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## THE ROLE OF DIGITAL MARKETING IN THE TOURISM INDUSTRY: INSIGHT TO THE PREMISE OF R-A THEORY

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### ABSTRACT

The premise of R-A theory would support the results of gap research based on gap theory and reveal the real problems of complex and sustainable tourism organization. The role of a digital marketing scientist who conducts the digital marketing research based on theory is well scientific research that it would contribute to the development of the digital marketing science, and contribute to major theories. Furthermore, the purpose of this study is to find the well theoretical gaps based on the premises of the R-A theory. This research approach is based on an in-depth idea study with an inductively and deductively that it would base qualitative and the quantitative approach and scientific reference research. The researchers hope that the results of this study could have the best model to make the contribution to the exploration and mixed methods of the research ideas based on strong scientific premises that its cornerstone base on the R-A Theory.

**KEYWORDS:** Mixed methods, premise, and sustainable tourism- organization.

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### 1. INTRODUCTION

The Role of Marketing in Indonesia's tourism industry Indonesia's faces complex challenges such as intense competition, changing the global consumer behavior, and digital transformation with the advance technologies. In this context, marketing plays an important role in influencing the success and growth of a digital marketing business (Lombard and Lewis, 2012).

The Indonesian government targets 20 million foreign tourist visits in 2019. The target was launched by the government because actually Indonesia has considerable tourism potential and many of these potentials are still untapped. Head of European and Middle East Marketing Strategy of the Ministry of Tourism revealed, tourism in Indonesia has many advantages. There are also

drawbacks. The disadvantage of tourism in Indonesia is the lack of **access** infrastructure to tourist attractions and makes **transportation costs** to promoted locations expensive. An infrastructure services to the destination area are promoted sometimes bumped with inadequate infrastructure, the next weakness is **health and cleanliness** which is still not considered in tourism places, in addition to the **environmental sustainability of tourism locations** has not been implemented. Indonesia has advantages over other countries in the tourism sector, these advantages are **cheap tour package prices compared** to other countries, **the diversity of natural resources** owned so that there are many choices of tourist attractions to attract tourists. **Indonesia's package price competition** for travel is quite cheap compared to other countries. Currently, the tourism sector is one of the government's priorities contained in the vision and mission of Nawa Cita, by setting a target of 20 million foreign tourists by 2019. The tourism sector can provide many benefits, such as **creating jobs, and contributing to state revenue**. Tourism has an important role in Gross Domestic Product (GDP), can create jobs and global conditions occur, international tourist travel remains good (<https://www.liputan6.com/bisnis/read/2501121/ini-keunggulan-dan-kekurangan-pariwisata-indonesia>, 2023).

Although ranked 40th, Indonesia's tourism competitiveness is still inferior to Malaysia to Singapore and the five advantages of Indonesian tourism compared to other countries that **attract culture and business visits**. Improving the Tourism Ranking in Indonesia in addition to there are advantages, it also recognizes that Indonesian tourism has weaknesses, such as in the **environmental to security fields**. Weak conditions in the other five pillars, namely in the fields of **sustainable environment, health and hygiene, infrastructure, tourism are under continuous improvement, then security, then also still lacking in information technology readiness** (<https://economy.okezone.com/read/2020/02/17/320/2169733/jokowi-beberkan-5-keunggulan-dan-kelemahan-pariwisata-indonesia>, 2023).

The situation of Indonesian tourism until now and very miserable and the potential in the form of destinations that are very abundant like fragments of heaven on earth has not been utilized optimally. The real indicator that becomes a benchmark is foreign tourist visits. According to the Central Statistics Agency taken in 2019 or before the Covid-19 Pandemic, the visits of Indonesian foreign tourists (16 million people) were far inferior to Thailand (40 million people), Malaysia (26 million people), Singapore (19 million people), and Vietnam (19 million people). With a lot of unbeatable destination spots in the country and more concentration on developing five super priority tourism destinations (DPSP). The number was revised from the previous 10 DPSPs. First, accessibility to tourism destinations. Beyond the five priority destinations, there are many foreign tourists who enjoy nautical-based tourism and ecosystems such as Togean Island Central Sulawesi, Moyo Island West Nusa Tenggara, Sikuai Island West Sumatra, and other destinations. However, based on experience, the islands are difficult to reach due to accessibility issues. For example, to Togean Island where from Jakarta, we have to use air transportation to Gorontalo, then continue with a four-wheeled vehicle to a village followed by crossing by boat to Togean Island. It's very tiring. The second issue touched upon is that Indonesian tourism lacks **attractions and cultural factors**. In this hospitality, only concentrate on famous destination points, such as in Borobudur, Central Java or in Kuta, Bali. A different situation appears in the Harau Valley of West Sumatra where there are many acung traders selling souvenirs. Of course, both domestic and foreign tourists

