

Evaluation of Indonesian Tourism Marketing towards Quality Tourism

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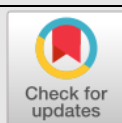
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ABSTRACT

The Ministry of Tourism and Creative Economy of the Republic of Indonesia is dedicated to advancing high-quality and globally competitive tourism endeavors. Beyond mere visitor numbers, the ministry prioritizes quality tourism as its primary objective. This commitment necessitates an effective tourism marketing strategy to foster ideal quality tourism over the next five years (2025-2029). This research evaluates various aspects of tourism marketing strategies, including domestic, international, niche-market, marketing communication, and partnership strategies, aiming to enhance the quality of the tourism industry. Utilizing qualitative methods, specifically document analysis, this study critically examines and gathers evidence from literature, focusing on tourism marketing documents published by the Indonesian Ministry of Tourism and Creative Economy. Findings reveal positive initiatives in Indonesia's tourism marketing strategy, spanning domestic and international realms, emphasizing niche markets, robust communication strategies, and partnership initiatives, all contributing to the goal of quality tourism. Continuous evaluation is crucial for assessing strategy effectiveness and adapting to evolving market dynamics. Success hinges on accurate planning, sustainable development practices, and vigilant monitoring, underlining the importance of adapting to changing consumer trends and environmental considerations during 2025-2029. Future research should incorporate primary data collection and comparative analyses to integrate sustainable practices for a comprehensive approach to quality tourism.

Keywords: Indonesian Tourism; Tourism Marketing;
Tourism Strategic; Quality Tourism

1. Introduction

Tourism is a promising sector for the Indonesian economy, with a growing contribution to foreign exchange earnings. In recent years, the sector has successfully competed with major commodity exports such as petroleum, coal, and palm oil. Tourism is even considered one of the main pillars of the national economy, surpassing average economic growth rates in some periods. The growth of the tourism sector not only impacts foreign exchange earnings but contributes to the Gross Domestic Product (GDP) growth. Tourism development increases transactions of goods and services and creates jobs and income for communities around tourist destinations. Increased tourist arrivals also encourage the development of tourism infrastructure, labor training, and alignment of government regulations to support this sector's growth.

The 2020-2024 Indonesian National Medium-Term Development Plan underscores the importance of the tourism sector as a pillar of economic growth ([Republik Indonesia, 2020](#)). The government is focused on cultivating quality and globally competitive tourism activities, with targets including increasing added value and investment, creating jobs, enhancing labor productivity, boosting high-value exports, and strengthening economic competitiveness. This approach is expected to elevate net exports and foreign exchange earnings and maintain fiscal sustainability.

The rise in domestic and international tourist visits is a promising indicator of Indonesia's tourism sector rebounding from the pandemic's impact. In 2022, foreign tourist visits surged to 5.89 million, a remarkable 279.1% increase from the preceding year. Subsequently, in 2023, this upward trend continued, with visits climbing to 11.68 million, reflecting a notable 98.30% increase over the previous year. Leveraging this recovery momentum effectively is imperative. It hinges significantly on implementing apt and efficient government policies, which constitute the primary driver for the successful revival of Indonesia's tourism sector. Optimizing marketing strategies presents opportunities to maximize the potential of this sector's recovery.

