

Promoting New Tourism Destination: Towards Effective Marketing Strategy

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ABSTRACT

Popular destinations and tourism products are able to attract tourists and thus increase the socio-economic population of the locals. The journal aims to look at marketing strategies in enhancing the effectiveness and efficiency of tourism products in a tourism destination. Among the topics to be addressed are marketing strategies, industry chain, tourism clusters, electronic marketing that enable increased effectiveness in promoting tourism destination. This journal provides insights on a holistic approach to destination marketing, planning and implementation and proposing rules that include approaches that contribute to the increasing number of tourists to specific tourist destination. The factors that influence the effectiveness and development of a tourism destination are dependent on the digital marketing approach and the cluster will be emphasized. This journal will also see the complexities that arise in the field of destination marketing because of the various stakeholders involved and the nature of the tourism product itself. This journal also concludes that effective marketing strategies, product inclusion and enhancement in terms of promotion using digital marketing and social media will increase the popularity of a tourist destination.

KEY WORDS: *Marketing Strategies, Destination Marketing, Tourism Cluster, Industry Chain, Digital Marketing*

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I. INTRODUCTION

Tourism is one of the world's leading industries, representing 7% of total world exports and 40% of services exports. At the same time, travel and tourism directly generates 108 million jobs and additionally supports a total of 284 million jobs worldwide (1 in every 11 of all jobs is tourism related). According to UNWTO, international tourist arrivals (overnight visitors) increased by 3,9% in 2016, reaching a total of 1,235 million. International tourist arrivals worldwide are expected to reach 1.4 billion by 2020, and 1.8 billion by the year 2030 (UNWTO). Following the developments, a tourist destination should be more creative and unique to develop a competitive tourism destination (AnuarEtal 2012). Travel is a series of holiday experiences achieved through the combination of various products and services. In this regard, the approach to the downstream linkages of the downstream industry is crucial to ensure that a tourist destination is viable and can attract many travelers. The destination can be described as a place where individuals or groups come to visit for vacation. (Gunn 1994; Carlsen 1999) defines the destination as a geographical area that contains development aimed at meeting the needs of visitors.

In the global tourism market there are many aspects to look for in order to ensure the effectiveness and efficiency of destination marketing involving the use of appropriate approaches, human resources and the use of adequate tools and techniques for a destination marketing promoter. This concept is needed to ensure that the supply in the travel industry is always meeting the demand and experience of tourists. It is recommended that special focus on marketing strategies should be adopted and implemented by a destination marketing promoter. Today's travel destination faces a set of new challenges arising from changes in users and the environment. It is estimated that only destinations that recognize the changes taking place in the market and respond proactively, will continue to succeed in the future. Therefore, a specific strategy is necessary to address a more challenging competitive environment.

The first part of the journal, will outline the systematic current marketing method and industry chain approach. The second part will investigate the key aspects of the tourism cluster, namely the incorporation of applications, activities, contributions and benefits that contribute to enhancing the effectiveness of destination marketing. The third part will highlight the methods of addressing two very important destinations of destination marketing that is to face the competitive market through strategic marketing and digital marketing approaches such as information and communication technology (ICT) into various fields, the importance of social media as a marketing medium that is efficient and the establishment of a destination management system.

1.2 Current Marketing Method

Traditionally, each tourist destination area plans place strength based on the strategy of managing either product-based or resource-centered way. As previously mentioned tourism is a series of experiences achieved through the combination of various products and services. For travelers, this product is a whole experience, covering all product components, destinations, services, employment, environment and other aspects. Middleton and Clarke (2001) overall travel deals can be defined in terms of five major components, namely: attractions; facilities and services; destination accessibility (transportation); images, brands and perceptions; price to visitors. According to Poon (2002), tourists generally feel and value their visit as an experience, although various services are offered by different operators. In fact, their visits consist of series arranged by service providers, operating separately.

The importance of marketing an area can be seen when discussing travel centers, travel products or destination products. Promotion without prior strategic marketing methods is a common mistake that often occurs due to the application of inappropriate marketing principles and the need to avoid political and cultural complexities in reconsideration of its strategic and management actions. The marketing concept applies the basic principle of marketing through translation of place characteristics as a service-based product that can be marketed to customers (Fatimah, 2009). Marketing activities face the challenge of fierce competition and the ability to introduce more competitive products is essential as a marketing strategy. Basically, the most important issue about the product is that it needs to meet the needs, wants and expectations of consumers. Quality factors such as diversity of choices, design appropriateness, packaging methods, usage benefits, and various product contributions should be taken into account to attract customers (Kotler, 1986). Traditional marketing techniques need to be modified to a new perspective as it can help towards achieving tourism sustainability goals.