feel uncomfortable and even pressured to be forced to buy merchandise. **Budget issues**, the beginning of the weak point of Indonesia's tourism progress which must manage 17,000 islands is that our tourism budget needs a large allocation. This is because the government's demands to the world of Indonesian tourism are also not kidding. Another issue that is no less important is the **price of airline tickets**. World oil prices are currently at US \$ 79 per barrel. Last year, oil prices broke through \$120 per barrel. Even though the cost of avtur can reach 40% of the total cost. To encourage Wisnus to take a walk. Remember a family tour of at least four people; the increase is at least IDR 600,000 one way, then IDR 1.2 million round trip. If multiplied by four people, then there is an additional Rp 4.8 million. The public is certainly not interested in boarding the plane. For this reason, it is necessary to find a holistic and comprehensive solution for all stake holder (<https://www.cnbcindonesia.com/opini/20230111141712-14-404670/mau-dibawa-ke-mana-industri-pariwisata-indonesia>, 2023).

Here are some important roles of marketing in tourism industry in Indonesia: 1). Understanding consumer marketing plays an important role in collecting and analyzing tourist data, market trends, and purchasing behavior. The consumer preferences, needs, and desires allow businesses to develop appropriate marketing strategies within the tourism industries to attract and retain customers (Sarkar et al., 2016; Yao & Zhang, 2012). This is consistent with the premise of R-A theory, which focuses on the importance of understanding consumers' needs and wants in order to build the strong relationships. 2). the creating a marketing value proposition helps retail companies develop the value proposition that appeals to consumers. During fierce competition, companies must provide added value that stands out from their competitors. This may include the development of innovative products and services, superior customer experience, and competitive pricing. R-A theory emphasizes the importance of creating value that is relevant and important to consumers. 3). Developing a marketing strategy is responsible for developing an effective marketing strategy (Sarkar et al., 2016; Yao & Zhang, 2012).

An effective branding increases brand awareness, creates trust, and differentiates your company from competitors. The marketing effort also plays a role in managing brand communications throughout and ensuring alignment between the brand image and customer experience. The R-A theory emphasizes the importance of building emotional relationships between brands and consumers. (Kao & Chueh, 2022; Nirwana et al., 2023; Sarkar et al., 2016; Tang et al., 2014). Furthermore, the role of marketing in another tourism industry, namely the Indonesian destinations industry, is premised on the "incomplete and expensive consumer information" of R-A marketing theory, and especially in today's digital age, the role of marketing in Indonesia's banking industry is premised on the "incomplete and expensive consumer information" and is particularly important in today's digital age. Plays an important role in building. Also involved in management and the importance of marketing cannot be ignored, as part of basic consumer information, actors play an important role in educating and understanding consumers about their products and services. (Rubio et al., 2017; Suhartanto et al., 2018) The digital marketing, such as online advertising, is an effective tool for reaching specific target groups. However, one obstacle is the high cost of advertising. Advertising and marketing costs will become a new burden for financial institutions, especially given the intense competition in the banking sector (Alan et al., 2016).

Therefore, marketing strategies must be conducted to implement strategies such as engaging with content creators, leveraging social media, and collaborating with target-influencers to reduce advertising costs within the digital marketing involvement. An innovation also plays an important role in fulfilling the principle that consumer information is incomplete and expensive. Developing user-friendly information tourism apps and using artificial intelligence to personalize services can be effective tools to capture consumers' attention without significant marketing costs. Therefore, the purpose of this study is to clarify what role marketing scientists play in conducting the marketing research based on the premises of the theory, which is useful for good scientific research and contributes to the development of marketing science and can contribute to major theories. Therefore, the purpose of this study is to provide ideas and notions on how to find strong theoretical gaps based on R-A theory premises. This research approach is based on an in-depth idea study with an inductively based qualitative and the quantitative approach and scientific reference of the previous research.

