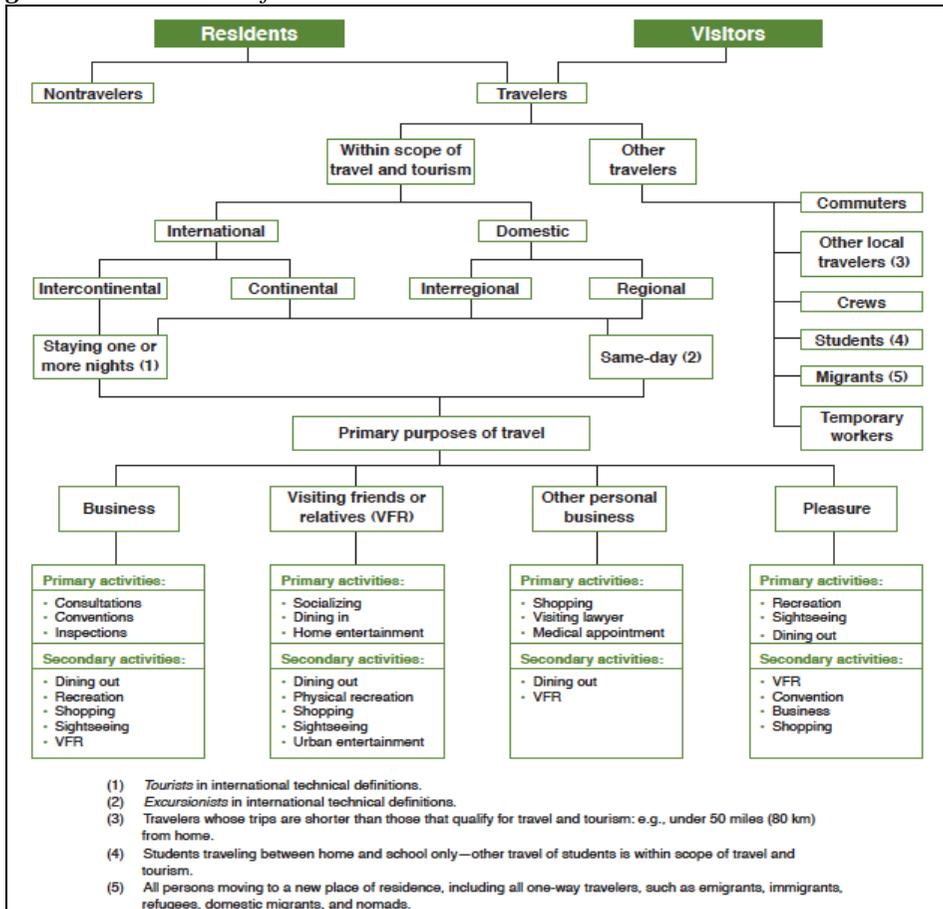
The second factor affects the growth of the tourism industry in terms of supply and demand. This factor was created for several reasons, namely, the creation of bigger aircraft in the early 1960s, increasing number of fast trains in the 1980s and 1990s, growth of mobility associated with the ownership of private cars, improvement of health in various tourist destinations, construction of facilities such as meeting and exhibition centres, specialist intermediary growth providing business travel services, marketing activities from various travel agencies and availability of new services such as business class in aviation products (Munar and Mari, 2011).

2.3 Tourist Classification and Tourism Product Coverage

According to Goeldner and Ritchie (2012), tourists can be divided into several categories either based on travel coverage or main purpose of the trip. This categorisation aims to separate tourists from non-tourists and residents (of a region) from visitors. The categories can be seen in Figure 1 below. In the figure, tourists are categorised into two main sections; those within the scope of tourism and those beyond the scope of tourism. People outside the scope of tourism are commuters, other local travellers, crews, students, migrants and temporary workers. These people are separated from the different categories of the travel and tourism communities with the assumption that travel is not based on the motive for travel, such as trips made for migration or travel from home to office/school, as well as the assumption that travel is conducted no more than 50 miles (80 km) from the home (the size of this distance is stated in the definition of a travel tour declared by the United Nations World Tourism Organization) (Theobald, 2005).

Tourists within the scope of tourism as shown in Figure 1 are those who travel based on the need or desire to travel, whether traveling within the country, between countries or to other continents. The travel agent category within the scope of tourism is also divided into groups with the primary and additional purpose of travel. The main purpose can be business needs, visiting relatives, other personal needs such as shopping or pleasure intentions like recreation, sightseeing and others. Although the main purpose of travel activities by people in the above categories varies and may not be solely for fun, behind the main purpose of a trip such as business travel there are also motives to participate in tourism and consume tourism products as a secondary or additional purpose.

Figure 1. Tourist Classification



Source: Goeldner and Ritchie, 2012.

