

Overview of Tourism Marketing Through Information Technology As Planning Management Industry Tourist : Something Study Literature

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ABSTRACT

This article aims to review and seek to inform about the concept of reviewing tourism marketing through information technology as a tourism industry management plans. The research method used is qualitative and literature studies or library research Based on the results and discussion, it can be concluded theoretically that to understand tourism marketing reviews through information technology US a management model planning in the tourism industry requires several important things including: (a) Travel consumer, (b) Trends in tourism technology, (c) Digital Marketing (DM) and (d) Virtual Reality (VR). Technology is a central element and a foundation for actors in the tourism industry promoting media that is relevant to the development of information technology, especially in the form of social media and websites

ABSTRAK

Artikel ini bertujuan untuk meninjau dan memberikan informasi mengenai konsep peninjauan pemasaran pariwisata melalui teknologi informasi sebagai rencana manajemen industri pariwisata. Metode penelitian yang digunakan adalah kualitatif dan studi literatur atau penelitian pustaka. Berdasarkan hasil dan pembahasan, secara teoritis dapat disimpulkan bahwa untuk memahami peninjauan pemasaran pariwisata melalui teknologi informasi sebagai model perencanaan manajemen dalam industri pariwisata membutuhkan beberapa hal penting, antara lain: (a) Konsumen perjalanan, (b) Tren teknologi pariwisata, (c) Pemasaran Digital (DM), dan (d) Realitas Virtual (VR). Teknologi merupakan elemen sentral dan dasar bagi para pelaku industri pariwisata dalam mempromosikan media yang relevan dengan perkembangan teknologi informasi, khususnya dalam bentuk media sosial dan situs web.

I. PENDAHULUAN

The relationship between technology and tourism has become interesting to research since the 1980s. an, along development Information, Communications & Technology (ICT) Which influential important to development tourist (Ince & Samatova, 2020). The need for the role of technology in supporting tourism activities as a reflection of the increasingly dynamic nature of tourists in today's modern era. Enhancement Technological aspects are needed to support acceleration, interconnectedness, adaptation to industry And naturally need traveler (Buhalis & O'Connor, 2005). Technology in industry tourist, give understanding specifically in acceleration distribution information various product tourist.

In revolution industry 4.0, aspect digitalization And technology become key fundamental in influencing changes in products and production methods, potentially in innovation in the entire tourism product (Peceny, et all, 2019 in Ozturk, 2020). Tourism products were initially for instant sale, consumption of service products tourist by traveler must come direct to destination tour, it turns out has experience shift adapt with rate digitalization.

Closely related to the development of the digitalization phenomenon in life, too influence the development of the tourism travel market world which reached US\$ 629 billion in 2017 (Simarmata, H. m P. and Panjaitan, N.J., 2019). Quoted from expedia.com, in 2018 as many as 50% of tourists came from the United States, UK, Canada and Australia, showing that content, promotion and deals in Social media influences potential tourists' decisions to travel.

As well with the reservation system via online booking becoming very popular, where the application And website donate as much 85% in taking decision do Tour. Online booking is a means of marketing efficiency and effectiveness more sustainable tourism products. Context of digitalization of tourism cone on conceptual synchronization of tourism product marketing with information technology, without leave aspect originality product.

By definition, information technology is a collective term given to the newest forms of development in the field of electronics and machinery, are used For acquire, process, analysis, storage, dissemination And application information (Haque & Rahman, 2012). Technology information will Keep going experience development, along with the level of human needs. An information database will be built reliable, holistic and interactive (Lubis et al., 2020) (Simarmata, 2006) (Simarmata et al., 2020) (Abdillah et al., 2020). With this system, accessibility and cross-connectivity product good stuff nor service become more focused.