1.3 Industrial Chain Approach

The industrial chain approach illustrates the number of activities or industry players involved in offering all services and related travel products and is a series of structured and integrated businesses. Most tourists expect a series of services that enable a wide range of options and experiences that involve many activities related to each other. For example, a travel agency offers a series of services that include transportation, accommodation, shopping, catering, entertainment, and more. Ryan (2002) suggested that it is necessary to increase value through the involvement of local communities in a manageable and fair manner. This approach requires cooperation and networking between the major components of the destination. Hence, destination marketing involves many stakeholders and complex product offerings (Machlouzarides, 2010; Middleton et al., 2009). Estimated destinations are among the most difficult entities to be managed and marketed due to the complexity of relationships between stakeholders (Buhalis, 2005; Pike, 2004). The complexity and interdependence among stakeholders has resulted in the delays in determining tourism products and services that need to be highlighted and marketed. In addition, there is an increasing demand for destination marketing, due to high customer expectations and competition between destinations (Middleton et al., 2009; Pike, 2004). Marketing partnerships are important as most destinations need to compete globally. Destination marketing functions and activities must be supported by destination marketing promoters aimed at managing the tourism system; enhancing regional tourism competitiveness; increase the attractiveness of the destination; improve destination performance and improve marketing effectiveness. From the above discussion, it is clear that the strategic marketing approach makes a comprehensive marketing involving all industry players, activities, facilities and support services. Travel destinations also have a wide range of offers which means promotional and marketing activities of a destination often involve a combination of several relevant agencies at the district, state and national levels. Coordination among these agencies is very important in translating the concept of the industrial chain.

1.4 Tourism Product Clustering Approach

Tourism is becoming an increasingly important sector for many economies worldwide. It owes its dynamic development to the growing demand for tourist products and services. The concept of clustering is becoming increasingly popular in tourism, which is evidenced by the constantly growing number of co-operative links joining together different entities involved both directly and indirectly in offering tourist products and services. The notions of “tourism” and “tourist” have acquired new meaning, and now cover a whole range of different forms and behavior, from classical guided tours (qualified tourism) through active recreation (sports tourism), health and business tourism, to trips to the Earth’s most remote and most difficult corners (extreme tourism, agro tourism). Each of the many types of tourism attracts clients with different likes and needs. Satisfying all these expectations and needs requires tourism organizers to act toward reconciling two contradictory concepts: specialization and versatility, which is impossible. Well, almost. In certain circumstances combining even the most unrelated tourist products and services is doable, but is connected with giving up actions aimed at close co-operation with other, often competitive entities. Clusters are the best form of such co-operation.

Today the traditional clusters are less often associated with geographical proximity of entities creating such links (technological progress, easy communication, digitalization of the world allow remote, online co-operation), these aspects remain decisive in creating and developing co-operation links. In tourism, the starting point for cooperation between numerous entities in order to join their potential, use the effects of synergy and scale, is big attractiveness of a given area, measured by the number of natural attractions, human activity as well as events and attractions. Accumulation of this type of attractions in one area translates into the creation and development of tourist regions. It is in such regions where entities providing tourist services can and should create co-operation links. The natural potential (attractiveness) of a region constitutes a foundation on which to build a cluster, but its functioning and development require also other elements in the form of infrastructure, service providers and suppliers, business environment, as well as public institutions, which, as in no other sector of the economy, can become involved in the activities of a cluster by participating in its costs and benefits. Tourism is the best-suited sector for an efficient use of the potential of clusters. The nature of a tourist product – comprised of cultural and environmental attractiveness of a place, its brand, hotel services and access to qualified guides – help entrepreneurs act together. Common action can result in enhancing tourists' enjoyment of staying in a given area by offering them a comprehensive tourist offer. All this will create opportunities for synergies and mutual co-existence to achieve the ultimate goal of a destination which is a satisfying holiday experience for its visitors (Michael, 2003; Poon, 2002; Saxena, 2005). The tourism industry is continuously facing a very competitive environment and the global marketplace no longer involves a single business but rather a related or nearby geographic destination that is detailed in the tourists. Interesting clustering concepts began in the 1990s, a new partnership form based on mutual participation in the tourism sector to achieve the same objectives. (Porter, 1998) defines clusters as a continuation of several interrelated destinations, specialized providers, supplier services, relevant industry firms, and related institutions (for example, universities and trade associations) in certain areas that compete but also collaborate.

