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Tourism destination planning strategy: analysis and implementation of marketing city tour in Bali

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Abstract

Abstract This study aims to investigate the characteristics of domestic tourists visiting Bali, the position of the competition among 12 tourist destinations in Bali and the preference of the tourists to twelfth tourist destinations in Bali. The research used purposive sampling method with total sample of 100 who visited tourist attraction in Bali. The analyzed data used Multi Dimensional Scaling. Data were analyzed using descriptive statistical analysis Multidimensional Scaling. The result of analysis were characteristics of the respondents who visited 12 tourist attractions in Bali came from 27 cities in Indonesia. They were highly interested in Sanur and Kuta, followed by Nusa Dua and Jimbaran. The positions of tourist attractions could be grouped into four relative positions; two groups of tourist attractions were positioned to have similarities or proximities and two groups were positioned to be different or less similar.

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Keywords: planning strategy; tourism destination; city tour; analysis; marketing.

1. Introduction

Within the context of tourism, a tourist destination refers to a place marketed by various stakeholders of tourism; as a result, the term *marketing places* appears (Kotler *et al* 2000: 21), meaning that a product of tourism may also be a place. As described by Kotler and Keller (2009: 6); Kotler *et al* (2010) that an entity that can be marketed is made

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up of 10 items, ranging from items, services, experiences, people, places, property, organizations, information to ideas. The entity of the product of tourism constitutes an accumulation of the experiences of tourists starting from when they land at an airport to when they get back to their countries.

The elements of a tourist destination is described in different ways by the researchers such as Mill and Morrison (2009:7; 2012: 7); Cooper *et al* (1993: 3); WTO (2012). According to Mill and Morrison (2012), Tourist Destination (TD) is frequently referred to as Destination Mix (DM), which is described with the following elements:

Attraction, Facilities, Infrastructure, Transportation and Hospitality (AFITH). Furthermore, according to Cooper *et al.* (1993; 81), the tourist destination elements are made up of four, frequently referred to as 4A such as a) Access, b) Amenities, c) Attraction, and d) Ancillary. According to the World Tourism Organizations (WTO, 2012), there are six elements of tourist destination such as amenity, access, attractions, human resources and price. Cooper *et al.* (1993) describes a tourist destination with four elements; Hsu *et al.* (2008) and Mill and Morrison (2012) describe a tourist destination with four variables. The three main components of a tourist destination are made up of facilities, infrastructure, and tourist destination. What is meant is that a tourist destination is a combination of various elements which give different experiences with the same objective, namely, satisfying the tourists' last experience.

Ritchie and Crouch (2010: 24-32) and Echtner, and Ritchie (2003). describes the competition among tourist destinations using 36 attributes which can be basically classified into two; they are the main factor and the sub-main factor. The main factor is made up of 5 attributes labeled 1) Core Resources and Attraction, 2) Destination Management, 3) Qualifying and Amplifying Determinants, 4) Determinant Policy, Planning and Development, 5) Supporting factor and Resources. The sub-main factor is made up of 31 indicators; they are 1) Physiology and climate, 2) Combined activities, 3) Culture and history, 4) Tourism superstructure, and 5) Security.

After determining the classes of competition, a company can determine its position based on the role it plays in the target market (Kotler, 2000: 262). Such three positions are becoming the market leader, the market challenger, and the market follower. Furthermore, it is explained that a market may be controlled by the market leader (40%), the market challenger (30%), the market follower (20%), and the recess market follower (10%). The company which becomes the market leader will be able to determine price, distribution and promotion; as a result, it can subjugate its competitors and obtain the highest benefit. The steps taken by the company which becomes the market leader, according to Kotler (2000: 262), are: 1) finding out the way of enlarging the market as a whole. Hall, (2008: 171) ; Gunn, 199; Inskip (1991) describes the competition that occurs in the field of tourism requires good planning and sustainable so as to produce a sustainable satisfaction. Planning tourism destination has a strategic role in positioning tourism destination and provide a variety of alternatives to tourists. A tourism destination is also the place where there is competition and cooperation with various tourism stakeholders (Hall, 2008: 191; Prideaux *et al*, 2006; Veal, 2002).

Bali, as one of the tourist destinations in Indonesia, is certainly in the position of competing against the other provinces in Indonesia. It has 113 tourist attractions spreading in eight regencies and one city in Bali. This study is intended to identify: 1) the characteristics of the Domestic Tourists visiting Bali; 2) the position of the competition among 12 tourist destinations in Bali and 3) the preference of the domestic tourists to 12 tourist destinations in Bali.

2. Methods

This present study is a quantitative one using one of the multivariate analysis methods, that is, Multidimensional Scaling (MDS) and Correspondence Analysis (Hair *et al*, 1958: 519). This present study is also supported by an interviewing activity in which the interviewees were some tourists and tourist attraction management (Jennings, 2001: 133).. This study was conducted in 12 tourist destinations in Bali (Kuta, Tanjung Bena, Jimbaran, Nusa Dua, Sanur, Medewi, Tanah Lot, Ubud, Kintamani, Lembongan, Tulamben and Lovina). The scope of the present study included the survey of domestic tourists to whom questionnaire was distributed. Such a questionnaire was used to measure the competitive position of each Tourist Destination in every regency and one city in Bali. The tourists to whom the questionnaire was distributed were at least 16 years of age. The data were analyzed using Multidimensional Scaling (MDS) technique in order to determine the relative position of one object from the other objects based on the similarities they were supposed to have (Hair *et al*, 1993: 519; Wijaya, 2010: 119; Santoso, Singgih, 2011; Malhotra (2002: 542).) and their professions using the analysis of correspondence (ANACOR) (Hair *et al*, 1998: 519).

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