On levels This, development technology information must addressed positively. Mark more technology information will give Lots contribution in make it easier for tourists to consume tourism products, both in terms of directly or virtually in this era of industrial revolution 4.0. Description and depiction a digital tourism product will grow and build an initial impression And set hope to product tourist the. Naturally impression And hope will materialized with Good, if product tourist can fulfil expectation traveler

According to Sudirman, A. et al. (2020), emphasizing issues in the industrial revolution 4.0, namely innovation Keep going continuously And learning, depends on public And capacity activity business. On initially technology No will give influence significant to

industry tourist, with notice on aspect activity journey tour conventional. In tourist conventional, traveler No own availability information Which adequate before do activity tour. Very This is different from the modern tourism era which emphasizes information seeking on the tourist destination you want to go to. Advances in the field of information technology in ultimately contributing to the ease of dissemination of information needed potential tourists.

Quoted from Javier Blanco, which mentions that activity tourist Keep going experience development by considering on comparative aspect price And combination technology, Good in form application technology form cell phone Which chance in development network social (UNWTO, 2011). Mature This, The development of the tourism industry has experienced a significant shift in utilization technology, specifically on a number of decade This along with level growth user Internet on cell phone clever.

Technology is a central element and the foundation for players in the industry tourist in introduce products tourist. Information Which complete and accurate is a form of tourism promotion media that is relevant to developments technology information, specifically in the form of social media and websites. Speed up direction of movement and performance of human resources in the tourism sector, as well as broadening their horizons and paradigm shift in tourism marketing strategy in the era of industrial revolution 4.0. Which stimulating various developments And utilization technology information Which affiliated with need on industry service tourist.

From the introductory explanation above, the researcher tried to dig deeper Again related review marketing tourist through technology

information as tourism industry management planning. This research is a literature study with hope source or reference can made as material study furthermore

II. METODE

Method writing article scientific This is with method qualitative And studies literature or library research. Review and examine literature books in accordance with The theory discussed is especially in the scope of marketing management in the tourism industry planning. In study qualitative, study References must used in a way consistent with methodological assumptions. This means it must be used inductively so that does not direct the questions asked by the researcher. Wrong One of the main reasons for conducting qualitative research is that the research exploratory, (H. Ali & Five Krishna, 2013).

III. HASIL DAN PEMBAHASAN

1. Travel Consumer

Tourist behavior before traveling or using services Tourism is closely influenced by various factors. One of the main factors that is availability information Which valid and needed by traveler. Convenience access information, compare information with various source different, looking for supporting information either in the form of comment notifications, up to level formulation taking decision travel. On the side other, aspect recommendation from colleagues or people you

trust, will provide information that is worth taking into account by candidate tourists

Tourists' decisions in planning tourism activities have consequences logical with level trust to destination tour Which will aimed. Candidate tourists need a " guarantee" that the tourist destination is very suitable for tourism visited. So that candidate traveler will look for various alternative information, as much and as complete as possible as reference material in decision making. Effort build trust to candidate traveler as " guarantee", can done with provision information Which massive And updates as well as utilise various type application technology

At certain phases, prospective tourists will trust the service provider information Which recommended by various party. Smart tourists will use application technology, identify various provider service technology information tourist Which Trusted, capable formulate Alone need in travel. On the other hand, the influence of tourism information service providers will also change paradigm of thinking of prospective tourists. Website providing tourism information services already trusted by various parties, will get an increase in visiting traffic significant, Which impact on enhancement income manager website.

In statista.com mentioned, income biggest from on line travel agencies (OTA) in 2019, namely booking.com reached US\$ 15.07 billion, with a total of 443 million visitors in May 2018, Expedia amounted to US\$ 12.07 billion and Ctrip amounted to US\$ 5.1 billion (Anonymous, 2020). Income from travel sales throughout the world in a way digital reach US\$ 564.87 billion, level growth digital travel reach 15.4 % whereas growth sale hotel reach US\$ 10.4 billion. In booking.com, in 2019 it was stated that more than 55% of world tourists

were more choose a trip to tourist destinations which offers packages and power pull tour sustainable.