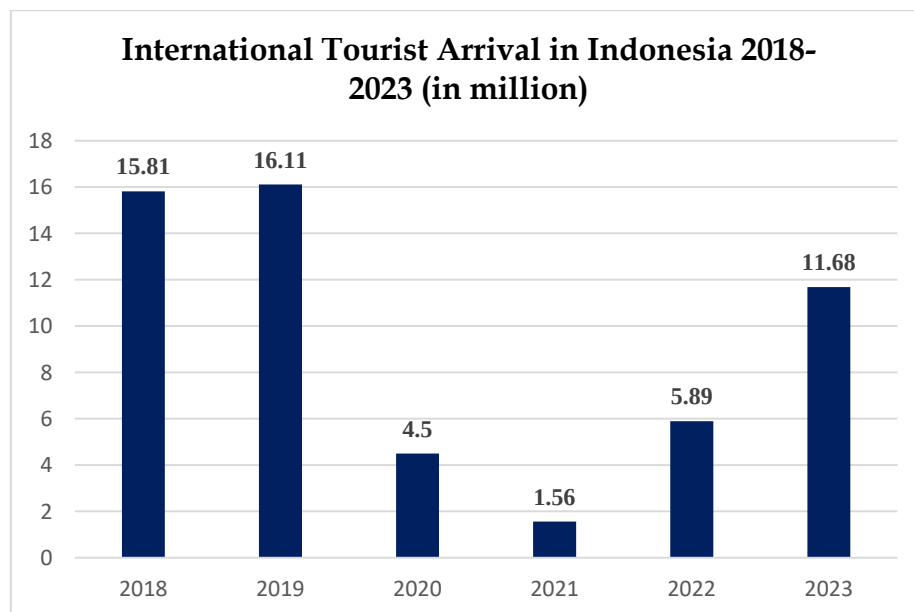


Figure 1. International Tourist Arrivals in Indonesia

Source: ([Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023](#))

In tourism, a marketing strategy is a vital link between supply and demand. Economic transactions within tourism, such as tourists' expenditures on diverse experiences or journeys, are intricately intertwined with the efficacy of marketing strategies. Consequently, formulating a tourism marketing strategy emerges as an indispensable element sought after by central and local governments, tourism management agencies, and stakeholders in the tourism industry. This strategy is pivotal in realizing tourism development, with various approaches impacting tourism revenues ([Benghadbane & Khreis, 2019](#)). For enterprises, a tourism marketing strategy is indispensable for fostering sustainable brands and utilizing marketing tools to adapt to industry changes ([Font & McCabe, 2017](#); [Seshadri et al., 2023](#); [Supryadi et al., 2022](#)).

The objective of tourism marketing development transcends mere visitor numbers, as the Ministry of Tourism and Creative Economy of the Republic of Indonesia prioritizes quality tourism as its primary goal. Quality tourism extends beyond visitation volumes and emphasizes tourist satisfaction with tourism products and services. This emphasis is an effective strategy to entice tourists to prolong their stay ([Wibisono, 2021](#)). The United Nations World Tourism Organization (UNWTO) further underscores that quality tourism is one of the most potent marketing tools, given its focus on meeting tourists' needs. With targets encompassing both quality and quantity, the expectation is to amplify the contribution of the tourism sector and creative economy to economic resilience.

The Ministry of Tourism and Creative Economy has implemented various marketing strategies for tourism and the creative economy. One significant aspect of this strategy involves establishing brand recall for "Pesona Indonesia" and "Wonderful Indonesia." Additionally, the marketing strategy includes segmentation, targeting, and positioning efforts aimed at specific domestic and foreign tourist markets. Various promotional activities, such as branding initiatives, publications, and online and offline activations, have also been executed. Several marketing programs have been launched, including familiarization trips, travel fairs, tourism exhibitions, and promotional publications. While these marketing strategies are micro, focusing on specific segments or niches within tourism and the creative economy, it's important to recognize the significant role of macro marketing strategies. Macro marketing strategies influence marketing policies and objectives, subsequently impacting micro-marketing strategies. Therefore, Indonesia's tourism marketing development necessitates a holistic approach incorporating macro and micro strategies.

Evaluation of Indonesia's tourism marketing strategy is crucial to supporting Quality Tourism's achievement. This evaluation can be conducted through various dimensions, including domestic, international, niche market, and marketing communication. Firstly, evaluating domestic marketing strategies is essential because the domestic market is pivotal in supporting tourism growth. Analyzing the effectiveness of marketing campaigns targeting domestic travelers can help assess a tourism destination's appeal at the local level. Factors such as price suitability, availability of infrastructure, and promotion of domestic destinations should be evaluated to enhance attractiveness for local tourists ([Sushchenko et al., 2020](#)).