## 2. THEORETICAL REVIEW

In the era of globalization and the development of information technology, the role of marketing in the Indonesian destination sector has become increasingly important and strategic within the marketing effort not only introduces the destination products and services to the public, but also takes into account other important aspects such as trust, security, and attempted customer satisfaction. (Nambiar et al., 2019; Shin et al., 2020) Object-Oriented Ontology (OOO) analysis of refrigerators and emphasizes that the problem should not be reduced solely to individual refrigerators but involves the potential of refrigerators to harm the upper atmosphere being withdrawn. The contribution provides valuable insights to understanding complex social phenomena by emphasizing relational arrangements, part-whole relationships, and the withdrawn features of objects within various contexts. OOO adds a deeper dimension by highlighting the concept of objects as entities that have qualities not entirely reducible to their components or observable effects. OOO invites objects in their own context, including considering features that may be hidden (Franco et al., 2022).

Based on explanation from Franco et al (2022) the scholars would be finding and make the explains how Object-Oriented Ontology can help to guide ontological, methodological, and the considerations in studies of destination market and consumption assemblages from tourism within the R-A theory premises, such as table below:

**Table 1.** How Object-Oriented Ontology can help to guide ontological, methodological and the considerations in studies of destination market and consumption assemblages from tourism within the R-A theory premises

No	An Object-Oriented Ontology and the considerations in studies of destination market and consumption assemblages from tourisms	The R-A theory premises context of the OOO
1	An access infrastructure to tourist attractions	The role of management and the company information
2	The transportation costs	The consumers information and the company resources
3	The health and cleanliness in tourism places	The role of management
4	An environmental sustainability of tourism locations	The competitive dynamic
5	The diversity of natural resources	The demand was very heterogeneous
6	The creating jobs	The resources characteristic's
7	The contributing to state revenue. Tourism has an important role in Gross Domestic Product (GDP)	The Financial performance and the competitive dynamic

(Source: The Paradigms, 2023)

In this context, competitive advantage can be interpreted as leveraging unique resources such as the nation reputation within tourism industries, security technology, and responsive customer service. By making the most of these resources can gain a competitive advantage in the increasingly competitive destination's industry. 2. Technology-based marketing the development of technology has a significant impact on the role of marketing in the Indonesian tourisms business sector. Technology-based marketing includes not only the use of digital platforms to promote products and service of the entire destinations, but also the use of technology to improve the customer experience. In fact, marketers need to constantly update their strategies to keep up with the latest technology trends. In the framework of R-A theory, technology can be viewed as a resource that provides competitive advantage (Chylinski et al., 2020; Naujokaitiene et al., 2015).

Therefore, the marketing needs to focus its efforts on promoting these technologies as a key differentiator and the Role of Marketing in Increasing Customer Lifetime Value (CLV) becoming a critical measure in the destination industry. Marketing has an important role to play in building long-term relationships with among tourist, with the goal of increasing their lifetime value. A marketing strategy should not only focus on acquiring new customers but also retaining existing ones. R-A Theory can be applied in the context of improving CLV by utilizing existing resources. This involves improving customer experience, providing innovative products, and managing effective customer relationships. Marketing must understand customer needs and preferences then use the company resources to provide solutions and services that meet their expectations (Chylinski et al., 2020; Hollebeek & Belk, 2021; Naujokaitiene et al., 2015).

In the Indonesian, marketing is not only a support function, but also a key to a company's success and the application of R-A theory considers marketing as a tool for optimizing the use of corporate resources to achieve competitive advantage. Therefore, marketing strategies for the tourism industries are expected to not only sell products and services, but also create long-term value through increasing among tourist trust, technology usage, and customer lifetime value. Therefore, marketing becomes a strategic pillar for sustaining the growth and sustainability of Indonesian destination industry companies (Marikyan et al., 2023; Ul Hassan et al., 2020a, 2020b).

### 3. RESEARCH METHODS

This research approach is based on the deductive qualitative methods and an in-depth exploration of ideas with an inductive-based qualitative approach and scientific reference studies and the research

is based on a qualitative research method approach with a case study research design approach supported by procedures; research objectives, problem formulation, determining cases and identifying them, in-depth & detailed investigations, the formulations of implemented cases, data presentation, Colaizzi and NVivo software also the finding new formulations based on the experience of the business communities (J. Yin & Ni, 2021; R. K. Yin, n.d.).