Behavior traveler in take decision travel is effect marketing in the modern era. In site booking.com, in 2019, as much more from 55% traveler global do journey tour to destination tour sustainable, but there are obstacles limitations information And availability choices other bring up A problem Alone (Kutschera, 2020). In industry tourism, preparation of technological information, including the transportation, accommodation and sectors attractions (Haque & Rahman, 2012). Considering aspects of the marketing function hold role vital in activity business modern And role central in successful business activities both on a small and large scale (Grant, 2000 in Ferri, 2014). Understanding to direction movement traveler, covers various industry related tourist like accommodation, flight And destination tour.

Weaver, D. And Lawton, L. (2014) put forward studies to journey tourism, information technology and tourist behavior, that the internet has reached a level impact on the travel industry and some traditional channels such as travel agents tour Which Keep going dominate industry planning journey (Ince & Samatova, 2020). Almost all elements of tourism have been influenced by the internet. So that in every activity planning tourist has connected with Internet. Good perpetrator tourist nor traveler own similarity need to development Internet, naturally with notice on aspect speed, convenience And validity data.

Predict tourist behavior can performed with conduct research, so that capable produce material study new in frame formulation strategy marketing tourist And adapt product tourist so that can fulfil need traveler. Behavior

consumer will can recorded with Good as well as used as evaluation material. In this phase, through the means of information technology, will show a change in orientation towards new information and updates on changes change behavior traveler Which happen on destination tour.

Interrelated between needs of prospective tourists before traveling tourism, availability of tourism information needs from pre, on and post travel both in aspects of transportation, accommodation, culinary, tour guide services, tourist attractions and events tourism, there is positive comments from other visitors, ease of access and using technology applications information, providing interesting content and interactive and provides various forms of convenience in traveling. It is an important factor that mutually influences the certainty of doing it tourist travel, namely the use of information technology that has a database complete.

2. Trends Technology Tourist

Development activity tourism Good on levels international nor national, very closely related to aspects of information technology development. Technology information has change pattern think para perpetrator business tourist For divert attention on utilization technology information in tourist. Give ease of tourism business activities, as well as improving the quality of experience for traveler. Specifically on period pandemic, give portion Which wide for use of information technology, both as a medium for tourism promotion and marketing as well as tourism policy formulation strategies both at the regional government level nor perpetrator industry tourist.

View Taleb Rifai, ex- Secretary General United Nations on World Tourism Organisation,

Labanauskaite, Daiva; Fiore, Mariantonietta & Stasys, Rimantas. (2020) that :

“Technology and innovation are the most useful key tools in developing accessible tourism”.

This is a sign that technology will continue to develop, provide concepts new to simplification aspect crucial fulfillment need traveler. So that perpetrator industry tourist must capable adapt with speed change technology For optimized in development business tourist. Change on aspect information technology in tourist that is increase impact efficiency company in a way comprehensive, in activity And internal organizing process (Labanauskaite, et all., 2020). In the face of time pandemic Covid-19, the role of technology has become very important important, especially in achieving tourist market share. Conventional marketing strategies must adapt to demands development marketing And development patterns need candidate traveler. Creating digitalization in implementing various marketing strategies type product tourist. Use means technology updated sake optimization strategy tourism marketing.

One of the future technologies that has the opportunity to develop in support industry tourist is Technology Blockchain. Represents bunch room information connected to each other securely. Blockchain as a space containing information about asset personal, covers transaction, change status, price newest on the market, or new ownership status (Topsakal, 2020). Become a data base tourism that is centralized and connected to all players in the tourism industry something area. Step This very help in provision service information tourist One door, give convenience accessibility And room motion candidate traveler For export various type data information Which required.

