

Implication Of Characteristics Of Tourism Products Towards Marketing Strategy

Bintang Madafuri

Abstract: Strategy of tourism marketing product is started by determining the market which is initially heterogeneous in to homogenous groups. Hereafter, determining the market which is targeted. After, succeeding, the next step is positioning to build the product image and the last one is implementing the marketing mix which is representing the combination of some variables utilized to reach the target. There are some suggestions are related to this topic, the first one is doing marketing. It shall be started with the marketing segmentation. After the transaction finished, maintaining the relationship is required. The relationship represents the after-sales service which aim to remain the tourist nostalgia in order to make them revisit the tourist destination. Others, service provider shall optimize the role of human resources who have high competence, product diversification, competitive prices and intensive promotion.

Index Terms: Tourism products, marketing strategies, marketing mix, tourist, tourism destination, characteristics tourism product, market tourism.

1 INTRODUCTION

Tourism activities that take place in an area or country have positive and negative implications on the economic, social and cultural aspects, and the environment of certain community in a country or region visited. As explained by Robert Mc Intosh and Shasikant Gupta (in Pedit, 2002:34, tourism is a combination of symptoms and relationships that arise from the interaction of tourists, business, government, host and host communities in the process of attracting and serving tourists and other visitors. Tourism industry always involves a very complex phenomenon such as tourist attraction, accommodation, souvenir shop, tour guide, tourist transportation, travel agency, restaurant and so forth. Tourist behavior is also an associated phenomenon and cannot be separated. The tourism industry is a collection of various companies that together produce goods and services that tourists need during the journey from home country to the destination country. In nature, tourism marketing is very complex because the product you want to market is very tied to the suppliers who produce it. Marketing products in tourism industry is not only limited to coordination, but it requires good cooperation between organizations responsible for tourism development with all parties involved in tourism activities. In Yoeti's (2005:1) point of view, the success of a marketing program in the marketing field is determined by the similarity of views on the tourism roles for regional development, therefore before the marketing program is implemented there must be commitment from all relevant elements that tourism is a quick yielding economic sector and is an agent of development for the region. Departing on the service-oriented tourism industry and having a very opposite nature with the consumer goods industry, which is very subjective and intangible so with the characteristics it has, devising the marketing strategy must be done in appropriate way. Based on the background, the issue to be discussed in this paper is the implication of characteristic on the tourism product towards the marketing strategy.

2 DISCUSSION

2.1 Tourism Industry Products

Increasing the number of a person's need to tour has encouraged parties involved in the tourism industry to strive to provide products needed by people who do tours. S. Medlik and Middleton (1973) explains that products of tourism industry consist of various elements that become one package, inseparable with each other. They argue that there are three elements that make up tourism products, they are: 1) Objects and attractions, i.e everything that is unique in certain areas that attract people to come visit the area, 2) Facilities, i.e everything that is needed at a tourist destination includes basic facilities, complementary facilities, and supporting tourism facilities, 3) Accessibility, i.e access that connects the country of origin area of origin tourists with tourist destination to the tourism objects. From the diversity of elements of products in the tourism industry, Sihite (2000:56) states that the specialty of the tourism industry if viewed from economic point of view is the product produced is separated, but the demand is incorporated. This is evident in a travel package.

2.2 Characteristics of Tourism Product

Tourism industry products are all goods and services needed by tourists since their leave their residence, until they are back home. Most tourism business products are services, so they have different characteristics from products produced by customer goods industries. Characteristics of tourism industry products in outline are intangible, non-transferable, production and consumption process occurring at the same time, cannot be stored or accumulated for accumulation, yield or product are subjective. Demand is highly variable and influenced by non-economic factors and product quality is highly dependent on human labor that cannot be replaced by machinery.

2.3 Implication of Characteristics of Tourism Products Toward Marketing Strategy

The marketing of tourism product is relatively more difficult than the marketing of customer good products. This is due to the nature of the tourist product which is an intangible product. In addition to its intangible nature, products in the tourism industry are also inseparable or cannot be separated from the service providers, it is also variable which means very diverse and the last is perishable where the product does not last long so it cannot be stored for sale or use in the future. Characteristics of tourism product have implication toward the

- Bintang Madafuri is masters student from Faculty of Economic and Business, University of Jember, Indonesia. E-mail: intanmadafuri@gmail.com

marketing strategy. As it is seen that today's marketing is consumer-oriented with emphasis on product innovation on the one hand and consumer needs on the other. Success in marketing such abstract products is highly dependent on the marketing strategy being implemented. That is why it needs segmenting, targeting, positioning, and marketing mix.

2.4 Segmenting

In a tourist destination there are groups of people who have different condition, thus marketing efforts should also be done in different ways as well. Simply, the definition of market segmentation is to divide the market according to the nature and characteristics of the market or in accordance with consumer behavior contained in the market, namely groups of prospective consumers based on indicators of age, gender, livelihood, culture, etc. Market segmentation is necessary because markets are heterogeneous and also it aims to determine the potential sales and profits, and determine the intensity of sales.

