

Integrated, diverse media marketing linked with database marketing for inbound regional tourism planned by destination

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Abstract

The aim of this research was to propose a conceptual model for “integrated, diverse media marketing” linked with customer databases and database marketing for inbound regional tourism planned by destination, based on previous literature and various information and communication technologies (ICT) application cases. The paper explores the following two research issues: (1) the importance of ICT promotion for inbound regional tourism planned by destination, and (2) integrated, diverse media marketing for inbound regional tourism planned by destination, such as digital marketing tools, social media marketing tools, mobile marketing devices, and customer databases and database marketing for promoting their unique regional tourism planned by destination.

Keywords

regional tourism planned by destination, digital marketing, social media marketing, mobile marketing, database marketing

1. Introduction

Developing mass package tours with attraction and amenities is the task of a central agency, which may be private. Regional city, country, or area convention and visitors' bureaus (CVB) promote tourism at the local level. As they promote a specific destination, they are often referred as a destination management and marketing organizations (DMOs) [Kotler et al., 2016]. The destination marketing organizations (DMOs) are official agencies charged with promoting tourism business in order to increase the number of visitors to particular destinations. They're typically part of a local government or quasi-governmental agency and are responsible for formulating and implementing tourism policy, management, and marketing.

According to this trend, customer behavior, in terms of how tourists purchase tourism products and services, is changing from “mass tourism planned by travel agent” to “regional tourism planned by destination” [Sasaki, 2011]. The growth of information and communication technologies (ICT) systems will help tourists put together individual, tailor-made itineraries related to the regional tourism planned by destination.

The paper explores the following two research issues. The first issue is the importance of ICT promotion for inbound regional tourism planned by destination. This is discussed in section 2 in light of three arguments as follows: (1) changing trend from mass tourism planned by travel agent to regional tourism planned by destination, (2) changing consumer and supplier behaviors in tourism owing to the ICT revolution [Honer and Swarbrooke, 2016], and (3) online media-enabled interactions during tourists' journey [Sigala, 2016].

The second issue of this research is to propose a conceptual model for “integrated, diverse media marketing”. The “integrated, diverse media marketing” consists of digital marketing, social media marketing, mobile marketing, and database mar-

keting linked with good customer databases.

The significance of this research is described below. In mass tourism planned by travel agent, a large-scale travel agent can use traditional direct marketing tools, such as face-to-face selling, direct-mail, catalogs, telemarketing, and direct-response TV marketing, to advertise to target inbound travelers. In regional tourism planned by destination, even if regional DMOs can design unique tourism experiences that make the best use of regional tourism resources, it is almost impossible to implement promotion for foreign tourists because of the necessity of a large investment, such as advertising via mass media. However, if the regional DMOs can blend a number of effective media linked with customer databases and database marketing, they will be able to find opportunities to promote to specific target travelers in the world.

2. Importance of ICT promotion for inbound regional tourism planned by destination

2.1 Changing trend from mass tourism planned by travel agent to regional tourism planned by destination

The role of ICT is rapidly growing in the tourism industry. The evolution of ICT tools including social media goes on the rise of consumer-generated media as a means of sharing tourist experiences and evaluating customer satisfaction.

The development of the Internet and interactive social media service (SNS) is stimulating the growth of digital marketing, social marketing, and mobile marketing. Tourists can increasingly access information and make a direct booking from their own home or office. Tour operators, airlines, and hotels can encourage this trend as the Internet is a relatively inexpensive promotional tool and direct selling eliminate the need to pay commissions to travel agents.