Tourism products are the range of products (goods and services) selected for use or consumption by tourists during their tour. These products are in an ‘operating sector’ of the tourism industry. This includes the sectors that represent what is considered by the general public as the concept of ‘tourism’ (Goeldner and Ritchie, 2012).

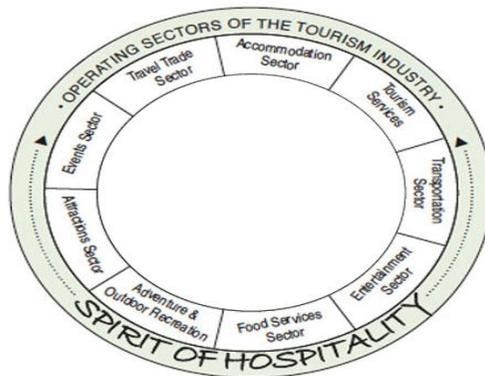
As shown in the Figure 2 the operating sector of the tourism industry consists of several fields with products that can be used or consumed by tourists.

2.4 Tourism Development Strategy

Implementing tourism planning requires the tourism development strategy to accommodate the role and duty of the element of tourism by empowering tourism potential related to marketing strategy and product development strategy (Inskip, 1988; Jain, 1989; Ulaga and Chacour, 2001). Media for promotion can be through crisis centres (press conferences, press releases and website services), media centres

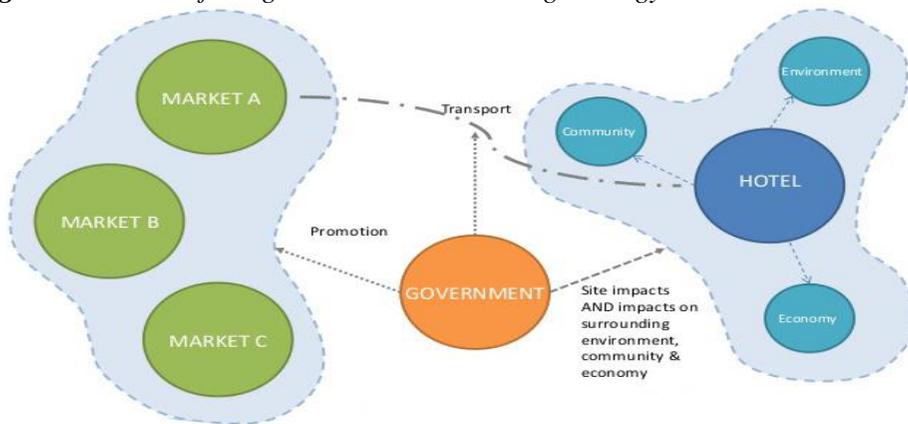
(personal services, informal sector correspondence and TV coverage) and information services (print promotion, audio visual promotion) (Bolan and Williams, 2008; Leung *et al.*, 2013). While associated with product development, strategy can be achieved through two ways; the development of tourism based on populist economy and emphasis on the localisation and authenticity of tourism products (Figure 3). Tourism based on democratic economy must be able to improve the prosperity of the society, especially for those less fortunate so that they can come to enjoy improvement of life quality (Tremblay, 1998).

Figure 2. *Tourism Operations Sector*



Source: Goeldner & Ritchie, 2012.

Figure 3. *Pattern of Integrated Tourism Planning Strategy*



While the definition of tourism product development is focused on the localisation and authenticity of the uniqueness and distinctiveness of cultural arts and natural conditions, these are also the advantage and reliability of tourism that must be preserved because they are a trending tourist resource.

3. Methodology

The approach used in this research is a qualitative analysis on a certain case. In this study, the role of travel agencies in promoting tourist areas became the focus of research. A more specific understanding built on the development of theory, which is the collaboration of specific theories (Gioia *et al.*, 2013). A qualitative analysis was also selected to be used in this study related to the need to explore and explain phenomena and to develop theories.

Primary data in the research comes from a focus group with 15 travel agents in Banten. The data collection method in the research was carried out in two ways, i.e. focus group discussion and observation. The reason for choosing focus group discussion relates to the role of informants. They are considered important in the research because they can give information regarding the research subject, they can offer suggestions on other sources of evidence supporting the existing data and they can develop access to the related sources. The second data collection method was carried out with a kind of direct observation and non-participant observation, specifically when implementing direct and participant observation in the research as: (1) Direct observation, i.e. by observing interaction among the travel agency in social media. The observation is carried out by opening access to the social media of travel agency by utilizing "*tracking*" features for each informants; (2) Participant observation, i.e. the researcher joins as members in travel agency social media.

4. Results and Discussion

Based on the results of the focus group discussion with 15 travel agents in Banten, there are several related issues that can be considered. In the FGD, it can be concluded that the decreasing trend of marine tourism will improve if the governments of the district, city, province and ministry provide facilities and infrastructure to the location of tourist destinations.

