

Tourism Marketing in Banyumas

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ABSTRACT

Nowadays the travel companies are flattering larger, more cultured, and more computerized in management. This paper is motivated by how customer's services and facilities are provided to tourists in Tourism destinations, Hotels, and Local people. The purpose of this study is about the development of tourism Marketing and destinations in Banyumas and out of the city, make it more attractive and known as one of the Best cultural, artificial, and natural tourism destinations in Indonesia. Using a quantitative method this study analyzed face-to-face and improvement made virtual by Social Media and Web sites. Also, compared Indonesia tourism market with other countries' achievements to develop tourism in Banyumas. It was found that the greatest role play in tourism marketing is connecting people, cultures, and businesses across the country. It is needed for all tourism agencies and partners to work together to maximize the benefits of Hotels, restaurants, tourism destinations, air transport, and to upkeep the sustainable growth of air travel by connecting more people and more places even if small cities like Banyumas, more often.

This study answers the questions about the importance of Tourism Marketing in Banyumas and an airport in it or any nearest cities to Banyumas for tourism development. Because local people mostly choosing the type of natural, artificial tourism objects and cultural tourism objects. It concludes that native Societies, Restaurants, Hotels, Social media (*promotions*) and Aviation is the most important for tourism marketing and its development in Banyumas.

Keywords: Tourism Marketing; City Branding; e-WOM; Tourism service

1. Introduction

Marketing in the field of tourism is a process of interaction between subjects of the market of tourism services, the process of creating, maintaining and satisfying the demand for them through the implementation of a system of marketing tools and technologies. Travel and tourism marketing is the systematic and coordinated execution of business policies by the both private or public and public sector tourism organizations operating at the local, regional, national, or international level to achieve the optimal satisfaction of the needs of identifiable tourist groups, and in doing so to achieve an appropriate return.

Currently, tourism is the most dynamically developing and highly profitable sector of the global market. Tourism activities can be considered as a factor in the socio-cultural development of the territories, which contributes to improving the living standards of the population. The capacity of the market for travel services is very high. The development of tourism, which manifests itself in the diversification of the services provided, strengthening the interaction of the state and business operators operating in the market of tourism products and services, allows us to consider it as a tool to stimulate growth at the national and regional levels.

The tourist complex operates in conjunction with other areas of activity, maintaining a pronounced specificity, reflecting the characteristics of the tourist services market. In modern conditions, marketing in the field of tourism business is a management and organization system for tourism companies to develop new, effective types of tourism and excursion services, their production and marketing to make a profit based on improving the quality of tourism products and taking into account the processes that take place in the global and local tourism market.

Tourism has become a necessity, Salimov (2018) said that in this era, travelling has developed into a social lifestyle for the young generation. In Indonesia, tourism has a very big role in the economic aspect as a foreign exchange earner. Tourism can be used as a tool to solve the problem of unemployment and poverty in developing countries. In developing tourism industry will continue to play a very important role for the economy and will continue to grow, this is due to travel costs that become more affordable with the presence of low-cost flights, many arts and cultural festivals, improved transportation facilities and road infrastructure, and the growing development of tourism supporting sectors such as hotels and restaurants (*Suliyanto 2020*).

In Indonesia, there are significant differences in domestic tourists in choosing tourism objects. It can be seen from the data from the Indonesian Ministry of Tourism that 52.66 % of domestic tourists chose the type of natural tourism, 32.84 % of artificial tourism and 14.50 % of cultural tourism in 2017 (*Suliyanto 2020*). The significant difference between tourists in choosing the type of tourism is interesting to be studied. Mattila, (2004) stated that domestic tourists prefer choosing the type of natural tourism compared to artificial tourism objects and cultural tourism objects.

1.1 What is tourism Marketing?

Tourism marketing is the general name assigned to the different marketing techniques employed within the tourism industry by corporations. These covers hotels and other styles of lodging, for example, as well as airlines, car rental agencies, restaurants, cultural attractions, tour operators and travel agents.