Furthermore, emphasizing the evaluation of international marketing strategies is crucial, given the significant role of foreign tourists in boosting the country's foreign exchange earnings. Assessing Indonesia's competitiveness in the global market, the effectiveness of international promotional efforts, and the alignment of strategies with global trends and preferences are essential elements of this evaluation. Understanding how Indonesian tourism destinations are

perceived globally can enhance their international appeal. Effective tourism marketing and branding necessitate a robust country brand strategy to achieve high awareness among international tourists and contribute to tourism development (Tovmasyan, 2020).

Meanwhile, evaluating niche market marketing strategies is necessary to determine whether marketing efforts aimed at specialized market segments have yielded the expected results. Identifying potential market segments such as ecotourism, creative culture, or adventure can aid in devising more targeted strategies and enhancing traveler satisfaction within specific categories. Niche tourism, such as backpacking, represents a form of social ritual involving consumers and producers, with a mutual focus on attention and boundaries, which helps sustain the niche over time (Richards, 2021).

Evaluation of marketing communication strategies is crucial to ensure marketing messages effectively reach the intended target audience. Assessing the effectiveness of advertising campaigns, the success of branding, and the response from the public can contribute to improving the quality of marketing communications. Communication strategy is pivotal in achieving strategic objectives and fostering long-term consumer associations in the tourism industry (Chkhotua & Khvorostyanaya, 2021). Consistency in messaging and selecting effective communication channels are also critical focal points in this evaluation.

Finally, through strategic partnerships, involved stakeholders can pool their resources, including funds, expertise, and networks of contacts. By combining forces, parties can create more potent and efficient marketing campaigns. Tourism partnerships can support local development outcomes and contribute to achieving sustainable development goals, provided growth respects local priorities (Movono & Hughes, 2022).

By evaluating these dimensions, the government, tourism agencies, and other stakeholders can ensure that the implemented marketing strategies yield immediate results and sustainably contribute to Quality Tourism in Indonesia. This evaluation research will be instrumental in determining the direction of tourism marketing policy for Indonesia's next five years (2025-2029).

2. Literature Review

Marketing in the tourism sector is crucial because it facilitates the visibility of cities or tourist attractions to a broader audience, attracting domestic and international tourists. Tourism marketing stimulates growth by increasing tourist visits and generating international and regional income. Government-led tourism marketing primarily aims to shape the destination's image to attract more tourists, encourage longer stays, and promote spending within the destination (Sedarmayanti et al., 2020). It involves identifying unique selling points and employing various communication strategies to draw visitors to specific locations (Sofronov, 2019).

Tourism marketing contributes to a country's development by integrating with state and destination economic planning, ensuring environmental safety, and fostering community development (Belosluttceva & Fesenko, 2019). It creates value for consumers by providing memorable experiences at tourist attractions, fostering positive relationships with visitors to encourage recommendations, and meeting tourists' needs during travel (Prayogo, 2018).

Therefore, tourism marketing plays a vital role in national development by aligning with economic planning, ensuring environmental sustainability, and fostering community development while prioritizing value creation, positive experiences, and meeting tourists' safety and comfort needs.

Evaluation of Indonesia's tourism marketing strategy is essential to ensure the success, relevance, and effectiveness of marketing efforts in supporting the sustainable growth of the tourism sector. Assessing tourism marketing strategy is crucial as it helps identify potential improvements and evaluates key e-marketing communication tool preferences from the perspective of Lithuanian tourism users ([Labanauskaitė et al., 2020](#)). Furthermore, evaluating tourism marketing strategy is important to gauge the impact of collaboration and learning processes on the market performance of actors at a tourist destination ([Melis et al., 2023](#)). Additionally, evaluating tourism marketing strategy is vital to address the diversified needs of tourists and optimize various services and government management functions ([Yang, 2022](#)).

