


Marketing Strategies In Driving Tourist Growth Based On Travel Experience And Preferences In Tourism Attraction Areas

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Article Info	ABSTRACT
Keywords: Tourism Marketing Strategy, Traveler Experience, Traveler Preferences, Digital Technology	In order to stimulate tourism development in tourist destinations, it is imperative to implement marketing strategies that are informed by traveler preferences and experiences in the rapidly expanding digital era. The literature review method is employed in this study to examine the impact of traveler preferences and experiences on the development of effective marketing strategies. The analysis of the literature indicates that travelers' satisfaction and loyalty can be enhanced by providing them with distinctive and personalized experiences. The collection and comprehension of passenger preferences are significantly influenced by digital technologies, including social media and data analytics. The beneficial effects of implementing experiential marketing strategies are illustrated by case studies in Indonesia, including the "Wonderful Indonesia" program and the utilization of the Traveloka app and social media. In order to establish an environment that fosters sustainability and innovation in the tourism industry, it is imperative that the government, private sector, and local communities provide their support. The findings of this investigation offer profound insights for tourism industry practitioners and policymakers in the development of effective marketing strategies that will enhance traveler satisfaction and loyalty.
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INTRODUCTION

In the development of the era of globalization and digitalization, the tourism sector has become one of the main pillars in the economic development of many countries. The growth of the tourism industry is greatly influenced by effective marketing strategies, which are able to attract tourists based on their travel experiences and preferences. An overview of the literature shows that modern travelers are not only looking for attractive destinations, but also want unique and personalized experiences. Marketing strategies based on a deep understanding of travelers' experiences and preferences can help tourist destinations attract more visitors and increase their satisfaction.

The main problem faced by tourist destinations is how to design and implement marketing strategies that are able to answer the needs and desires of diverse tourists. With the existence of various destinations and increasing competition in the tourism industry,

tourist destinations must be able to innovate in offering unique and personalized experiences (Hasyim et al., 2023; Nusran & Marasabessy, 2023) However, many destinations still struggle to identify and understand the preferences of their travelers, which in turn can hinder traveler growth (Hendratri & Khotimah, 2022; I. M. Yudhiantara et al., 2019).

Related research has shown the importance of understanding traveler experiences and preferences in designing effective marketing strategies. For example, research by (Paramarta & Aripin, 2024; Sudarmo et al., 2022; Widjojo et al., 2023) on the experience economy emphasize that providing memorable experiences to customers can increase their loyalty and satisfaction. In addition, research by (Lin, 2024; Sudipa, Sarasvananda, et al., 2023; Sudirjo et al., 2023) regarding information technology in tourism show that the use of technology can assist tourist destinations in collecting and analyzing tourist data, thus enabling them to offer more personalized and relevant experiences. Another study by (Helmita et al., 2023; Khotimah, 2023; I. Yudhiantara et al., 2019) emphasize the importance of personalization in tourism marketing, which can increase tourist engagement and satisfaction.

The urgency of this research lies in the pressing need to develop marketing strategies that attract tourists based on their experiences and preferences. With the increasing expectations of travelers on the experience they get (Mokodompit, Sutaguna, et al., 2023; Sirat et al., 2023), tourist destinations must be able to adapt and offer unique and personalized experiences. This research is important to help tourist destinations understand and meet the needs of tourists, which in turn can increase tourist satisfaction and loyalty, and drive the growth of the tourism industry as a whole. The purpose of this study is to analyze the existing literature regarding marketing strategies in tourism and how tourist experiences and preferences affect tourist growth. This research aims to identify the most effective marketing strategies and provide practical recommendations (Candrasari, 2022) for tourist destinations in designing and implementing marketing strategies based on tourists' experiences and preferences. The contribution of this research is to provide in-depth insight into the importance of travelers' experiences and preferences in designing effective marketing strategies. The findings of this research are expected to be a reference for policy makers, tourism industry practitioners, and academics in developing marketing strategies that are able to increase tourist satisfaction and loyalty. In addition, this research is also expected to encourage more empirical studies regarding the role of tourists' experiences and preferences in tourism marketing strategies.