The goal of tourism marketing is to promote the business, make it stand out from the competition, gain consumers, and create recognition of the brand. Many modern tourism marketing strategies make use of the internet, with websites, online adverts, email and social media platforms often playing a key role. Tourism marketing tasks include:

- Recognition and identification of Tourism market and assessment of potential demand for international travel that the travel agency can offer potential tourists.
 - Proof of the need to develop and plan the provision of these services in volume, quality and prices corresponding to the identified demand for them.
 - Ensuring the promotion and implementation of the services produced on tourism marketing.
- *WOM or e-WOM, Which one is more helpful to develop Tourism Market in Banyumas?*
 - *Does Airport play any role in the development of tourism in Banyumas?*
 - *Why tourism Marketing is Important in Banyumas and out of it?*

2. References and development of hypotheses

2.1 Literature Review

The tourism industry in Indonesia is booming. In 2017, over 14 million foreign visitors were received by the government, an increase of more than 2 million from the previous year. It seems inevitable that this rapid rise in tourists and the billions of dollars in foreign currency flowing with them will continue. This situation is not just luck, but rather the product of a concerted and strategic initiative by the government to drive industry growth. In 2015 the Ministry of Tourism set a goal of 20 million foreign visitors by 2019. At the time, with numbers hovering around 9 million, this appeared to be an optimistic target, but the most recent data suggests they are on pace to achieve it or come very close.

In 2015, a new 5-year strategic plan was carried out by the ministry, setting ambitious targets for itself to reach by 2019. These included the total of 20 million tourist arrivals, along with attracting Rp. In foreign exchange, 240 trillion (\$17.2 billion), hiring 13 million employees in the industry and increasing the contribution of the sector to national GDP to 8%. To reach these targets, the ministry first overhauled them. Tourism management and promotion is grouped under the umbrella of the Ministry of Tourism and Creative Economy leading up to 2015, meaning that the Ministry was also invested in managing and developing, in addition to tourist destination, films, art and music representing Indonesian culture and tradition.

Equipped with bulked up fiscal resources and a more focused objective, the ministry began to concentrate its efforts on developing and marketing four priority destinations. Labuan Bajo, the gateway to the Komodo Islands; Borobudur, a UNESCO World Heritage site in Central Java that houses a 9th-century Buddhist temple; Mandalika, an enormous resort development currently under construction in Central Lombok; and Lake Toba, the world's largest volcanic caldera lake in North Sumatra.

The goal of the construction of these areas is to increase the visibility of Indonesia as a marquee tourism destination outside Bali. Bali alone accounted for over 5 million of last year's 14 million visitors, including a massive increase in Chinese tourists. But if Indonesia's tourism industry is to remain sustainable over the long run, the country needs to diversify the destinations it has to

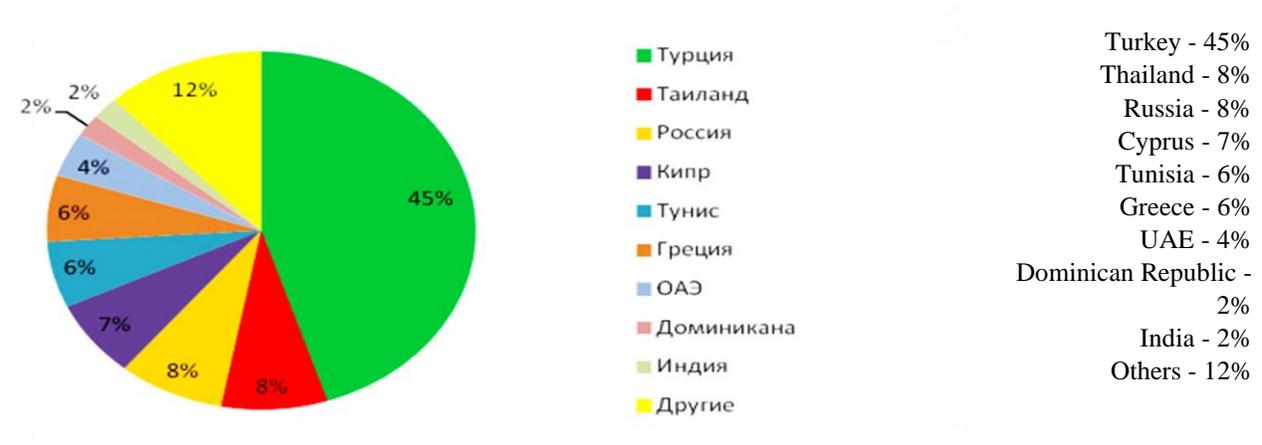
offer, weaning itself off an overreliance on Bali and distributing the benefits of tourism more evenly throughout the country.