According to this trend, the ways in which tourists purchase tourism products and services are changing from mass tourism planned by travel agent to regional tourism planned by destination as shown in Table 1. The growth of ever more sophisticated global distribution ICT systems will help tourists put together individual, tailor-made itineraries, by giving them

Table 1: Changing trend from mass tourism planned by travel agent to regional tourism planned by destination

	Mass tourism planned by travel agent	Regional tourism planned by destination
Tourism style	<ul style="list-style-type: none"> • GIT (group inclusive tour) • Sightseeing tour • First visit or non-repeat tourist 	<ul style="list-style-type: none"> • FIT (foreign independent tour), SIT (special interest tour), and VFR (visit friends and relatives) • Experience and Learning tourism • Repeat tourist
Organizations planning and managing travel	<ul style="list-style-type: none"> • Travel agent living in the city (travel agent-planning tourism) 	<ul style="list-style-type: none"> • DMOs, local governments, tourism associations, regional companies, and residents living in the destination (destination-planning tourism)
Characteristics of travel products and services	<ul style="list-style-type: none"> • Standardized package tour • Mass group tour • Low added value • Mass consumption of tourism resources 	<ul style="list-style-type: none"> • Unique tourism of individual, tailor-made itineraries tourism by utilizing regional resources • Foreign independent tour or small group tourism of friends or family • High added value • Symbiosis of regional environments and tourists

Source: The author translated the table [Sasaki, 2008] into English and complemented the content further.

access to the detailed product and service information that they require.

2.2 Changing consumer and supplier behaviors in tourism by ICT revolution

Based on previous literature [Honer and Swarbrooke, 2016] and several ICT application cases, this section refers to the changing relationship between the demand and supply sides of tourism in relation to ICT.

2.2.1 Demand (consumer) side

First, there have been several developments in ICT that have heavily impacted tourism behavior:

- The smartphone, allowing consumers to access information easily and make bookings anywhere, anytime
- Tablet devices, with the same impact on behavior
- The explosion of social media, providing a perfect vehicle for customers to share their experiences with fellow travelers and give feedback to tourism organizations
- The “selfie stick,” which has made it much easier, and more fashionable, for tourists to take photos on vacation and share them with the world.

Second, as more and more people use the Internet to plan their travels and share their experiences, they have become more experienced and confident, and more willing to use this tool.

Therefore, one aspect of this changing relationship between consumers and the tourism industry relates to how the Internet has empowered consumers to plan their own trips and comment on their experiences for a wider audience.

2.2.2 Supply (industry) side

We have also seen an interesting change in the supply side of the industry as a result of ICT. Most travelers book a flight and accommodation independently online, as well as activities, fine dining meals, and excursions. Increasingly, particularly for younger travelers, the accommodation is likely to be some form of private rather than commercially owned accommodation, which tourists feel gives them a more authentic experience.

Thus, the industry is struggling to compete with the rise of do-it-yourself independent travel and is desperately trying to provide more flexible products and services to attract consumers, except in the holiday market, where the traditional package holiday is still popular.

As well as having to cope with competition from new types of competitors and the rise of the independent traveler, the tourism industry has to contend with the constant scrutiny of consumer reviews.

2.3 Online media-enabled interactions and tourism experiences during the tourist's journey

Digital marketing and social media marketing provide tools to facilitate and enhance tourists' experiences in numerous ways by enabling interactions during all stages of a journey [Sigala, 2016].

- Before the trip: Tourists can search, access, and read travel information, reviews, experiences, and interact with others for planning their itineraries, and selecting tourism suppliers and services. By doing this, the tourists can reduce their risk of planning and purchasing something that does not meet their expectations, preferences, and interests, and they can design fast and efficient personalized trip expe-

riences. By viewing and sharing travel experiences and information on social media, the tourists gain a virtual experience and understanding of places, cultures, and destinations.

- During the trip:
Social media enable tourists to stay connected and/or connect with others (e.g., friends, residents, etc.) to share their experiences; obtain travel resources and plan their trip while on route, thereby enriching their tourism experience; feel connected with family/friends.
- After the trip:
Social media provide space whereby tourists can reflect, revive, and create memories of their experiences by sharing their resources. By doing so, the tourists not only enrich their own experience, but also create an online repository of travel resources that can be useful to others for planning and organizing their trips.