METHODS

The research method used in this article is a literature review, which aims to collect, analyze, and synthesize various literature sources relevant to the topic of marketing strategies in driving tourist growth based on their travel experiences and preferences in tourist areas. The literature review process begins with the identification of sources (Achjar et al., 2023; Ibrahim et al., 2023; Mokodompit, Kadeni, et al., 2023; Nusran, 2023). Inclusion and exclusion criteria were set to ensure that only the most relevant and high-quality literature was included in the analysis.

The first stage in this method is the literature search. After compiling an extensive list of literature, the next stage was screening based on abstracts and suitability to the research topic. Articles that meet the criteria are then read in depth to evaluate the methodology, findings, and their relevance to the research objectives (Jabid, Abdurrahman, et al., 2023; Jabid, Soleman, et al., 2023). The literature analysis was conducted using a thematic approach, where information from various sources was grouped based on the main themes that emerged, such as the role of travel experiences in marketing strategies, the influence of traveler preferences on travel decisions, and the effectiveness of marketing strategies in driving traveler growth. This approach allowed the researcher to identify patterns, gaps, and relationships between different existing research findings. In addition, this method also helps in developing a structured and logical argument in answering research questions (Jabid, Syahdan, et al., 2023a; Kusumaningtyas & Isnaini, 2023; Tega et al., 2024). The final stage in the literature review method is information synthesis, where findings from multiple sources are summarized and integrated to provide a comprehensive picture of the topic under study. This synthesizing not only includes the presentation of previous research results, but also provides critical analysis and interpretation of the findings. It aims to make a significant contribution to the understanding of how marketing strategies can be optimized to attract tourists based on their experiences and preferences.

RESULTS AND DISCUSSION

The results show that travel experience-based marketing strategies and traveler preferences have a significant impact on the growth of the number of tourists in tourist destinations. The literature analysis revealed that understanding and meeting tourists' expectations can increase their satisfaction, loyalty, and willingness to recommend the destination to others. A memorable experience to tourists can increase their loyalty and satisfaction. This research identified several key relevant themes, including the role of travel experiences, the influence of traveler preferences, and effective marketing strategies in driving traveler growth (Aryani et al., 2022; Khotimah, Lina, et al., 2022; Yasir, 2021).

Travel experiences play an important role in tourism marketing strategies. Modern travelers are not only looking for attractive destinations, but also want unique and personalized experiences. Memorable experiences can increase traveler loyalty and their desire to return to the destination. Travelers are looking for experiences that are different from their daily routine, which can include cultural interaction, adventure, and comfort. Destinations that are able to offer experiences that meet these traveler expectations tend to be more successful in attracting and retaining visitors.

Traveler preferences also play an important role in designing effective marketing strategies. Studies by (Fahri, 2022; Indriyani et al., 2022; Ramli et al., 2022; I. Yudhiantara et al., 2023) emphasize the importance of personalization in tourism marketing. Travelers have diverse preferences, ranging from accommodation types, preferred activities, to culinary preferences. Understanding these preferences allows tourist destinations to offer packages tailored to tourists' individual needs, which in turn can increase their satisfaction and loyalty (Retnasary et al., 2019; Rohman & Subarkah, 2024; Wijaya et al., 2022). Information and

communication technology (ICT) plays an important role in collecting and analyzing tourist preference data (Fauzi et al., 2023; Jabid, Syahdan, et al., 2023b; Sudipa, Rahman, et al., 2023; Thursina et al., 2021) allowing destinations to offer more personalized and relevant experiences.

In this context, the use of digital technology is crucial. Research by (Riyanti et al., 2024; Urva et al., 2023) shows that information technology can assist tourist destinations in collecting and analyzing tourist data. This data includes tourist preferences, behavior, and feedback, which can be used to develop more effective marketing strategies. For example, data analysis can reveal tourists' preferences for certain types of activities, such as ecotourism or culinary tourism, which can be used to develop tour packages that appeal to that market segment.