BMSGuide - Domestic and foreign tourists need now can be easily gained through online media. Besides the official government website, the information can also be gained from the blogs of domestic and foreign travellers. From the government website, the information is only in the form of tourism location, while on the blog there is some more complete information because in addition to tourist location information there is also other supporting information, such as transportation, hotel prices, culinary around the location and others. These kinds of supporting information are needed by the tourists because with the complete and accurate information it can make tourists consider whether to visit the location or not. Besides, inaccurate price issues also an obstacle for tourists. With complete information, it is expected that tourists can consider the costs incurred during the tour in Banyumas. This supporting information is not owned by the government of Banyumas Regency, there is no synergy between the government and private parties.

Based on the needs above, the system will provide menus that contain all the supporting information to help tourists in making decisions to travel in Banyumas Regency. The required information is including hotel information, culinary, ATM, transportation, emergency telephones, activities or events in Banyumas Regency. The construction of BMSGuide system uses a Client-Server concept. The user who wants to access this system will access the data contained on the webserver, then from the database, the system will show the user according to the user's choice.

2.2 Development of Hypotheses

Figure 1. TOURISTS ARE READY TO PAY FOR COMFORT



Compared to last year, the popularity of Turkish resorts has grown in 2018. At the same time, interest in Thailand and Russia declined, which was higher last year. Turkey became the leader among organized

tourists in 2018. In second place were the resorts of Thailand. Russia is in the top three. Travelata.ru, collected on the basis of a consolidated analysis of the results of sales of tour packages from leading Russian tour operators.

Russia has risen in price more than abroad - 8,413 rubles-to Turkey-the fastest tour for a departure abroad in 2018. One tourist flew for such a price to Alanya to a 4 * hotel without meals for a week. With a departure overseas in 2018, the most luxurious tour to France averages 2,751,700 rubles. For this cash, five adults and three children spend a week without meals on New Year's Eve in a hotel nearby in Val Thorens.

The cheapest tour in Russia charges 6001 rubles for a departure in 2018. For this money, one tourist flew for 3 nights to a 3* hotel in Sochi with breakfasts and dinners.

The most expensive tour with a departure in 2018 in Russia cost 270,735 rubles. For this money, two adults and one child flew to Yalta for two weeks to a 4* hotel with an all-inclusive food system.

- *Does Airport play any role in the development of tourism in Banyumas?*

Airports are catalysts for tourism growth and the key to a country's national and international trade relations, they are still often seen as ultimately serving those who can afford to fly – the wealthiest in any society. Aviation is one of the most “global” industries: connecting people, cultures and businesses across continents. It is necessary for all stakeholders, tourism agencies and partners to work together to maximize the benefits of air transport, and to support the sustainable growth of aviation by connecting more people and more places even though Small cities like Banyumas, more often. Historically, air transport has doubled in size every 15 years and has grown faster than most other industries. In 2016, airlines worldwide carried around 3.8 billion passengers annually with 7.1 trillion revenue passenger kilometres (RPKs). Fifty-three million tonnes of freight were transported by air, reaching 205 billion freight tonne kilometres (FTKs). Every day, around 100,000 flights transport over 10 million passengers and around USD18 billion worth of goods.

One of the industries that rely most heavily on aviation is tourism. By facilitating tourism, air transport helps generate economic growth and alleviate poverty. Currently, approximately 1.2 billion tourists are crossing borders every year, over half of whom travelled to their destinations by air. In 2014, aviation supported over 36 million jobs within the tourism sector, contributing roughly USD892 billion a year to global GDP. That's why Banyumas need a national airport in it or any nearest cities to Banyumas for tourism development.

- *Why tourism Marketing is Important in Banyumas and out of it?*

As it is one of the world's largest industries, the tourism industry is extremely competitive. This means that businesses operating within the industry need to find ways to stand out from rivals,

promote themselves as being the best option for tourists, and highlight some of the things that make them different, or superior. Marketing is essential for achieving this and many of the best tourism marketing tips focus on helping businesses to find a unique selling point and promote it. Of course, it is also crucial that marketers keep up with the latest trends so that they can create a diverse marketing mix and use the best methods for getting their message out. Today the travel companies are becoming larger, more sophisticated and more automated in management. Similarly, the clients/tourists are also becoming more trained, experienced, erudite and demanding higher quality services and packages.

Therefore, in this volatile travel business environment, marketing knowledge and skill are more necessary ingredients than the product knowledge, for a travel agency’s long-term survival and growth. Thus, this has led to the use of tourism marketing which is recent phenomena.

Table 1. Number of Tourists Who Visit Tourism Objects in Banyumas Regency.