2.5 Targeting

Once the market segmentation is identified and the profile is formed, then a decision can be made about the target market. Target market decisions are part of a marketing strategy that can be used as a reference for determining and constructing positioning strategies. Therefore, in the application target market selection is a very complex activity and needs to be consulted with the strategic marketing planning section. The selection of target market for a product consists of several alternatives that include:

- 1) Un-differentiated market, where a market is considered as a collection of people with an emphasis on the general characteristics and expect everyone to buy the products offered.
- 2) Concentrated market, or single segmenting because it only expects a particular group or segment that is expected to buy products offered.
- 3) Extensive segmenting, i.e the homogenous market which is divided into various basic segments and then tourism products are offered to different marketing strategies.
- 4) Selective segmenting, where different segments of the market such as extensive segmenting, needs to be chosen or selected first which market segments are considered to have the largest market potential.

2.6 Positioning

After targeting the market, then the next step is to position a product on the expected target market. When doing a positioning, tourism industry should continue to search for information related to the wishes and needs of tourists who have not been fulfilled in a tourist destination. If conditions require to serve the same two segments at the same time, avoid using the same strategy, because a strategy that works well for a particular segment may not necessarily be used in another segment.

2.7 Marketing Mix

1) Product

After doing market research, the thing that needs to be done is to make the product in accordance with the market demand and the motive of tour. Tourism product tends to have abstract

properties so it doesn't have standard in the assessment, then the resulting product must have a unique, certain characteristic, and its quality should always be maintained. Overall, the service provided – which is one of the tourism products it self – should be different in appearance but still can be satisfying for tourists. The appearance of less attractive products should be immediately fixed to look for a 'differential advantage' i.e benefit in the difference by creating or making changes to the appearance of a product produced. In many cases, many tourist products have a certain period of time. The product that is initially attracting, getting more and more decline its quality and eventually abandoned. If tourists who visit the place began to decline, there must be innovation or rejuvenation to be done immediately before it experiencing a period of stagnation.

2) Price

A tour package can be sold at more expensive price compared to the price of tour packages else where. This can happen and is legitimate, as long as that the quality of tour package obtained by customer is also superior than the cheaper one. The set price is considered appropriate and can provide optimal satisfaction to tourist. Price of tour packages in Indonesia is quite cheap when compared with the price of tour packages in other countries. This is due to the low value of the rupiah when compared to the dollar. In terms of marketing it is not a problem and it becomes an opportunity, to create products at affordable prices for foreign tourists but still in international tastes and standards.

3) Distribution

One of the characteristics of tourism product is it cannot be moved. So that potential tourists must come to a tourist destination. So that manager of tourism products must provide adequate transportation, comfort, and have a proper arrival and departure schedule. At first, the prospective tourists will learn in advance a tourism product which is a description of the tourism product. the description of tourism product is called as the tourism images. Such tourism images are distributed in the form of audio, visual or a combination of the two. Establishing good tourism images is not easy, because it is associated with the characteristics of tourism products that are very subjective and do not have standard. The implication is clearly seen on how tourists do not provide the appraisal and not all of them like the products being sold.

4) Promotion

Promotion consist of various communications that can be done to convey information and convince or persuade potential tourists to make a tour. Here are some kinds of promotional activities that can be done, i.e advertising, personal selling, sales promotion, brochure printing, public relations and publicity. In the delivery of information during the promotion a complete description of accessibility, facilities and infrastructure, and objects and attractions that can be done (something to do), can be seen (something to see), can be purchased (something to buy) should be given. Promotional activities should be done continuously using varied and current media.

2.8 After-Sales Service

When tourists have enjoyed the tour, then they get a variety of experiences. The task of after-sales activities in the field of

tourism is to take actions that can extend or revive the sense of pleasure and satisfaction of tourists obtained while doing the tour. This can be done by providing souvenirs that describe or characterize each tourist destination. Creating a special activity is also can be done, so tourists who experience it will always remember it. This condition is used by travel bureaus to hold publications and promotions aimed at stimulating tourists to re-travel on the destination. Activities to maintain the memory of tourists to their past experiences can be done with a continuous promotion. A person's sense of nostalgia tends to be strong enough to encourage him to do the same thing. This after-sales service completes all marketing activities.

Tujuan Wisata. Jakarta: PT Pradnya Paramita. 2005

3 CONCLUSION

The implication of characteristics of tourism product towards marketing strategy is something that cannot be separated in the sustainability of tourism industry cannot stand alone but is cross-sectoral. Products generated by a tourist destination must be sold with a priority marketing that starts from the market identification to know the wants, needs and demands of tourists on tourism products that will be made. Then the determination of segmentation or how many segments that will be made to position the products on the expected target market. Then a marketing mix is carried out that includes product policies, pricing, distributions, and after-sales services to complete all marketing activities.

4 SUGGESTIONS

Given the complexity and unique characteristics of tourism products, the right strategy must be applied. As for some suggestions that can be given are:

- 1) In doing marketing it should be started by determining the market. During this time, many marketing failures occurred because marketers start by determining the product, not the market.
- 2) Indonesia has a diversity of tourism products but funds for managing is limited so that the target market should be clear.
- 3) It is needed to intensify after-sales service because if the after-sales service is successful it will bring new market especially through word of mouth promotion.
- 4) Successful marketing is supported by tourists and quality human resources, sustainable products, and a balance between tourists, entrepreneurs and public. To achieve this, the tourism industry should prepare highly competent human resources, diversify products, provide competitive pricing and intensive promotions.

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