The transition from mass tourism to quality tourism benefits the destination and local communities and ensures that future generations can enjoy the charm and richness of nature and culture. Quality Tourism is the foundation for developing sustainable tourism, offering sustainable added value for all parties involved. Quality issues are crucial for maintaining and expanding sustainable business models for tourism organizations and destinations, enhancing competitiveness ([Garrigos-Simon et al., 2019](#)). Quality tourism is significant as it influences satisfaction and loyalty ([Arismayanti et al., 2020](#)). High-quality tourists represent a valuable resource and should be a priority for regional tourism development ([Dean et al., 2020](#)). Quality tourism enhances a destination's attractiveness, contributing to competitiveness and sustainable development ([Blazeska et al., 2015](#)).

3. Research Methodology

This study adopts qualitative methods to delve into the intricacies of Indonesia's tourism marketing strategy towards quality tourism, aiming to gather evidence that strengthens the existing literature ([Suarez, 2010](#)). The chosen data collection technique is document analysis, a rigorous process involving collecting and examining diverse documents, including written texts, images, artworks, and electronic materials. Through meticulous scrutiny, comparison, and synthesis of these documents, the study ensures a thorough, integrated, and comprehensive exploration of the subject matter ([Nilamsari, 2014](#)).

Specifically, the research focuses on tourism marketing documents disseminated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. These documents serve as the primary sources of information for evaluating the country's tourism marketing strategy to promote quality tourism. The study seeks to uncover insights into the strategies and initiatives through detailed examination and interpretation of these documents. It approaches the Indonesian government to enhance the quality and competitiveness of its tourism sector.

4. Results and Discussion

4.1. Results

A comprehensive evaluation of Indonesia's tourism marketing strategy, encompassing domestic, international, niche-market, marketing communication, and partnerships strategies, is crucial to ensuring a sustainable contribution to achieving quality tourism. The following findings outline Indonesia's marketing strategy, specifically applied to the 10 Tourism Priority Destinations ([Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2022](#)):

Table 1. Indonesian Tourism Marketing Strategy

No	Strategy	Explanation
1	Domestic Strategy	a. Promote through familiarization trips (fam-trips), exhibitions, sales missions, and festival activities. b. Develop marketing and promotional strategies through enhanced branding, advertising, and sales or promotional efforts via digital media to access the market and increase sales through online travel agents (OTAs).
2	International Strategy	a. Conduct market analysis based on the number of foreign tourist visits, growth rate, foreign exchange earnings, and average foreign tourist expenditure per visit. b. Prioritize marketing efforts on Indonesian National Tourism Strategic Areas. c. Organize familiarization trips (fam-trips). d. Undertake sales missions. e. Implement joint promotional activities. f. Participate in exhibitions and festivals.
3	Niche-market Strategy	a. Cultivate niche markets targeting high-spending tourists, including the Meetings, Incentives, Conventions & Exhibitions (MICE) segment, for domestic and international tourists. b. Develop special interest tourism attractions that appeal to high-spending tourists, such as diving, trekking, river cruising, etc.
4	Marketing Communication Strategy	Enhance brand recognition through publication and promotion activities, including content, publication, and promotional media channels across owned, paid, and strategic partner channels.

Source: ([Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2022](#))

Furthermore, the Ministry of Tourism and Creative Economy of the Republic of Indonesia aims to bolster tourism and the creative economy's contribution to national economic resilience. Achieving a high-quality tourism experience and fostering a creative economy are focal points aligned with the President's Vision 2024. In this context, the Ministry of Tourism and Creative Economy of the Republic of Indonesia plays a pivotal role in marketing quality tourism, developing a creative economy-based tourism sector, and enhancing the added value of the

creative economy. The role of tourism marketing and the creative economy in the national economy is indeed vital. By optimizing niche markets, attracting premium tourists, catering to special interests, facilitating MICE events, expanding the market share of creative economy products, and fostering a competitive image of Indonesian tourism and creative economy products, it is anticipated to generate added value and make a significant contribution to the resilience of the national economy ([Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2020](#)).

