

A Synthesis Paper: How a Destination Capturing Value from the Its Visitors?

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Abstract

As well in other business, the destination should able to improve their strategy in order to be competitive in the market. This paper aims to deliver a synthesis papers that shows on how a destination able do its marketing strategy to capture value for its visitors based on the work done by Yang & Tan, (2017) Li, et al., (2017), Mariani, et al., (2015). It is found that visitors have different needs and wants, and the destination able to doing STP by first understand the motivation for the tourist to, In doing integrated marketing program, the destination should able to provide innovative events and to incorporated the destination products/service to capture more than one segments. For promotion, supplying information to the visitors also important for promotion. The organization able to use the social media to maintain the relationship with the customers, the destination will be able to gain some value from the customers as it able to enhance corporate image, customers loyalty and corporate revenue.

Keywords: Marketing Process, Destination Tourism, Capturing Value

INTRODUCTION

Like in other business, tourism and hospitality industries such as travel agencies, tourism destinations or accommodation providers need good strategy in order to attract visitors and keep competitive in market. One aspect of the strategy is Marketing strategy. Marketing strategy is important for tourism destination as it able to help the organization understand its competitors. In addition, it also enables the organization to deliver the products or services that inline the customers' needs and wants. At the end marketing strategy facilitate the organization to capture value from the customers. Altogether the work done by Yang & Tan, (2017) Li, et al., (2017), Mariani, et al., (2015) able to depict on how a destination implement its marketing strategy to capture value from the customers.

These paper aim to to deliver a synthesis papers that shows on how a destination able do its marketing strategy to capture value for its visitors based on the work done by Yang & Tan, (2017) Li, et al., (2017), Mariani, et al., (2015) This paper will be started with the introduction, followed by the discussion that consist of the summary and the synthesis, and closed by the conclusion.

Discussion

The discussion will be started to summarize of each paper in order for the reader to have a clear picture of articles. Followed by the synthesis on how these papers provide a glimpse on how to capture value based on the marketing process of kottler (2010).

Event Innovation Induced Corporate Branding (Yang and Tan, 2017)

Yang & Tan (2017) contend that event innovation is one plausible method to enhance novel tourists' experience. It enables to build corporate and brand images. In addition, the authors postulate that the particular research in this area is limited. Thus, this paper aims to study the relation of event innovation with corporate branding and to understand the differences of the impact into new and repeated customers.

Getz (1997) describes an events as organized event that deliver special experience that involving attendees' sense such as their feeling, cognitive, sensory and their relational values. Innovation divided into products and services innovation. The authors posit that product and service innovation positively affect functional and emotional value of the event that lead to corporate image. In addition, the authors propose that corporate image will enhance corporate loyalty. Furthermore, the paper also examines the differences between new and repeated customers as moderating variables.

The questionnaires of this study were taken from the tourist that presence in The House of Dancing Water in Macau in November 2014, and there were 280 questionnaires collected. After analyzing the data, it is found that product innovation positively affects functional and emotional values whereas service innovation does not corelated with functional and emotional values. Furthermore, Functional and emotional values influence corporate image and its stimuluses corporate loyalty.

This study profound that high-value experience gaining from innovative event is beneficial for enhancing company image and corporate loyalty. Moreover, creative and imaginative concept and execution such as impressive lighting and stage will improve customer values. On the other hand, peripheral services have less impact on customers' perceived value. In addition, it is worthwhile to note that supplying the visitors with information in difference form of media to feature the enjoyment and uniqueness of the event will be beneficial to boost visitors' emotional experience.

Re-Segmenting a Gaming Destination Market: A Fresh Look at Mainland Chinese tourists in Macau (Li et al., 2016a).

The study done by Li, et al., (2017) stated casino gaming sector has grown rapidly in the global context. Macau has been known as the “Monte Carlo of the Orient” and a home of thirty five casinos. However, instead of growing casino the global, Macau’s casino industry experience drop in revenue due to some reasons. First, the anti-corruption movement by Chinese government that lead to reducing number of high rollers. Second, the limitation of entry visa for Chinese entering Macau. Third, increasing number of global competition that allows Chinese tourist to visit other casinos in the region such as in Singapore or South-Korea. The authors argue to improve its position, Macau tourism and development should segmented its tourists based on their motivation so that the authorities able to provide services or products that suit on tourists preferences. Thus, this paper not only aims to identify tourists’ motivation in gambling market in Macau, but also to examine the differences and similarities of tourist destination in Chinese Mainland based on tourists’ motivation.

Previous studies mentioned several types of tourist motivations; outer vs inner and pull vs push motivation. For particular gambling destination, winning the money comes at first, then amusing nature of gambling, and the need of pleasure and enjoyment (Lee at al, 2006). Study done by Park et al (2002) stated that self-expression, enjoyment and centrality was the motive of gambler tourists.

This study follows rigid methodology by doing focus-group interview and pre-test to ensure the reliability and validity of questionnaires. In addition, before distributing the questionnaires’, the interviewers have been explained about the purpose of the study and the guidance on how to completing the questionnaires. The data was collected from 366 questionnaires’ that distributed in different regions.

This study revealed the four major of tourist motivations; entertainment; relaxation; knowledge and prestige, and relaxation was the major motives. Moreover, this study exposed that relaxation opportunities and an environment to escape should be provide by gambling destination. It could be done by integrating casinos and tourism products. As a result, not only tourists motive can be fulfilled, but also it increases travel experiences.