3. Integrated, diverse media marketing for inbound regional tourism planned by destination

3.1 Integrated, diverse media marketing linked with database marketing

Traditional direct marketing tools include face-to-face selling, direct-mail, catalogs, telemarketing, and direct-response TV marketing. Integrated, diverse media marketing, consisting of digital marketing, social media marketing, and mobile marketing, which have customer databases and database marketing

at their core, are proposed as shown in Figure 1.

Digital marketing tools such as websites, e-mail, online promotions, online video, blogs, and other digital platforms, allow for directly engaging customers anywhere, anytime. Social media and mobile marketing, via tourists’ computers, smartphones, tablets, and other digital devices, also take place online and must be closely coordinated with other forms of digital marketing.

Effective integrated, diverse media marketing begins with good customer databases. As described later, database marketing is the process of building, maintaining, and using customer databases and other databases (of products, suppliers, or resellers) to contact, transact, and build consumer relationships. It is important to remember that all of these tools—both the traditional and new online tools—should be effectively blended, according to inbound tourists’ behaviors during the tourism stages that are before the trip, during the trip, and after the trip.

3.2 Digital marketing in inbound regional tourism planned by destination

Digital marketing is interactive [Kotler, et al., 2016]. It allows a dialogue between the marketing team and the customer, and messages can be altered depending on marketing efforts and building one-to-one customer relationships. Owing to the one-to-one marketing nature of digital marketing, companies can interact with customers via smartphones or online, learn

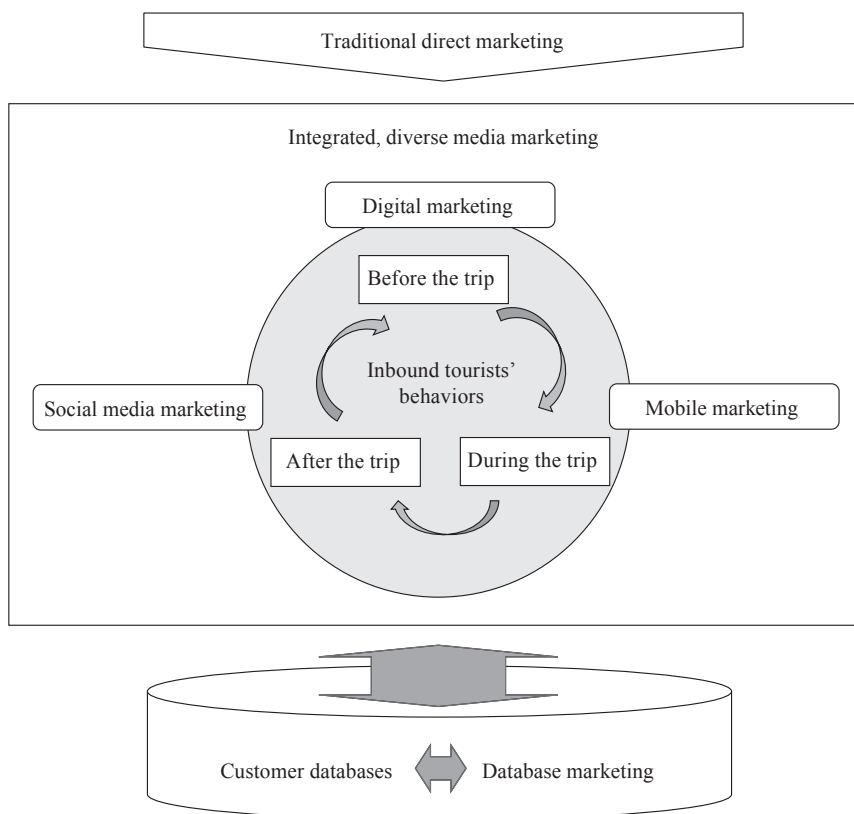


Figure 1: Integrated, diverse media marketing linked with database marketing

more about their needs, and personalize products and services to suit specific customer tastes. In turn, customers can ask questions and volunteer feedback.

Companies use digital marketing tools, such as websites and branded communities, online advertising and promotions, online videos, e-mail marketing, blogs, social media, mobile ads and apps, and other digital platforms to directly engage customers anywhere, anytime via their computers, smartphones, tablets, Internet-ready TVs, and other digital devices.