An effective marketing strategy also involves using social media and digital platforms to reach a wider audience. Social media such as Instagram, Facebook and Twitter allow tourist destinations to promote their unique experiences through visual and interactive content. Research by (Aristana et al., 2024; Suandana et al., 2024; Wiguna et al., 2024) show that social media has an important role in influencing travelers' decisions. Travelers often seek inspiration and information from social media before deciding on their destination. Therefore, marketing strategies that utilize the power of social media can increase the visibility and attractiveness of tourist destinations (Khotimah, Syafe'i, et al., 2022; Saputra et al., 2024).

Case studies from various countries show how experiential marketing strategies and traveler preferences can be effectively implemented. For example, in Indonesia, the "Wonderful Indonesia" program has successfully attracted tourists by promoting Indonesia's rich culture and nature through various digital media. The campaign uses engaging visual content and evocative stories to highlight the unique experiences that can be found in Indonesia. In addition, digital apps such as Traveloka and Tokopedia have made it easier for travelers to plan and book their trips, which in turn increases traveler satisfaction and loyalty.

The discussion also highlighted the importance of collaboration between various stakeholders in the tourism industry. Collaboration between the government, private sector, and local communities can create strong synergies in developing and promoting tourism destinations. The government can play an important role in providing supportive infrastructure and (Antarini et al., 2022). While the private sector can contribute with innovation and investment. Local communities are also important in maintaining the authenticity and sustainability of the tourism experience, which can enhance the attractiveness of the destination.

In addition, the importance of training and human resource development in the tourism industry cannot be ignored. Training that focuses on improving digital literacy and service skills can assist tourist destinations in providing a better experience to tourists. Research by (Komalasari et al., 2020) shows that the lack of training and technical support is the main inhibiting factor for MSMEs in adopting information technology. Therefore, a comprehensive and sustainable training program is essential to improve the competitiveness of tourist destinations.

The research also identified several challenges that need to be overcome in designing and implementing an effective marketing strategy. Key challenges include limited resources, lack of technical knowledge, and resistance to change. Low digital literacy among tourism destination owners and employees often hinders effective technology implementation. In this context, support from the government and technology providers is essential to provide the required training and resources.

Further analysis shows that destinations that successfully implement experiential marketing strategies and traveler preferences tend to experience significant increases in visitation and revenue. Investments in technology and effective marketing strategies can provide significant returns for tourist destinations. In addition, the importance of innovation in marketing strategies cannot be overlooked. Innovation allows tourist destinations to remain relevant and attractive to tourists. For example, the use of augmented reality (AR), virtual reality (VR), Virtual tour in the promotion of tourist destinations can provide an interesting and interactive experience for tourists. These technologies allow tourists to experience the destination virtually before visiting, which can increase their interest and desire to visit.

This research also highlights the importance of sustainability in tourism marketing strategies. Sustainability includes not only environmental, but also social and economic aspects. Tourism destinations must ensure that they not only attract tourists, but also provide long-term benefits to local communities. Marketing strategies that take sustainability into account can enhance the destination's image and attract tourists who are concerned about environmental and social issues. In order to develop effective marketing strategies, tourist destinations also need to pay attention to trends and changes in tourist behavior. Modern travelers are increasingly prioritizing authentic and sustainable experiences. Therefore, tourist destinations should be able to offer experiences that are not only engaging, but also authentic and sustainable. This can include the promotion of local culture, the use of local products, and other sustainability initiatives.

CONCLUSION

The research's conclusion indicates that the number of tourists visiting tourism destinations is significantly influenced by traveler preferences and travel experience marketing strategies. Destinations that are capable of comprehending and satisfying travelers' expectations by providing distinctive and personalized experiences are more likely to attract and retain visitors. Destinations are able to provide more personalized and relevant experiences by leveraging digital technology and social media to collect and analyze traveler data. In addition, the utilization of digital technology in marketing strategies can offer travelers an interactive and engaging experience. In order to establish an environment that fosters sustainability and innovation in the tourism industry, it is imperative that the government, private sector, and local communities provide their support. Additionally, it is imperative to enhance the digital literacy and service skills of tourist destinations through the training and development of human resources. Tourist destinations have the potential to enhance the contentment and loyalty of travelers, as well as stimulate the expansion of the tourism industry itself, by employing the appropriate strategy.

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