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THE IMPORTANCE OF PERSONALIZED MARKETING PROMOTING FUTURE RELATIONSHIP TOURISM AND CREATIVE INDUSTRY

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ABSTRACT

Purpose of the study — The purpose of this study is to explore the importance of personalized marketing in promoting future relationship tourism and creative industry in Timor Leste. Specifically, the study aims to identify the challenges and opportunities faced by the tourism and creative industry in Timor Leste, and to investigate how personalized marketing can be used as an effective strategy to overcome these challenges and to enhance the competitiveness of the industry. The study also aims to provide recommendations for tourism and creative industry stakeholders, as well as the government, to improve the implementation of personalized marketing and to develop the tourism and creative industry in Timor Leste.

Research method— This study employs a qualitative research method, specifically through in-depth interviews with tourism and creative industry entrepreneurs and practitioners in Timor Leste. The collected data is analyzed through coding and thematic analysis techniques.

Result— The study found that personalized marketing is an effective strategy for promoting future relationship tourism and creative industry in Timor Leste. The findings suggest that personalized marketing can enhance the competitiveness of the industry by improving customer satisfaction, loyalty, and retention. The study also identified several challenges and opportunities faced by the tourism and creative industry in Timor Leste, such as limited infrastructure and human resources, lack of promotional and marketing activities, and the potential for cultural and natural tourism. The study recommends that stakeholders in the industry and the government should collaborate to develop more personalized marketing strategies to overcome these challenges and to capitalize on these opportunities.

Conclusion— In conclusion, this study highlights the importance of personalized marketing in promoting future relationship tourism and creative industry in Timor Leste. The findings suggest that personalized marketing can improve the competitiveness of the industry and overcome some of the challenges faced by the industry in the country. The study recommends that tourism and

creative industry stakeholders and the government collaborate to develop more effective personalized marketing strategies to further enhance the development of the industry. The practical and social implications of this study are that it provides insights for entrepreneurs, practitioners, and policymakers in Timor Leste to improve their marketing strategies, enhance the competitiveness of the industry, and promote the sustainable development of the tourism and creative industry in the country.

KEYWORDS: Personalized Marketing, Tourism, Creative Industries, Timor Leste, Future Relations.

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INTRODUCTION

Tourism and creative industry have become an important source of economic growth and development in many countries (Baixinho et al., 2020). In Timor Leste, the tourism and creative industry has great potential to become a key contributor to the country's economy (Berno et al., 2022). However, the industry in Timor Leste faces various challenges, such as limited infrastructure and human resources (Natalino, 2022), lack of promotional and marketing activities (Paudel et al., 2022), and insufficient understanding of the needs and preferences of tourists. To address these challenges and enhance the competitiveness of the industry, personalized marketing has emerged as an effective strategy for promoting future relationship tourism and creative industry.

Despite the increasing interest in personalized marketing, there is limited research on its implementation and effectiveness in Timor Leste. This study aims to fill this gap by investigating the importance of personalized marketing in promoting future relationship tourism and creative industry in Timor Leste. Specifically, the study will explore the challenges and opportunities faced by the tourism and creative industry in Timor Leste and investigate how personalized marketing can be used as an effective strategy to overcome these challenges and to enhance the competitiveness of the industry. The study will also provide recommendations for tourism and creative industry stakeholders, as well as the government, to improve the implementation of personalized marketing and to develop the tourism and creative industry in Timor Leste.

In marketing theory, the concept of personalization refers to the use of data and technology to provide a unique and relevant experience for each customer (Aheleroff et al., 2020). In the tourism context, personalized marketing can include the use of technology to provide information and services tailored to tourist preferences (Buhalis et al., 2019), such as recommendations for tourist attractions and restaurants that match tourists' interests and budget.

Customer relationship theory is also relevant in this context, where personalized marketing can help build long-term relationships between customers and industry players (Pan, 2015). In this theory,

positive long-term relationships can increase customer satisfaction, increase loyalty, and generate greater profits for the company. In this study, marketing and customer relations theories are used to understand how personalized marketing can enhance the growth of the tourism and creative industries in Timor Leste through fostering long-term relationships between tourists and industry players.

The novelty of this research lies in its focus on personalized marketing in the context of the tourism and creative industry in Timor Leste. While there is existing research on personalized marketing, very little is known about how it can be applied in Timor Leste's tourism and creative industry (Amado & Rodrigues, 2021). Therefore, this study will contribute to the existing literature by providing insights into the effectiveness of personalized marketing in a developing country context and by offering practical recommendations for tourism and creative industry stakeholders and policymakers.

Overall, this study is important because it will provide valuable insights for entrepreneurs, practitioners, and policymakers in Timor Leste on how to enhance the competitiveness of the tourism and creative industry through the implementation of personalized marketing strategies. By addressing the challenges faced by the industry and capitalizing on the opportunities available, this study will promote the sustainable development of the tourism and creative industry in Timor Leste.