Years	Visitors / Torists
2014	1.954.873
2015	1.784.378
2016	2.013.992
2017	2.111.861
2018	2.350.000
2019	2.700.000
2020	109.000 (March)

2.3 Development of tourism Market in Banyumas /Baturraden

If we took many destinations’ words for it, we should believe that locals are currently one of the best value propositions of visiting a destination. That’s debatable for several reasons, particularly when we consider whether a local population supports tourism and wants to see tourists taking up space on their sidewalks and in their stores.

Number of existing hotels in Banyumas is 179, 12 stars and 167 non stars hotels. 113 of these hotels located in Baturraden. Banyumas tourism market, especially Baturraden can be one of the destinations making locals the stars of their marketing campaigns, and its people will be one of the top reasons why more than half of its tourists are repeat visitors. But for all these Ministry of Tourism of Banyumas, Tour Agencies, Hotels, Restaurant and all public places must be together

on the development of tourism in the town. Also, the local people play a big role. As we know Banyumas already joined city branding “**Better Banyumas**” (*Lebih baik Banyumas*). This branding can be helpful to develop tourism Market in town better than before.

Table 2. Number of Hotel and Accomodation in Banyumas Regency, 2015-2018

Year	Classification					Jumlah Hotel Bintang	Jumlah Hotel Non Bintang	Total
	1 Star	2 Star	3 Star	4 Star	5 Star			
2015	4	1	4	2	-	11	151	162
2016	4	-	4	2	-	10	170	180
2017	4	-	4	2	-	10	167	177
2018	5	1	4	2	-	12	167	179

3. Research Methodology

This research used quantitative methods – will be conducted face-to-face and progress made by online Such as Media Social – Instagram, Facebook, Google, WhatsApp, etc. about tourism destinations in Banyumas. Also, the same set of individual and group questions online with local and out of Banyumas’ visitors (Online). But Mostly focus on facilities for tourists, e-WOM and City branding. The purpose to choose this - *Quantitative method* because in nowadays situation (*COVID -19*) it is difficult to make research using other methods. That’s why it’s better and more safety (*during pandemic disease*) using this method to make research about Tourism Marketing in Purwokerto – Banyumas.

3.1 Research area

Banyumas Regency is a regency in the southwestern part of Central Java province in Indonesia. Its capital is the town of Purwokerto. The population of Banyumas Regency at 2018 is amounted to 1,679,124 people; the total area is 132,758 ha, and the most famous tourism attraction is Baturraden. Baturraden is located on the slopes of Mount Slamet in Banyumas Regency, Central Java. The area is some 6 kilometres from the peak of the mountain; this has led to the number of visitors decreasing when the volcano is active. Administratively it is part of Rempoah Village, in the Baturraden District. Baturraden is 14 kilometres (8.7 mi) north of the town of Purwokerto, a trip which generally takes 30 minutes by car. Minibuses, which let passengers off in the Baturraden district terminal, are also available from the city.

Baturraden is predominantly marketed for ecotourism. It offers views of Mount Slamet and the city of Purwokerto below. On-site is the Gumawang Waterfall, which measures 25 metres (82 ft) in height; it is common for local young people to jump from the top into the pool below, asking for money in exchange for the display. Near Baturraden are the hot spring of Pancuran

Tujuh (2.5 kilometres (1.6 mi) to the west) and the pool of Telaga Sunyi (3 kilometres (1.9 mi) to the east); the former is accessible by foot from within the resort. Another hot spring, Pancuran Tiga, is located close to the resort and likewise accessible from within.

Among the religious tourism sites in Banyumas is Saka Tunggal Mosque established in 1871. There are now growing several tourism objects Around Baturraden for both natural and artificial tourism. One of the artificial tourism objects is The Village. Management of tourism objects, both its natural tourism objects and its artificial tourism objects compete with each other to get visitors.

Purwokerto also becomes a tourist destination especially for people from Cilacap, Purbalingga, Banjarnegara, and even Wonosobo. They visit the city for only enjoying traditional food such as Soto in JalanBank (Bank Street) or gethuk (sweet fried cassava) in Sokaraja. The city is getting more dynamic with the growth of culinary centres in GOR Satria (Satria Sports Hall) and modern shopping centres. (*Sulyana Dadan -2016*)

3.2 e-WOM and Tourism Marketing

Figure 2.



With the emergence of the internet, electronic word-of-mouth (*e-WOM*) has become an important factor affecting consumers' product evaluation, especially in a multidisciplinary field such as tourism (*Dina Lončarić - 2016*). While making decisions regarding travel and vacation planning, potential tourists search for information about tourism products and services to reduce uncertainty and perceived risks. Except reading information from the internet during their choice process, prospective

tourists also post information on the internet. Bronner and de Hoog (2011, 16) describe this posted information as e-WOM.