Tourism and creative economy marketing targets the niche market of high-spending premium foreign tourists. Establishing the image of Indonesian tourism as a premier global destination is a key priority, as this image greatly influences foreign tourists' decision to visit Indonesia. Efforts are also underway to transition from a narrow market to a broader one through regulatory measures and community empowerment in the creative economy sector. Moreover, marketing strategies outlined in the "Policy Direction: Marketing Tourism and Creative Economy based on Strategic Partnerships" are being implemented to yield substantial benefits in enhancing the visibility, image, attractiveness, and competitiveness of tourist destinations and creative economy products. The strategies outlined in this policy direction are summarized in the table below:

Table 2. Partnerships Strategy

No	Strategy	Explanation
1	Results-oriented Tourism and Creative Economy Marketing with a Potential Market Focus	The strategy focuses on targeting the niche market of high-spending premium foreign tourists. Emphasis is placed on increasing the transaction value per traveler rather than the number of tourists arriving. This approach involves promoting Meetings, Incentives, Conventions, & Exhibitions (MICE) and developing special interest tourism such as diving, trekking, and river cruising.
2	Expansion of Market Share Creative Economy Products	This strategy aims to expand the market segment of creative economy products domestically and abroad. Increasing market share is anticipated to enhance the reach and transactions of Indonesia's creative economy products, thereby contributing more significantly to the sustainable development of the national economy.
3	Improving the Image of Indonesian Tourism Competitive	The focus of this strategy is on enhancing Indonesia's tourism image through national branding, regional branding, and destination branding initiatives. The objective is to introduce, raise awareness, and establish Indonesia as a globally recognized tourism destination. Comprehensive branding efforts target specific market segments by organizing domestic and foreign events. This strategy is part of the Indonesian Imaging Campaign, which seeks to promote a positive image of Indonesia in terms of goods and services, tourism, and investment to attract tourists and foreign investment.
4	Technology Utilization in	This strategy capitalizes on the digital landscape to engage

No	Strategy	Explanation
	Supporting Tourism Marketing and Creative Economy	today's travelers, particularly generations Y and Z, who rely heavily on digital devices for information. Digital marketing is central to this strategy, involving engagement with content creators, influencers, and paid media channels across owned media, social media, and endorsements. Additionally, collaboration with filmmakers is leveraged to promote tourism through movies, aiming to increase awareness, popularity, and visitation to tourist destinations featured in the films.

Source: ([Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2022](#))

4.2. Discussion

4.2.1. Domestic Strategy in Indonesia

Domestic tourism marketing strategies in Indonesia encompass diverse initiatives to promote various destinations. These strategies, including family trips, exhibitions, sales missions, and festival activities, are crucial for showcasing Indonesia's rich cultural and natural heritage. Fam-trips offer industry players and media representatives firsthand experiences, fostering a deeper understanding and appreciation of each destination's distinctive characteristics and potential. Similarly, exhibitions and festivals provide effective platforms for attracting travelers and reinforcing positive perceptions of Indonesia as a desirable tourist destination among the public.

Furthermore, developing marketing and promotional activities through enhanced branding, advertising, and digital sales signifies a proactive response to the digitalization era and evolving consumer behaviors. Strengthening branding enhances Indonesia's overall image as a tourist destination, while targeted advertising campaigns and digital sales strategies expand access to potential travelers. Leveraging online travel agent (OTA) platforms as sales channels further streamline the trip planning and booking process, offering convenience to travelers.

However, it is crucial to acknowledge that these strategies must be implemented with careful consideration of their long-term impacts on local culture and the environment. Effective planning and execution are essential to ensure the success of these initiatives while mitigating any adverse effects on the community and ecosystem. Additionally, utilizing digital media presents challenges such as managing online reputation and ensuring seamless integration between online and offline marketing strategies to maximize effectiveness.

Implementing domestic tourism marketing strategies in Indonesia for 2025-2029 should prioritize balancing fostering tourism growth and preserving local values and environmental integrity. Continuous evaluation and active stakeholder engagement will be instrumental in steering these efforts toward sustainable outcomes and supporting the overarching goal of achieving quality tourism, prioritizing visitor satisfaction and responsible tourism practices.