However required collaboration between government, traveler, businessman And organization marketing destination tour, with consider that information Which There is in Internet nature public, exists dependency, guarantee security, transparent And increase trust traveler (Rashideh, 2020). Implementation technology Blockchain This will easy held if all over element Which move on industry tourist, Already apply And use technology information in development databases as well as strategy marketing tourist. With room scope Which wide, expected technology This will the more increase quality something destination tour. On the side other , Quick Response code (QR) as a means Which used in a way general For increase experience in sector service tourist, in frame increase satisfaction And faithfulness traveler (Katlav, 2020). Naturally will give convenience accessibility before traveler do journey tour. QR become application Which mature This Already applies general in traveler. Through application Which easy used Good in booking nor payment, in purchaseticket, booking room hotel, until with enter into the destination tour. Specifically in context tourist in era post pandemic, QR very recommended For used with objective For limit touch And payment in a way direct.

Quoted from revine.com, there is a number of trend technology information to industry tourist, that is (1) feature search voice And control voice, (2) robot, (3) payment without direct contact, (4) virtual reality, (5) chat media, (6) security cyber, (7) internet of things (IoT), (8) recognition technology, (9) augmented reality, (10) artificial intelligence, (11) big data. Patterns trend to change implementation technology information will Keep going develop, along with level progress technology Which incidentally in accordance with need traveler And perpetrator

industry tourist. Each other dependency to aspect mastery information technology, aims to improve company performance and change orientation need traveler

In general, the implementation of technology by tourism industry players can seen on a number of aspect, that is (1) application machine learning For communicating with tourists, (2) social media and booking tours, (3) awareness of tourist travel activities, (4) alternative payment methods, (5) tourists traveling Alone, (6) help voice, (7) application super For support sale tourist travel, (8) Virtual Reality, (9) new rules for tourist loyalty and (10) machines cannot replace human touch (Newport, 2020). In this context, use media technology for para perpetrator industry tourist can implemented with easy, along with need provision service information And application Which used in a way general as well as in accordance with traveler

3. Digital Marketing (DM)

Digital marketing is a new approach to marketing apart from marketing traditional activities supported by digital activities (Saputra , DH et al, 2020). Process Reaching the digital marketing level must be balanced with intuitive and macro abilities in looking marketing A product tourist Which No inseparable. Tourism as a single product has important aspects that need to be considered, that tourism sells a product in the form of a collection of activity processes. In relationship with digital marketing, tourists' information needs must be adjusted with the products being marketed. Digitizing tourism products in the form of marketing tourism products in various tour packages, carried out repeatedly, give opportunity communication with candidate traveler.

Digital marketing become media promotion tour Which strategic, easy in implementation, effective and efficient, rich in features and has an information database No limited. With the more its height use cell phone clever in look for information tourist, will increase competition business on industry tourist. Effort Which must built in build success in promotion tour using digital marketing, namely complementing with attractive features, offers various packages tour Which quality with price competitive, create interaction with candidate traveler, own brands position And mark uniqueness certain things that differentiate it from competitors, providing guarantees and discounts as well as promos interesting for candidates traveler

In context Which more Specific, there is term Digital Free Tourism Which is room tourist in where Internet And cell phone present in inside or controlled use of digital technology (Egger, et al., 2020). Control process towards technology digital is intended to direct and build perception positive candidate traveler to destination tour. The goal is so that traveler focusing tourist itineraries on tourist destinations that have been digitized well. The term smart tourism destination is a special product and service that increase mark plus traveler in form experience with method Which concrete, by increasing interaction even higher, the use of WI-FI networks and another network. In its implementation, it uses cellphone and generation applications latest as well as network social And chatbots.

Digital marketing becomes one of key to success marketing tourist in the era industrial revolution 4.0 (Saputra et al., 2020). Sharpening in target market segments as well can developed with Meaning positioning product tourist Which Empower competitive. So the construction of digital marketing

development must also pay attention patterns marketing digital para competitor. Positioning, uniqueness And price become an important element of marketing tourism products digitally. The relevance of success in The implementation of digital marketing can be seen from the aspect of increasing the number of visits in a way digital And real on destination tour.