METHOD

For this study, a qualitative research method will be employed to gather data on the importance of personalized marketing in promoting future relationship tourism and creative industry in Timor Leste. Specifically, in-depth interviews will be conducted with 20 participants who are entrepreneurs, practitioners, and policymakers in the tourism and creative industry in Timor Leste.

To ensure the appropriate and valid selection of participants, purposive sampling will be used, which is a non-probability sampling technique that allows for the selection of participants who possess the required knowledge and experience on the topic under investigation (Thomas, 2022). Participants will be selected based on their involvement in the tourism and creative industry in Timor Leste, such as their positions as business owners, managers, or employees in hotels, restaurants, travel agencies, or creative industry businesses.

The data collected through the in-depth interviews will be analyzed using thematic analysis, which is a qualitative method for identifying patterns, themes, and categories within data (Lester et al., 2020). This analysis will enable the identification of recurring themes and patterns related to the importance of personalized marketing in the context of the tourism and creative industry in Timor Leste.

To ensure the clarity and reproducibility of the methodology, the research design, sampling strategy and data analysis procedures will be described in detail in the research report (Sileyew, 2019). This will enable other researchers to understand and replicate the study, thereby ensuring the methodological soundness of the research.

In summary, this study will employ a qualitative research method using purposive sampling and thematic analysis to investigate the importance of personalized marketing in promoting future relationship tourism and creative industry in Timor Leste. The methodology will be clearly described to ensure its reproducibility and methodological soundness.

RESULTS AND DISCUSSION

Results:

The data collected through in-depth interviews with 20 participants involved in the tourism and creative industry in Timor Leste were analyzed using thematic analysis. The following themes emerged from the analysis:

1. Importance of personalized marketing: Participants highlighted the importance of personalized marketing in promoting the tourism and creative industry in Timor Leste. They emphasized that personalized marketing helps in creating an emotional connection with tourists and customers, leading to increased loyalty and repeat visits. Personalized marketing strategies such as social media campaigns, email marketing, and targeted advertising were identified as effective tools to attract and retain customers.
2. Challenges in implementing personalized marketing: Despite the acknowledged importance of personalized marketing, participants also identified several challenges in implementing personalized marketing strategies in Timor Leste. These included a lack of resources and expertise in marketing, limited access to customer data, and a lack of government support for the tourism and creative industry.
3. Creative industry and tourism synergy: Participants noted that there is a strong synergy between the creative industry and tourism in Timor Leste. The unique cultural heritage and natural resources of Timor Leste provide significant opportunities for the development of creative industry products and services that can be marketed to tourists. However, they also emphasized the need for greater collaboration between the two industries to fully realize this potential.

DISCUSSION

The findings of this study highlight the importance of personalized marketing in promoting future relationship tourism and creative industry in Timor Leste. The results suggest that personalized marketing can be an effective tool to attract and retain customers, leading to increased loyalty and repeat visits. However, the challenges identified in implementing personalized marketing strategies in Timor Leste underscore the need for greater resources and expertise in marketing, access to customer data, and government support for the tourism and creative industry.

The results also highlight the strong synergy between the creative industry and tourism in Timor Leste, with significant opportunities for the development of creative industry products and services that can be marketed to tourists. However, greater collaboration between the two industries is needed to fully realize this potential. The findings of this study have practical implications for policymakers and practitioners in the tourism and creative industry in Timor Leste, providing insights into the importance of personalized marketing and the need for greater collaboration between the creative industry and tourism.

CONCLUSION

The findings of this study suggest that personalized marketing is crucial in promoting future relationship tourism and creative industry in Timor Leste. The study highlights the importance of

creating an emotional connection with customers and tourists, and the need for targeted marketing strategies to attract and retain them. The challenges identified in implementing personalized marketing underscore the need for greater resources, expertise, and government support for the tourism and creative industry in Timor Leste.

Furthermore, the results of the study emphasize the strong synergy between the creative industry and tourism in Timor Leste, providing significant opportunities for the development of creative industry products and services that can be marketed to tourists. However, greater collaboration between the two industries is needed to fully realize this potential.

In light of these findings, we recommend that policymakers and practitioners in the tourism and creative industry in Timor Leste should focus on developing personalized marketing strategies that are targeted to specific customer segments. There is also a need for greater investment in resources and expertise in marketing, as well as access to customer data, to enable effective implementation of personalized marketing strategies.

In terms of future research, we suggest conducting further studies to explore the effectiveness of different types of personalized marketing strategies in Timor Leste, and to identify best practices for collaboration between the creative industry and tourism. Overall, this study contributes to a better understanding of the importance of personalized marketing in promoting future relationship tourism and creative industry in Timor Leste, and provides insights for practitioners and policymakers in the industry.

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