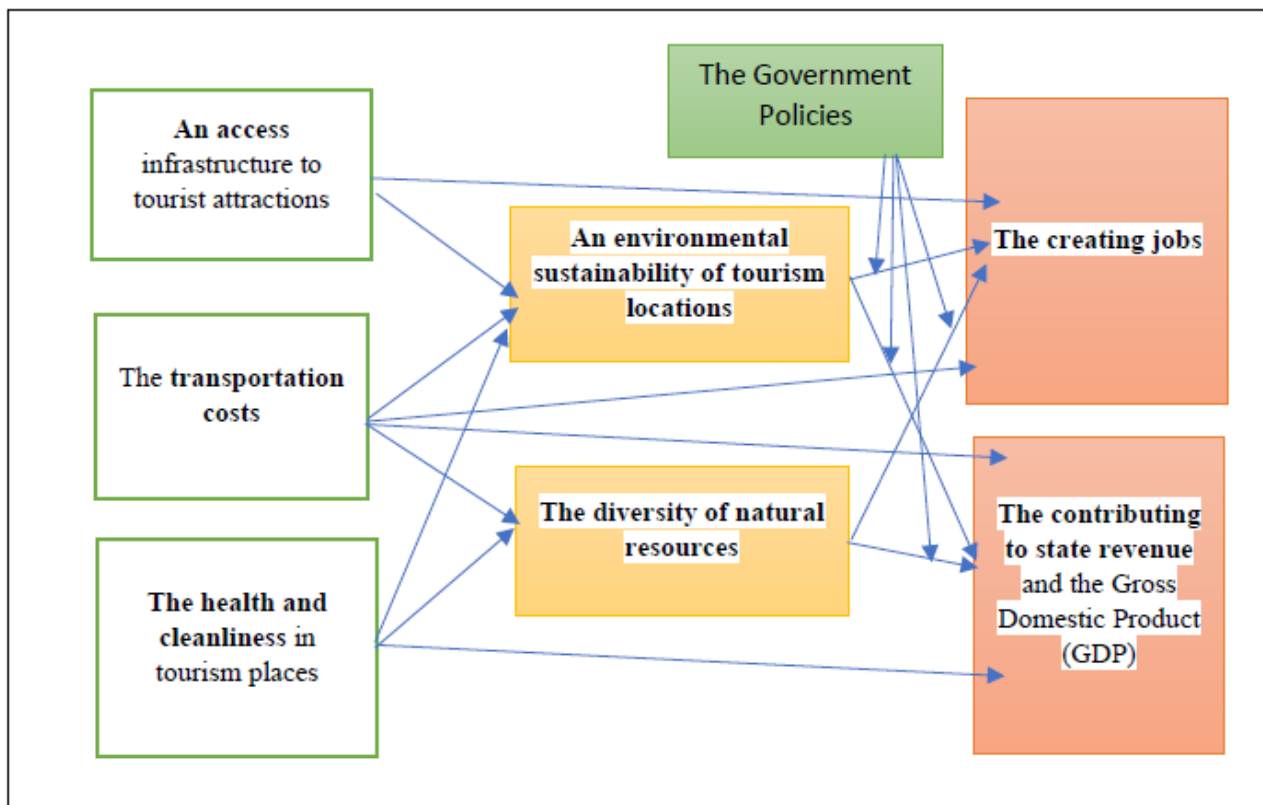
The deductive methods were design within the previous research design development and would make the hypotheses development within the qualitative research methods. The among hypotheses would analyze conduct to the structural equation model base on the confirmed strategy design base on the Lisrel software (Chang et al., 2016; Dhiman & Sharma, 2021; Hair et al., 2011).

### **Research Planning and Design**

The research method that will be carried out to develop a new model in the form of a new pattern of the business gap in multi-tourism industries based on a business ecosystem with an alignment, with a **qualitative method approach**. While the design of this research is in the form of a *Case Study* and *Phenomenology* approach to studies on the **retail business development**. Yin (2018, pp31-39) explains to choose a case study research, taking into account; 1). The main research question is to use the question word "how" or "why", 2). Few behavioral events and 3). Focus study is a contemporary phenomenon. Moreover, a case study correctly means tackling five traditional issues; conduct research rigorously, avoiding confusion with non-research case studies (i.e., popular case studies, teaching practice case studies, and case notes), arriving at general conclusions if desired. Determine the three types of case studies used for research purposes: a) Case explanation, b). Descriptive case, and c). Study case exploration.(Yin, n.d, 2018.)