This study disclosed three segments of tourists in gamble destination; freedom seekers, multipurpose seekers, and entertainment and gambling seekers. In addition, this study also exhibited the characteristic that each segment prefers. For instance, freedom seekers valued most on variety of interesting event and festivals whereas multipurpose seekers appreciated local food and beverage most. succinctly, gambling destination should not only focus on casinos but also emphasis on travel experience in order to increase the revenue.

Facebook as a destination marketing tool: Evidence From Italian Regional Destination Management Organizations (Mariani et al., 2016)

The study done by Mariani, et al., (2015) aim to study the on how Destination Management Organization (DMO) utilized Facebook to advertise their destination, to know the Facebook usage of each DMO, to understand the antecedents of tourist’ engagement, and to offer managerial best practice for the DMOs in Italia. This paper is exploratory study that employs qualitative and

quantitative methods that follows several steps. Starting from a pilot study, data gathering from Facebook, semi structure interviews to discuss the issue rise from the Facebook data, and at last the author combine the quantitative and qualitative data.

It is found that there are different perceptions on how to maximize Facebook. Ones are active and experimental while others are passive. The active ones such as Trentino, Tuscany and Sicily, they exercise Facebook not only for providing information but also to escalate the tourist' engagement. In contrast, the passive ones such as Molise whose use Facebook as media distributing information that already stated in its official website. In addition, visual content, moderately long post, and evening and night posting have significantly boost tourists' engagement.

The authors recommend the DMOs to maximize the social media to improve tourists' engagement and to expand it with attractive visual content. In addition, it is suggested that DMOs should build the digital culture and invest in social media. To explore ways to elevate bottom-up User Generated Content and to measure the effectiveness of social media that can be used to enhance strategic marketing decision.

The Synthesis

To synthesis those three papers mentioned above Kotler (2010) framework on marketing process is utilized. The framework is used as it able to depict steps starting from identifying to reaching the objectives that include able to uncover the customers needs and wants, and to develop the products that meet those. The framework itself divided into five steps and how it incorporates with articles will be depicted in next paragraph.

First, understanding the market places and customers needs and wants. Li et al., (2016) stated the tourists that visit gambling destination, others than winning the game, they need only need to experience entraining of gambling, but also to feel the pleasure and enjoyment. For instance, the visitors need great night life, cultural experience, and appealing local food (Li et al., 2016). Second, design customer driven marketing strategy by doing segmentation, targeting, positioning. Li et al., (2016) depicted that segmentation of tourist can be divided based on their motivation such as freedom seekers, multipurpose seekers, entertainment and gambling seekers. Third, construct integrated marketing program that deliver superior value, in short providing marketing mix (price, promotion, place, and product). In general, there are two type of products that mentioned in the article. Yang and Tan (2017) mentioned the product should be innovative, specifically in their study the product in this sense the destination "The House of Dancing Water" should provide innovative event that positively affects functional and emotional values that influence corporate image and its stimuluses corporate loyalty. Product can be produced by learning the motive of the customers as mentioned by Li et al., (2016). Thus, Li et al., (2016) propose that to integrate casinos and tourism products such as place to relax and to escape in order to enhance visitors. In the sense of promotion, these three articles agree that supplying information is important, the information that necessary and can be assessed by the customers. The fourth step is building profitable relationships and create customers delight. Mariani et al., (2016) suggested to utilize the social media in order to manage the relation with the visitors and improve tourists' engagement. Moreover, Mariani et al., (2016) also emphasized the social media should be consist of attractive visual content. In addition, it is suggested that DMOs should build the digital culture and invest in social media. The last phase, capture value from customers to create profits and to customers

equity. Yang and Tan (2017) argued that innovative event will be impacting the visitors' functional and emotional values will stimulus corporate loyalty, and at the end it will increase destination revenue. Figure 1 show the steps in marketing process and how it integrated with these three papers in order to capture value from the customers in tourism sectors.



Figure 1.
Marketing Process

Conclusion

This study utilize on how to capture customer value based on the study done by (Li et al., 2016b; Mariani et al., 2016; Yang and Tan, 2017). The framework used to synthesis the papers is the marketing process (Kotler, 2000). In general, it is found that visitors have different needs and wants, such as Great night life, cultural experience, appealing local food, etc (Li, et al., 2017). The organization able to doing STP by first understand the motivation for the tourist to visit the destination such as for freedom or for entertainment and gambling (Li, et al., 2017). In doing integrated marketing program, the destination should able to provide innovative events and to incorporated the destination products/service to capture more than one segments. For instance, Gambling and freedom seekers segment. For promotion, supplying information to the visitors also important for promotion. The organization able to use the social media to maintain the relationship with the customers. It is worthwhile to understand, the destination will be able to gain some value from the customers as theses process lead to enhance corporate image, customers loyalty and corporate revenue. (Yang & Tan, 2017)

These three papers provides the readers on how to capture value from the customers, In addition, those three relatively straight forward reports and adopting a rigid methodology. However, to enhance the benefits of the readers, it would be more beneficial if Yang & Tan, (2017) sample was not only taken in November but also in other time (in peak season), thus holistic picture can be gained. In addition, Li, et al., (2017) study could be more concise as it offers redundant information to the readers.

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