Banten has great marine tourism potential with natural beauty and extraordinary underwater wealth, but the marine tourism trends in Banten are inseparable from the characteristics of the tourists themselves, which generally come from the middle economic level. Demographic conditions are then related to the preferences of selected tourism activities, with consideration of cost and time efficiency. Local tourists visiting the marine tourism area of Banten are primarily individual tourists and families or groups part of touring activities and gatherings. It also shows that the trend of the marine tourism market in Banten, especially for domestic tourists save opportunity for the effort of increasing the flow of visits. This refers to Ilahude and Kamiludin (2011) and Halim (2014), who indicated that the marine tourism in Banten can be packed for various interests, including both private and social/group trips. For foreign tourists, the preference trend of marine tourism destinations in Banten leads to Umang Island, Ujung Kulon, Handelem and Pecak Island. The preferences of foreign tourists are not independent of their characteristics as

travellers. In general, foreign tourists visit marine tourism locations based on specific goals and interests; for example, people who have an interest in sports diving will choose a marine tourism destination that has a beautiful and diverse underwater environment. These results are in accordance with research stating that a shift from the public media consumption pattern, in general, can be used as a guide to determine the most effective and efficient media selection to reach domestic tourists throughout Indonesia (Komppula, 2014).

The rapid development of communication and information technology and internet access that is increasingly simple and available became an opportunity for every marketer and institution/organisation to deliver promotional messages through media in the network. Social media has become an important part of daily life for most people, who primarily use it as a source of information. Proper planning is needed by focusing the placement of Indonesian marine tourism promotional messages on various social media platforms.

The results of this study support the results of research concluding that promotional messages are not only one-way, with the use of website, blog and social media management (Zeng and Gerritsen, 2014; Dwityas, 2016). By considering the characteristics of interaction within the network among users, promotional messages should be developed by building positive conversations about the attractiveness of Indonesian marine tourism among fellow travellers. Conversations and discussions in communities, especially those with travel-related travel, will positively influence the level of awareness and motivation for potential tourist visits. Broadly speaking, the government and various stakeholders concerned should be aware that the involvement of fellow travellers is crucial in the digital era.

Although the role of social media is a great opportunity for the implementation of advertising strategy and tourism promotion, the role of conventional media can also not be ignored. It is clear from the results of surveys and FGD that many tourists are still very affected by and interested in the materials obtained from conventional media, especially television (Riley and Van Doren, 1992; Hays *et al.*, 2013). Hard selling and explicitly end or sing promotive messages are being abandoned, but the people, especially tourists, are beginning to turn their attention to feature television shows and documentaries specialising in travel. Through these events, many tourists who later have more knowledge of a tourist attraction in Indonesia are then motivated to visit.

Some of the most popular television shows in Indonesia are *My Trip My Adventure* and *Celebrity on Vacation* aired by Trans TV and Fishing Mania, which are broadcast by Trans 7. From a brief observation, these television programs have been successful in giving the impression to viewers that touring various attractions in Indonesia is an activity that can be done by everyone, even though it must be through the access-access transportation and travel that is not always easy.

Regarding the purpose of increasing visits, pricing and service strategies need to be implemented with the cooperation of the government to make rules related to the standard of service and product prices that can be obtained by all tourists, both domestic and foreign. The goal is to increase tourist visits to various marine tourism destinations in Indonesia. In addition, another goal of standardising the price of services and products is that this can be a gap for travel agencies to sell products with the highest price (Huybers and Bennett, 2003; Newsome *et al.*, 2012). Therefore, with the existence of clear rules, expected price competition between travel agency can be minimised.

Standardisation of prices for services and tourism products is an important consideration, especially since this is also a finding in the implementation of surveys and FGDs. The absence of standardised services and tourist products becomes one of the threats that negatively affect tourist visits (Chen and Gursoy, 2001; Ye *et al.*, 2014). With this implementation, it is expected that potential tourists will feel comfortable and calm during tourism activities (Sanchez *et al.*, 2006; Arnegger *et al.*, 2010).

5. Conclusion

The number of marine tourists in Banten-Indonesia has decreased significantly. Factors such as pricing, distribution/operation sector, and promotion have an important role in marine tourism marketing. Consumers and market competition also provide challenges for the development of marine tourism in Indonesia. Regarding marketing communications, these issues should be included in the list of factors that should be avoided when delivering marketing and promotional marketing materials.

In addition to the problems, this research has also mapped the advantages possessed by the marine tourism market in Indonesia, to encourage investment in marine tourism development and to positively affect the product. One of the main advantages of Indonesian marine tourism is its natural resources. Other attractions include culture and cuisine. These three main advantages can serve as excellent marketing points. The advantages of natural resources and cultural and culinary riches should appear in every marketing message as a major attraction for potential travellers. Meanwhile, other advantages derived from external factors should also be noted to complement the marketing communication strategy to support the development of the marine tourism destination of Indonesia.

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