After the research-model developed and have the entire hypotheses development, the scholar would conduct base on the measurement model and the structural model to make an among hypotheses assessments. Within the confirmed strategy, the scientist would be doing the testing of validity among items and the reliability of entire latent construct that it building the research model and goodness of fit modeling among variable. Moreover, the scholars would make an among hypotheses testing base on the  $< .05$  within the p value and make the assessments for the goodness of fitting research model (Alzahrani et al., 2020; Chatterjee et al., 2019; Hair & Sarstedt, 2019; Pacheco Salles et al., 2020).

Base on the table 1, the scholars would conduct to develop for the new model of tourism within the approach of the Object-Oriented Ontology and the considerations in studies of destination market and consumption assemblages from tourisms as follow Figure 1 below (Kronenberg & Fuchs, 2021; Miller et al., 2010; Waligo et al., 2013):



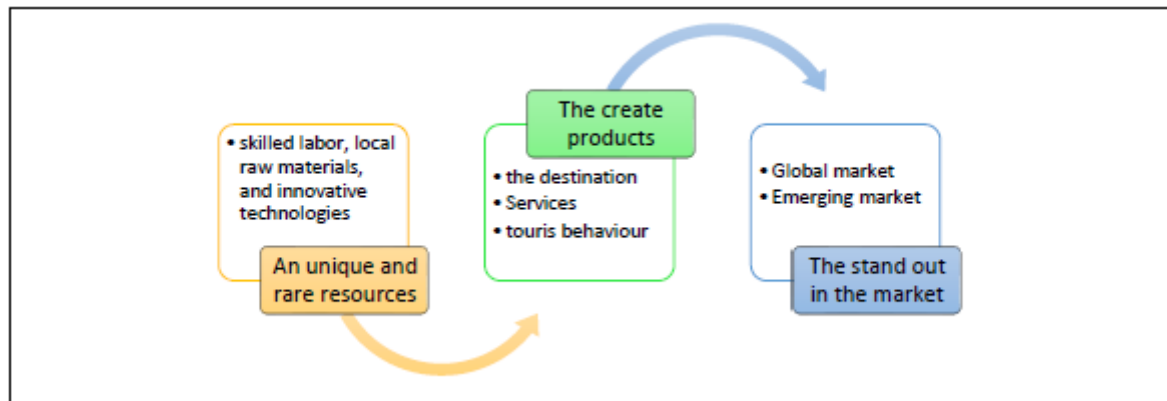
**Figure 1.** The Research Model within an Object-Oriented Ontology and the considerations in studies of destination market and consumption assemblages from tourists (Resources: The Scholars ideas)

Furthermore, an improvement on **the contributing to state revenue** and the (GDP) and the creating new potential job for the local people and expert from around the world where the potential destination location and culture could be developed as the new destination. Importantly, the well business process, the resources would inquiries of the importantly for an environment and sustainable of the destination and the among potential location. The government policy could spur and make a role for make the aim of the planning would improvement as the moderating impact in the sustainable tourism research model (Kronenberg & Fuchs, 2021; Miller et al., 2010; Waligo et al., 2013).

#### 4. Results and Discussion

An exploration of R-A theory in the context of the resource advantage theory of Indonesian tourism destinations that it referred to the ontology and the among premises, developed by Shelby D. Hunt and Robert M and it's a framework that describes it as a process. (Chang & Wang, 2013; Gardner, 2018)

Indeed, the context of the destination in tourism industry in Indonesia, this theory is relevant to analyze how resources for among companies use their unique resources, such as skilled labor, local raw materials, and innovative technologies, to create products that stand out in the market as follow figure 2 below:



**Figure 2.** The relevant to analyze their unique resources

The result would to make an improvement **on the contributing to state revenue** and the Gross Domestic Product (GDP) and the creating job for the local people where the potential destination location and culture. Within the well business process, the resources would inquiries of the importantly for an environment and sustainable of the destination and the among potential location. The government policy could make a role for make the aim of the planning would improvement as the moderating impact in the sustainable tourism research model. Induce, the exogenous variable could the perfect reason to be choice and enhance the infrastructure and the access to the among destination, the transportation cost, the healthy and cleanness within entire tourist destinations and culture attraction (Kronenberg & Fuchs, 2021; Miller et al., 2010; Waligo et al., 2013).

Therefore, the marketing plays an important role in identifying and exploiting resources that can be a differentiator in competition within the tourism industries in the world. In Indonesia, companies' resources often have access to quality local potential nature and destination or the sustainable tourist destinations and culture (Hollebeek & Macky, 2019; Skålén et al., 2022; Thaichon et al., 2022). Through the identification and utilization of unique resources among institution within the tourism industries, as well as close collaboration with the R&D team within actors in among institutions, marketing can lead companies in creating products that are not only quality but also different from competitors, ensuring success in a competitive market (Li et al., 2021; Schamp et al., 2023).