Additionally, **eWOM** offers businesses a way to identify customers' needs and perceptions and even a cost-effective way to communicate with them (Nieto et al., 2014). Today, **eWOM** has become an important medium for companies' social-media marketing (Hussain et al., 2017). The good examples of **eWOM** in the tourism industry are the various review platforms that potential customers consult before making a purchase such as TripAdvisor, Traveloka or HolidayCheck.

- The objectives of the study;

- Consider the essence of marketing in international tourism.
- Study of the tourist environment in Banyumas.
- Develop recommendations and suggestions for improving marketing in Banyumas.
- The subject of the research is the marketing of international tourism and internal.
- Research object: International and national tourism market.

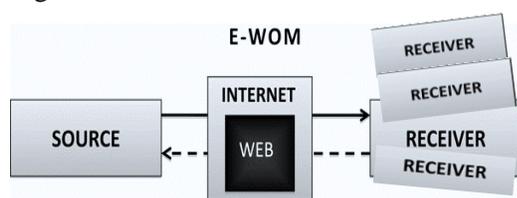
- Sources of information: Web sites, reference books, journals and Media Social.

Concept of international tourism marketing. The entry of international tourism into the leading sectors of the world economy is accompanied by profound structural changes in the production and distribution of tourism services. On the one hand, there is a constant segmentation and diversification of supply and demand in the field of international tourist travel, on the other hand, the integration and globalization of the production and distribution of tourist products, a sharp intensification of competition not only at the level of economic entities but also between different tourist centres, regions and even countries. Marketing in international tourism can be defined as a set of measures for researching the production and marketing activities of an enterprise aimed at meeting the market demand for international travel services as much as possible, including studying the needs and desires of potential international and internal travelers, influencing the promotion of services and goods from a manufacturer of travel services to consumers and allowing to get the maximum profit.

3.3 WOM or e-WOM, Which one is more helpful to develop Tourism Market in Banyumas?

Nowadays WOM has evolved into a new form of communication, namely electronic word of mouth (e-WOM) communication. According to Henning-Thurau et al., (2004), e-WOM refers to any positive or negative statement made by potential, actual and former customers about a product or a company via the Internet. The web has created both challenges and opportunities for eWOM communication. E-WOM allows consumers to not only obtain information related to goods and services from the few people they know but also from a vast, geographically dispersed group of people who have experience with relevant products or services (Jalilvand, Esfahani and Samiei 2011).

Figure 3.



Electronic word-of-mouth (**e-WOM**) communication

refers to any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet. However, as

eWOM develops online, its determinants may differ from those of traditional WOM. Few researchers have examined which factors determine e-WOM influence, and most of them have focused on objective data including sales levels, the number of posted reviews, or posted ratings (Chevalier and Mayzlin 2006; Dellarocas 2007).

Figure 4. **WOM**



Figure 5. **eWOM**

5. Discussion

During having a research about Tourism Marketing in Banyumas, I've get best answers from foreign (Sudan and Tajikistan) students who already visited tourism destinations of Banyumas. Even though they know Indonesian Language, still there are many things have to fix about tourism. Such as service and public transportation from one destination to another. Mostly can go from one side but when want to go back it is expensive or need to wait for a long time.



In this case Banyumas needs the Best application to visitors and have to be updated oftenly. We need to prove BMSGuide (*Banyumas Guide*) Application.

The Menu have to consist of these functions: Information of natural tourist attraction in Banyumas, Hotel information, Information of entertainment place like Mesjid (*Mosque*), café, theatre, salon. To find location, Restaurant Information, ATM, Event information in Banyumas, transportation information, Information for emergency calls like police station, hospital, etc. (*H, Gunawan 2018*)

6. Conclusion

One of the popular and largest tourism destinations in Banyumas is Baturraden. It should be noted that quality is of particular importance in Banyumas tourism marketing. Tourists pay more and more attention to how they were received, how the staff treat them.

It is concluded by these numbers:

- There must be more ATM.
- Providing good services to local and foreign tourists.
- Having a tour guide who knows much about tourism destinations of Banyumas.
- Local people play a big role in tourism Marketing, They have to use Instagram, Facebook, and other Social Media well to promote tourism destinations with a high quality and staffs who work in tourism destinations have to know foreign languages.
- . BMSGuide or such applications have to be available in Banyumas Regency.



Figure 6.

[**Instagram Story**]

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