4.2.2. International Strategy

Indonesia's international tourism marketing strategies are vital for evaluating the tourism sector's performance. Market analysis based on key metrics such as foreign tourist arrivals, growth rates, foreign exchange earnings, and average expenditure per visit provides

valuable insights into the industry's dynamics. This comprehensive analysis enables adjustments to marketing strategies based on market demand and consumer preferences, ensuring alignment with evolving trends.

Moreover, prioritizing marketing efforts on Indonesian National Tourism Strategic Areas is instrumental in directing resources to priority destinations, enhancing their attractiveness, and bolstering Indonesia's tourism image on the global stage. However, successfully implementing this strategy necessitates continuous monitoring of global market developments and adaptability to respond promptly to changing industry dynamics.

The utilization of various international tourism marketing tools, including fam-trips, sales missions, joint promotions, exhibitions, and festivals, underscores Indonesia's efforts to expand its market share and directly promote its destinations to potential tourists and industry stakeholders. Fam-trips and sales missions facilitate direct engagement with travel agents and industry players, while joint promotions, exhibitions, and festivals serve as effective platforms to enhance destination visibility and appeal.

Regular evaluations of the effectiveness and impact of these strategies are essential to ensure the efficient allocation of funds and resources, thereby maximizing desired outcomes. With a focus on these aspects, Indonesia's international tourism marketing strategy for the period 2025-2029 can serve as a robust foundation for driving the growth of the tourism sector and advancing the goal of achieving quality tourism.

4.2.3. Niche-market Strategy

In Indonesia's pursuit of quality tourism from 2025 to 2029, an international tourism marketing strategy that prioritizes the development of niche segments, particularly targeting high-spending tourists and the Meetings, Incentives, Conventions & Exhibitions (MICE) segment, is of paramount importance. Focusing on niche markets, such as high-spending tourists, offers a significant opportunity to bolster tourism revenue. Similarly, directing efforts toward the MICE segment can elevate Indonesia's status as a sought-after destination for international conferences, meetings, and exhibitions. This will lead to positive outcomes for the industry and the local economy.

Regular evaluation of the effective implementation of this strategy is crucial, considering various factors, including the availability of infrastructure and facilities necessary to support the MICE industry. Furthermore, tourism development focusing on special interests such as diving, trekking, and river cruising signifies a noteworthy advancement. Catering to the needs of market segments seeking specialized experiences can enhance a destination's appeal and attract high-spending tourists.

However, to truly realize the vision of Quality Tourism, it is imperative to ensure that the development of specialty tourism is pursued sustainably. This entails carefully considering environmental sustainability and the welfare of local communities throughout the development process. Evaluating this strategy's economic, social, and environmental impacts will be pivotal in determining its positive contribution toward achieving quality tourism objectives in the future.

4.2.4. Marketing Communication Strategy

Enhancing brand recognition through a series of publication and promotion activities, including utilizing owned media channels, paid media, and strategic partner channels, underscores a comprehensive approach to strengthening the image of Indonesian tourism destinations. Elevating brand recognition is pivotal for generating awareness and fostering sustained interest and engagement among potential tourists. By leveraging owned media channels such as official websites and social media platforms, government entities and tourism agencies gain direct control over the narrative, enabling them to craft and disseminate compelling information to their target audience.

Furthermore, using paid media and strategic partnerships offers a multifaceted approach to amplifying brand recognition. Digital advertising, print media, and collaborative ventures with third parties facilitate the expansion of reach and enhance visibility on an international scale. However, the effectiveness of these efforts hinges on continuous evaluation to ensure that the conveyed messages align with the desired destination image and resonate effectively with the intended audience. Additionally, proactive adaptation to evolving trends in consumer behavior and the dynamic landscape of social media platforms is essential for maintaining relevance and maximizing impact.

In light of these considerations, an international tourism marketing strategy that prioritizes enhancing brand recognition through diverse channels holds immense potential to contribute significantly to realizing quality tourism goals in Indonesia. By fostering greater awareness and positive perceptions of Indonesian tourism destinations, this approach can catalyze sustainable growth and enhance the overall appeal of the country as a premier tourism destination.