Conversely, the marketing cannot create greater awareness and interest in the market, even amid the dominance of the tourist destination from Japan and Europe. By adopting a marketing 4.0 approach and linking it to the premise of Resources Advantage Theory, companies like entire potential market and the well tourism destination can achieve the goal of superior financial performance for the institution and even the GDP of the country. The competitive advantage focused marketing can influence the government to create supportive policies and insight to the tourism destination market in Indonesia (FitzPatrick et al., 2013; Hunt, 2011; Martínez et al., 2014).

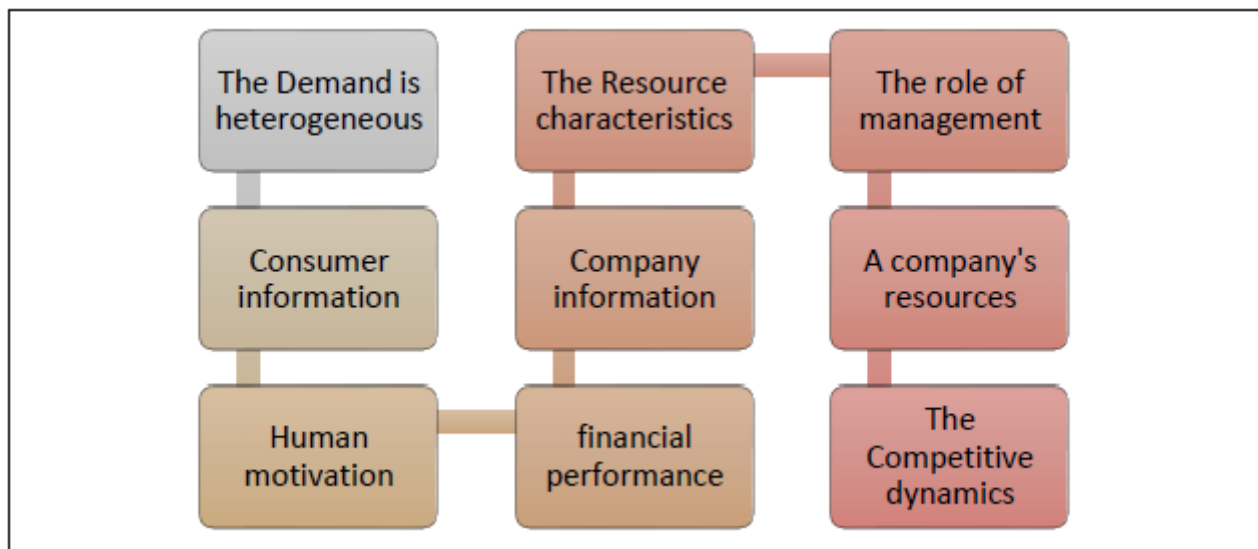
## 5. CONCLUSION

Hunt and Morgan (1995) explain that the basic premise of R-A theory occur for many industries like the tourism industry and encompassed to: 1. The demand is heterogeneous between industries, 2. The consumer information is incomplete and expensive, 3. The human motivation is limited, 4.



The company's goal to attempt for the superior financial performance, 5. The company information is incomplete and expensive to pursue, 6. Entire company's resources are financial, physical, legal, human, organizational, informational, and relational resources, 7. The resource characteristics are heterogeneous and immovable. 8. The role of management is to identify, understand, create, select, implement, and modify entire well strategies to attempt the business goals, 9. The competitive dynamics create an imbalance with endogenous innovation (Hunt, 2011, 2013).

Importantly, the entire premise was able to fill a number of theoretical gaps, and the implications of the gaps for ontology in the current destination and tourism industries and its business context will be further developed in marketing management science and future research, that it could within the figure 3 below:



**Figure 3.** The potential research gaps for object- orientation ontology

The most urgently of entire potential research gaps for ontology in the current among business in Indonesia was the competitive dynamic and the demand is heterogeneous that should be to anticipated conduct to the comprehensive research to evolve the marketing management science within the cornerstone to evolve the R-A Theory. Base on the approach of qualitative inquiry, the researcher would find the theme and sub-theme of the potentially tourism destination and the tourist behaviour to make a well blue-print for the tourism business for the future.

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