

Chapter 2

TOURISM MARKETING

Tourism marketing carried out by the Department of Tourism, Art and Culture as N T O of Indonesia to establish a branding image

- A. Analisa pasar / Market analyze**
- B. Promosi / Overseas promotion**
- C. Bina Masyarakat / human resources developmnt / (HRD)**

A. Analisa pasar (Market analyze)

Objectives. Corporate, group package, or individual Observasi aset yang dimiliki

- Produk apa yang dimiliki – kind of products**
- Identification of products - Product identification**
- Sarana infrastructure dan superstructure dan accesibility**

Market survey

*** Economical review**

Income per capita of the target consumers

Average income of expected visitors

Diposeable income for traveling to our country

*** Consumer characieristics in market**

Group package or ondividual tour

Lama kunjungan

Visiting traditional products or special interest

Travel nice or adventure

Sifat masyarakat dalam berbelanja (konsumtif, ekonomis, efisien atau boros)

Sifat kekerabatan dalam berbelanja misal belanja souvenir sbg oleh oleh utk keluarga, handai taulan, dll atau untuk dijual kembali kepada kawan

- **Travel expectation. Expektasi dalam melakukan perjalanan ke luar negeri**
- **Visit motivation. (motivasi kunjungan)**
 - Family visit**
 - Holiday & leasure**
 - Education**
 - Meeting & convention,**
 - Religion**
 - People and culture**
 - Sport**
 - Honeymoon**
 - Insentive travels**
 - Special interests. adventure and find something new**
- **Kind of resorts or attraction preferred**
 - Beach resort**
 - Mountain resort**
 - Volcamo**
 - National parks**
 - Cultural heritage and village**
 - Prerforming arts and culture**
 - Historical sites, etc**
- * **Lain lain**
 - Jenis akomodasi yang diperlukan ; star or non star hotel**
 - One room for one person or sharing**
 - Mode informasi yang mereka peroleh**
 - Jumlah penduduk / umur potensial melakukan perjalanan wisata**
 - About insentive tour - Jumlah rata rata perjalanan insentive per year**

Observasi perkembangan kompetitor di pasar

Hasil suvey tersebut diatas kita dapat menentukan 'tourist profile' suatu pasar dan berguna sebagai acuan dalam menentukan teknik promosi yang paling tepat diluncurkan ke suatu pasar atau bahkan ke suatu generating country

B. Promosi luar negeri by N T O (Overseas promotion)

Publicity. Distribtion of promotional materials.

Free distribution of guide books, brochures, posters, leaflets, folders, magazines, info sheets, etc, to embassies, Garuda networking overseas, tour operators, travel agents, universities, UN library, consumers, and other Indonesian institutions overseas

Also in Garuda seat pockets or other international carriers

Familiriaziation tour. Tour of travel writer to tourist resorts, tourist

attractions, hotels, etc and explore facilities available as writing materilas on his publication such as guide books, travel magazines, etc.

This activity is carried out under coordination of embassy of Indomesia, Garuda, Indonesia promotion board, overseas with Dep of tourism, regional tourist offices, hotels and realated instutions in visited regions.

Educational tour. A visit of tour operators, travel agencies, tourist Information officers to tourist resort and tourist attractions, hotels, etc and explore facilities available such as tourist buses, international restaurants, guides etc including pricing items as materilas on calculation tour packages.

Participation on tourism events and Seminar. Taking part on reguler international tourism fairs and trade aimed at getting shares of consumers in market and inviting

related tourist agencies as our networking in expected countries.

Advertising . Promotion through media TV, internet, radio broad- casts overseas.

Billboard set up on strategic locations overseas such as at airports or Centrums, and central stations

Attn ; Free shopping bags at super markets

Calendar of events. Organizing shecduled events throughout the country and made a publicity for promotion overseas like a campaign of Visit indonesia year See Core events, major events, and supporting events

Personal services or selling. Service of information upon request of person by person through correspondence or e mail

Taking part on any tourist business such as Travex / table top, or any business deal

Travel news distributed to hotels, resorts, travel agents

Promosi pariwisata harus sesuai segmentasi komsumen dan sesuai dengan target pemasaran - see marketing bid / target serta memperhatikan motivasi kunjungan wisatawan dari negara sumber wisatawan sesuai dengan produk yang kita miliki

Attn : Development of products and exploration of new products at the same time

C. Bina Masyarakat / Human Resources Development / HRD

Langkah yang telah dikerjakan Disbudpar Jabar

Pelatihan hotel aksesori bagi GM hotel berbintang se Jawa Barat

Pelatihan pramuwisata lokal bagi masyarakat Linggarjati, Sekitar Taman Nasional Gunung Halimun, dan Cibodas, Gunung Gede

Pelatihan balawista bagi masyarakat pantai Ujung Genteng, Pelabuhan Ratu dan Pangandaran

Pelatihan pastry bagi masyarakat obyek wisata Pangandaran

Pelatihan pejabat pariwisata dan resort, dan perhotelan

Pelatihan peningkatan SDM dan HRD or Human Resources Development

Pelatihan sertifikasi bagi karyawan hotel seperti

**FO staff, Back office staff, Bell boys,
House keeping staffs, bartenders,
Telephone
operators. Public relation officer**

Pelatihan standarisasi bagi guide bersertifikat Freelance dan Pay roll guides

Pelatihan guiding technique bagi, local guide dan guide khusus.

Pelatihan masyarakat sekitar obyek wisata seperti pelatihan Kompepar, Sadar Wisata, dll