4.2.5. Strategic Partnerships

The tourism marketing strategy outlined, which specifically targets niche segments such as high-spending premium foreign tourists and emphasizes increasing transaction value, reflects a comprehensive approach to fostering sustainable national economic resilience. By expanding the market segment of creative economy products domestically and internationally, Indonesia aims to diversify its tourism offerings and enhance its economic sustainability.

Furthermore, the strategy's focus on branding efforts at various levels, including national, regional, and destination-specific branding, highlights a concerted effort to position Indonesia as a globally recognized tourism destination. This multi-tiered branding approach is crucial in creating a cohesive and compelling narrative that resonates with different target audiences worldwide.

In addition, integrating digital marketing strategies tailored to the evolving behavior of today's travelers underscores an adaptive and forward-thinking approach. Indonesia demonstrates a nuanced understanding of effectively reaching and engaging with target audiences in an increasingly digital landscape by leveraging digital channels and engaging with content creators, influencers, and filmmakers.

While the outlined strategy appears robust and aligned with current trends, continuous evaluation will be essential to gauge its effectiveness and adapt to evolving market dynamics. Through ongoing assessment and adjustments, Indonesia can ensure that its tourism marketing

efforts remain responsive to changing consumer preferences and market trends, thereby enhancing its competitiveness as a desirable tourism destination on the global stage.

5. Conclusion

Indonesia's tourism marketing strategy, encompassing domestic, international, niche-market focused, marketing communication strategies, and partnerships, exhibits positive strides in supporting the achievement of Quality Tourism until 2025-2029. Within the domestic strategy, initiatives to promote through fam-trips, exhibitions, sales missions, and festivals are commendable. Yet, their success hinges heavily on effective planning and execution and prudent management of long-term impacts on local culture and the environment. Conversely, international marketing strategies, which include market analysis, a focus on Indonesian National Tourism Strategic Areas, and the utilization of fam-trips, sales missions, joint promotions, exhibitions, and festivals, demonstrate a commendable effort to enhance the global allure of Indonesian destinations.

Formulating marketing strategies targeting niche markets, such as high-spending tourists and the MICE segment, showcases astute policy in diversifying the visitor base and augmenting tourism revenue. However, continuous monitoring and evaluation are imperative to ensure that the development of infrastructure and facilities supports the success of this strategy. Similarly, marketing strategies tailored to specialized activities like diving, trekking, and river cruising represent positive strides. Yet, it remains crucial to ensure that the development of such specialized tourism is sustainable and considers aspects of environmental sustainability and the welfare of local communities.

The marketing communications strategy, which emphasizes increasing brand recognition through owned media, paid media, and strategic partnerships, underscores a savvy approach to bolstering the destination's image. Continuous evaluation and adaptation to changing trends in consumer behavior and social media developments will be pivotal in ensuring the success of this strategy. Through these measures, Indonesia's tourism marketing holds promise in positively contributing to achieving quality tourism goals in the future.

6. Limitations and Study Forward

While this study offers a comprehensive analysis of tourism marketing strategies, several limitations warrant acknowledgment. Reliance on secondary data and the absence of primary research may constrain the depth of insight into the actual perspectives and experiences of key stakeholders in the tourism industry. Additionally, this research overlooks the potential impact of unexpected events or global crises on the effectiveness of marketing strategies.

Future research could employ primary data collection methods, such as interviews or surveys, to address these limitations and capture current perspectives. Comparative analysis with successful strategies in other regions could provide more nuanced insights. Furthermore, there is a need for research focusing on integrating sustainable tourism practices into marketing strategies to ensure a holistic approach that benefits the industry and local communities toward achieving quality tourism.

7. Conflicts of Interest and Ethical Standards

The authors certify that in this research, there are no conflicts of interest within their current organization, and no unethical practices, such as plagiarism, were followed during the research.

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