4. Virtual Reality (VR)

Digitalization various product tourist is aspect important in development tourist modern. Create A form journey traveler Which intelligent based digital. Development technology contemporary in support activity tourist, that is Virtual Reality (VR). Chance in development activity visit mass in a way virtual to destination tourist, management destination tour And marketing (Pestek & Sarvan, 2020). The goal is as means For find out need traveler on period pandemic. Need tourists before and after the pandemic were very different. As well with strategy marketing tourist confirmed experience change Which significant Dependency to role technology information give consequence logical to public world Which lockdown. So that very depends with existence Internet, Good in form media social nor website.

Build impression positive destination tour as well as describe existence destination tour Which sustainable, is matter First Which must done. Expected on moment opened it return activity tourist in a way comprehensive, tourists can enjoy the reality of tourist destinations in accordance with digital promotion. On In this aspect, digital promotion is the only tourism promotion media needed by operator tourist. Naturally Also become very important to para candidate Tourists collect various information about tourist destinations. One attempt The adaptive positive is to develop virtual-based tourism, namely virtual reality.

Use virtual reality For activity tour, will give convenience to traveler in reach whole experience. Interactive And breadthscope will give superiority with para competitor, specifically in understand profit in a way more clear. Virtual reality become product service tourist Which works start And give description as widely as possible to product tourist Which will purchased by candidate traveler. Naturally in making description to destination tour, required art videography And photography Which reliable. Expected will give impression deep And desire For visit return. Digitalization promotion destination tour mature This give aspect emphasis to standard cleanliness (hygienic) Which strict And application protocol health in destination tour. Automation standard certain in era post pandemic give context understanding a destination tour Which Ready accept traveler. Virtual reality inform journey traveler in a way virtual, expected will give description Which comprehensive to various matter new Which applies destination tour. Matter This become very important for destination tour For competing so that accepted by candidate traveler And enter into the plan journey traveler in the future. Provide images real earmarked to candidate traveler, Which covers application standard new, How form condition existing destination tour, activity traveler Which can done as well as forms standard service Which will obtained traveler.

The digitalization of tourist travel provides understanding at an educational level and tourism promotion, which in fact is an effective tourism promotion unit. Create various convenience Which offered with presence A draft intelligent virtual reality, in the phases before, during and after the tourist trip. Building experience in the phase before the trip is carried out by tourists, is matter

important although on phase This as phase hardest. With background Behind the diverse and growing needs of tourists, art and art are needed virtual reality techniques rich in sustainable marketing concepts. The art of marketing in the era of virtual reality based on the digitization of tourism products, namely by looking traveler as One unity.

Digitalization product tourist endeavor build communication interpersonal between provider product digital tourist with traveler. Although traveler own freedom For communicate with product digital tourist other. The key is to be oriented towards the packaging of the tourism product itself. Packaging product tourist Which diverse And offer multi experience traveler, provide conveniences both in terms of payment and discounts, as well as provision services tourist exclusive other.

Response to virtual reality activities in packaging tourism products in post-pandemic period. In revine.com, tourism products such as hotels must have adjustment to need traveler on moment before stay in accommodation these tours, namely (1) offering flexible bookings, (2) focusing on the market domestic, (3) emphasis on health aspects, (4) using an answering machine, (5) enhancement approach personal. Whereas on moment stay in accommodation tour, Several things that can be done are (1) offering separate services, (2) separate check in/out service, (3) providing exclusive dining, (4) providing limiting housekeeping activities, (5) using direct messaging with cell phones, (6) providing safe lunches for workers, (7) providing operational processes in a way on line.

CONCLUSION

Based on results discussion on so can concluded in a way theory that is to understand the overview of tourism marketing through information technology as a planning management model in the tourism industry requires several matter Which important between that is: (a) Travel Consumers, (b) Trends Technology Tourist, (c) Digital Marketing (DM) and (d) Virtual Reality (VR). Technology is a central element And become Foundation for para perpetrator in industry tourist in introductetourism products. Complete and accurate information is a form of media promotion tour Which relevant with development technology information, specifically in form social media And website.

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