The widespread use of the Internet and digital technology has a dramatic impact on both buyers and the sellers who serve them.

The benefits of digital marketing for buyers are that it is convenient, easy, and private. They give buyers anywhere, anytime access to an almost unlimited assortment of goods and a wealth of product and buying information. Meta-search travel sites, such as Trip Adviser, Trivago, Skyscanner, and KAYAK, give the traveler a great deal of information and reviews of hotels as well as travel destinations. Furthermore, Yelp is a common website used by customers to find reviews and information on restaurants.

The benefits of digital marketing for sellers are that it tends to provide a low-cost, efficient, speedy alternative for reaching their markets. Especially for inbound regional tourism planned by destination, digital marketers can target not only those seeking a group inclusive tour (GIT) but a foreign independent tour (FIT), a special interest tour (SIT), and visit friends and relatives (VFR). For example, online travel agencies (OTAs) such as Booking.com, Expedia, Agoda.com, Hotels.com, and Hostelworld have successfully built their entire approach to the marketplace around direct marketing. OTAs sell their services exclusively thorough online, mobile, and social media channels.

Blogs (or Web logs) are also used as online journals where people and companies post their thoughts and other content, usually related to narrowly defined topics. Many bloggers use social networks, such as Facebook, Twitter, Instagram, and YouTube, to promote their blogs, giving them a huge reach. Such numbers can give blogs—especially those with a large and devoted following—a substantial influence. Most marketers are now tapping into the blogosphere with brand-related blogs that reach their customer communities.

3.3 Social media marketing in inbound regional tourism planned by destination

Social media transformed how tourists record and share their vacation experiences and memories. The easiest approach seems to be using companies' existing social media, such as Facebook, Twitter, LINE, or Chinese social media including Tudou (video-sharing) and Weibo (microblogging).

Social media marketing also takes place online and must be closely coordinated with other forms of digital marketing. For travel products, it can be argued that social media usage entails a change from one-to-one individual recommendations to

many-to-many conversations.

Using social media might be as simple as posting some messages and promotions on a brand's Facebook and Twitter pages, or creating brand buzz with videos or images on YouTube. However, most large companies are now designing full-scale integrated social media efforts that blend with and support other elements of the brand's marketing strategy and tactics. More than marketing scattered efforts and chasing "Likes" and tweets, companies that use social media successfully are integrating a broad range of diverse media to create brand-related social sharing, engagement, and a customer community.

User-generated reviews are used when travelers decide which destination to choose, where to stay, and what do in terms of activities [Horner and Swarbrooke, 2016]. Research shows that consumers are influenced by both negative and positive reviews, and the fact that they are still influenced by brand names has meant that some large organizations have developed blogs and other social media platforms to try to build up trust and loyalty in the increasingly competitive market.

Managing user-generated social media content (UGC) is valuable, whether it is positive or negative [Kotler and Keller, 2016]. The positive comments build a community and encourage others to use the product. The negative comments provide feedback on what customers do not like and how the company did not meet their expectations. These comments help in improving the service delivery system.

The reviews of tourism products on social media, including the destinations, can lead to purchase or non-purchase of products including the selection of the destination. Thus tourism and travel marketers must monitor and respond to what visitors are saying about the different components of a destination.

The following websites provide consumer reviews of hotels and restaurants: TripAdvisor and Yelp, and most OTAs such as Expedia. Listening to customers is good, but engaging in conversation with them is better. It is often possible to participate in service recovery when someone posts a complaint.

3.4 Mobile marketing in inbound regional tourism planned by destination

Mobile Marketing deals with marketing messages, promotions, and other review content delivered from other marketers and consumers through their mobile devices, such as tourists' computers, smartphones, and tablets. Marketers use mobile marketing to engage customers anywhere, anytime during the buying and relationship-building processes. The widespread adoption of mobile devices and the surge in mobile Web traffic have made marketing a must for most brands.