1.5 Strategic And Digital Marketing Plan

The objective of marketing a destination is to bring about the development of the local economy and create a competitive area, thus contributing to the concept of 'product' or 'commodity' or 'goods' that is the identity of a place of tourism. The importance of marketing an area can be seen when discussing travel centers, travel products or destination products. Promotion to market a region contains something more complex and diverse in dimensions. Promotion without prior strategic marketing methods is a common mistake that often occurs due to the application of inappropriate marketing principles and the need to avoid political and cultural complexities in reconsideration of its strategic and management actions. As one of the strategic plan processes, area marketing is planned as a whole under one strategic management point of view. Tourism takes place in complex, dynamic and sustainable environmental changes that must be monitored and tailored to all corporate tourism. Today's industry faces a new set of challenges that arise from changing tourist behavior and environmental conditions (Middleton et al, 2009).

The tourism marketing strategies are seen as a rebranding approach to tourism based on the strengths of tourism destination. For the purpose of rebuilding tourism destination, there are various plans to re-branding tourism products that show a new dimension that is more comprehensive in line with the world tourism industry trends. Edgell et al (1999) proposes an approach to strategic marketing in the tourism industry, emphasizing the quality, efficiency and effectiveness of the marketing process. In implementing a strategic marketing plan, it should also include long-term and short-term planning such as upgrading of tourism services, continuous collaboration with tourism operators and effective management of travel destinations that are more organized based on current tourist trends and expectations of potential market targets. In carrying out the marketing and promotion activities of a tourism destination, product branding aspects need to be emphasized. According to Lau and Leong (2004), in order to brand a specific destination, it should have its own criteria either through a creative logo or symbol to make it more special and unique and able to attract tourists. For example, India famous for the TajMahal Palace, Eiffel Tower is symbolic of Paris, the longest known Great Wall in China is one example of a tourist destination that is able to attract tourists to enjoy diverse tourism products based on experience observation, observation and feeling by tourists. However, this approach should be supported by community involvement in forming a new transformation in the development of a tourism site. Strategic marketing methods also refer to advertising through the mass media and electronic media despite the fact that advertising is a costly, highly effective and accurate marketing tool on the target of using slogan and campaign as a process of promoting a destination. For example; the Visit Malaysia 2020 campaign. In addition, participation in carnival, exhibitions and event at domestic and international levels is also one of the travel marketing medium of travel. Strategic marketing methods also refer to advertising through the mass media and electronic media despite the fact that advertising is a costly, yet cost effective marketing tool as well as the use of slogans and campaigns as a process of promoting a destination. For example; Visit Malaysia 2020 campaign. In addition, participation in domestic and international carnival, exhibitions and events is also one of the marketing mediums for a tourist destination.

The increasing role of digital marketing has affected the way businesses promote their offerings to existing as well as new customers. The need for digital marketing has been felt like never before in the tourism industry wherein customers have instant access to all kinds of information on the latest offers and best prices. Today digital marketing plays a critical role in the success of each business which exists in the tourism industry. 2018 is shaping up to be another banner year for the travel and tourism industry, and consumers are seeking vacation experiences more than ever before. The hotel sector is expected to witness a record \$170 billion in bookings this year, while cruise companies are expected to welcome 27.2 million passengers – the most ever in a single year.

Digital marketing provides the possibility to target a much larger audience than the traditional marketing does. It is also much easier to track the success rate of a digital marketing approach due to remarketing methods, paid and organic search and reach as well as display. Social media platforms are the go-to place to gain information from people who have already completed their experience or other individuals that are interested in and individual that keen to comment about it and interact with other people who have similar preferences. The major reason tourism industries are so successful at adapting digital marketing strategies is because they carefully analyze how people interact with surrounding environments while travelling. These insights help them recognize existing customer needs and give travelers what they want to create the “wow” effect and ensure repeat sales. As for that reason, digital marketing will be the best method for destination market organization by strategizing the method, trend and market segment.

1.6 Conclusions and Recommendations

Marketing tourism destinations require the cooperation of all parties including government agencies, private parties and tourism product owners. Based on this writing, it can be concluded that holistic marketing methods need to be implemented as a result of improving the quality of products, services, downstream industries, and community involvement is urgently needed. Constraints in traditional marketing methods such as telecommunications networks, logistics and geographical conditions of tourist destinations, local community involvement which makes the product difficult to market. The recommendations given are to implement the method of combining several tourism destinations (clusters) and to promote the destination on one platform. This method can make the destination fully promoted including other tourism downstream products such as accommodation, food, souvenirs, transportation and others. This systematic method can save time and cost.

Travel marketing promoters should be smart and alert to the current situation and emphasis should be placed on digital marketing methods in line with the latest technological advances. The sampling of information using the digital marketing method is more efficient and the feedback for improvement can also be obtained accurately and quickly. The use of social media is also seen as one of the most effective mediums today and meets the target market. However, tourism marketing promoters should always ensure that the products marketed are in perfect condition and not confuse tourists as the negative feedback received will be easily disseminated in cyberspace.

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