One reason for the mobile's popularity is that it allows travelers to change their itinerary during the trip. As mobile users walk down the street in a city center, they can log on to a social media site to obtain information on nearby restaurants. Smart-

phones connected to Wi-Fi make it easy for inbound travelers to find information.

Moreover, companies use mobile marketing to stimulate immediate buying, make shopping easier, enrich the brand experience, or all of these. It lets marketers provide customers with information, incentives, and choices at the very moment when they are expressing an interest or when they are in a position to make a buying choice.

4. Customer databases and database marketing

Effective online marketing begins with a good customer database. A customer database is an organized collection of comprehensive data relating to individual customers or prospects that is current, accessible, and actionable for lead generation, lead qualification, the sale of a product or service, or maintaining customer relationships [Kotler and Keller, 2016].

In business-to-consumer (BtoC) marketing, the customer database might contain a customer's demographic information (age, income, family members, birthdays), psychographics (activities, interests, and opinions), and buying behavior (buying preferences and the recency, frequency, and monetary value [RFM] of past purchases). In business-to-business (BtoB) marketing, the customer profile might contain the products and services that the customer has bought, past volumes and prices, key contacts (and their ages, birthdays, hobbies, and favorite foods), competing suppliers, status of current contracts, estimated customer spending for the next few years, and assessments of competitive strengths and weakness in selling and servicing the account.

If a hotel has multiple databases, this can cause problems if they are not integrated. Database marketing is the process of building, maintaining, and using customer databases and other databases (of products, suppliers, or resellers) to contact, transact, and build consumer relationships. These data are collected by the company's contact center and organized into a data warehouse, where marketers can capture, query, and analyze them to draw inferences about an individual customer's needs and responses. Consequently, customer service reps inside the company can respond to customer inquiries based on a complete picture of customer relationships, and customized marketing activities can be directed at individual customers. In all, a company's data marketing organized with a data warehouse can be an important tool for building stronger long-term customer relationships.

Data mining is the exploration and analysis of databases by automatic or semiautomatic means to discover patterns or rules. Through data mining, and marketing, statisticians can extract from the mass of data useful information about individuals, trends, and segments. Data mining software uses a variety of sophisticated statistical and mathematical techniques, such as cluster analysis, automatic interaction detection, predictive modeling, and neural networking.

A marketing intelligence system is a set of procedures and sources that managers use to obtain everyday information

about developments in the marketing environment. The internal records system supplies results data, but the marketing intelligence system supplies happenings data. Online customer review boards, discussion forms, chat rooms, and blogs can distribute one customer's experiences or evaluations to other potential buyers and, of course, to marketers seeking information. The competitive intelligence function works best when it is closely coordinated with the customer purchase decision-making processes, corresponding with the aforementioned stages during tourists' journey that is before the trip, during the trip, and after the trip.

5. Conclusion

In Section 2, tourists can increasingly access information and make a direct booking from their own home or office. As the Internet is a relatively inexpensive promotional tool and direct selling eliminate the need to pay commissions to travel agents, tour operators, airlines, and hotels can encourage this trend. According to this trend, the ways in which tourists purchase tourism products and services are gradually changing from mass tourism planned by travel agent to regional tourism planned by destination [Yasuda, 2017].

The evolution of ICT and interactive SNS has been changing behaviors and relationships between the demand (consumer) and supply (industry) sides of tourism. Therefore, aspects of these demand behaviors relate to how the Internet has empowered consumers to plan their own trips and comment on their experiences for a wider audience. As well as having to cope with competition from new types of competitors and the rise of the independent traveler, the tourism industry has to contend with the constant scrutiny of consumer reviews.

Moreover, digital marketing and social media marketing have provided the tools to facilitate and enhance the tourist's experiences during all three stages of the journey, such as before the trip, during their trip, and after the trip.

Section 3 was to propose the conceptual model for "integrated, diverse media marketing". The integrated, diverse media marketing was an effective way to promote the regional tourism planned by destination, because this approach did not require a large investment compared to mass media advertisement.

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