

Sustainable Tourism and Digital Marketing in Increasing Tourist Visits to Tourism Destinations in Tanah Laut Regency, South Kalimantan Province

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Abstract:- This research aims to examine the development of the tourism sector in Tanah Laut Regency, especially regarding the real conditions of coastal tourist attractions (existing conditions). This research aims to analyze the weaknesses and advantages of each coastal tourist attraction from the perspective of sustainable tourism and marketing techniques. The main objective of this research is to examine sustainable tourism practices at the Takisung beach and Batakan beach tourist attractions in Tanah Laut Regency. The reason is that sustainable tourism is a tourism model that is able to harmonize the three aspects of economy, social and environment. This research uses a qualitative approach for the reason that it is adapted to the research objective, namely exploring new theories. Qualitative research is inductive (empirical observation) which begins with observation, identifying patterns, tentative hypotheses or propositions, and finally finding theory. The understanding of stakeholders, especially the Tanah Laut Regency Tourism Office, regarding the concept of sustainable tourism is still minimal. Failure to implement or practice sustainable tourism is caused by various environmental factors in strategic management, both internal and external environmental factors. Regarding marketing techniques, there is still minimal understanding so that promotional programs still use traditional leaflet print media which are inefficient and ineffective in reaching potential visitors.

Keywords: , Sustainable Tourims, Digital Marketing, Wisata Pantai

1. Introduction

There is a global phenomenon in the tourism sector which shows the tourism industry as the worldwide industry with the fastest growth compared to other industries. Several industries other than tourism are facing problems with the monetary crisis or banking crisis. However, the tourism sector is growing the fastest as stated below: "One of the fastest-growing global sectors is tourism" (Alhasni, 2021). Rapid growth has encouraged many countries to depend on the tourism sector to grow their economy. Especially for countries that do not have natural resources as tourist attractions so they need to look for alternative sources of income." Many countries around the world have, in recent decades, relied heavily on their tourism sector to drive economic development and have therefore taken major steps to develop it." (Benghadbane and Khreis, 2019).

The potential for domestic tourists is also the target market for the Ministry of Tourism and Creative Economy (Kemenparekraf) which is targeting between 260 million - 280 million domestic tourists. The tourism sector has had a positive impact on other sectors, for example, providing employment opportunities for women and marginalized groups." The tourism industry has the potential to contribute to sustainable development, especially through job creation, including jobs for women and marginalized groups." (Zolfani et al., 2015).

Several decades ago, a new phenomenon emerged in the global tourism sector, namely through the concept of sustainable tourism, which has been developing since the mid-1980s. "Since the late 1980s, sustainable development has become a keyword in development studies in general and tourism research in particular." (Liu 2003). The main concept of sustainable tourism is an effort to preserve nature, much of which has been converted

into tourist attractions and their supporting infrastructure. Several new tourist attractions have changed the natural environment for the physical development of tourist destination facilities.

In 2019, the Banjarmasin City, South Kalimantan Province realized a PAD of 105.16 percent. This number also includes the tourism sector, but its contribution is still minimal compared to other sectors. The tourism sector can be an important activity in economic development efforts because it can have a positive impact on the regional economy and can increase prosperity and welfare for the local population. The government hopes that the tourism sector can boost the national economy which has slumped due to the COVID-19 pandemic crisis. The central and regional governments have taken various steps, including building new tourist destinations, building access and modes of transportation, and other supporting facilities. The central government is building tourism Special Economic Zones in various regions to accelerate the development of new tourist destinations.

South Kalimantan Province consists of eleven districts and two city districts. Before moving to Banjarbaru City in 2022, the capital of South Kalimantan Province was Banjarmasin City, which is located on the Martapura River basin which empties into the east side of the Barito River. The city of Banjarmasin is nicknamed the City of a Thousand Rivers because there are around sixty rivers and large ports as the entry and exit points for Kalimantan Island, especially Tanah Laut Regency. Tanah Laut Regency has nine beaches, consisting of Takisung Beach, Batakan Beach, Swarangan Beach, Batu Lima Beach, Kintap Beach, Cemara Satu Beach, Cemara Dua Beach, Tanjung Dewa Beach; and Piuangan Beach. However, of this number, only two beaches, namely Takisung Beach and Batakan Beach, are managed by the Tourism Department. The rest is managed by the private sector and the community/village. This research focuses on Takisung Beach and Batakan Beach as tourist destinations/attractions that contribute to PAD through entrance ticket fees and parking fees." The economic contribution of tourism is also felt in the local economy, where a direct economic impact is generated when goods such as hotels, restaurants, and drinks are sold. In addition, the direct economic impact of tourism is reflected in the investment and expenditure of private and state interests in tourism competition. Many countries have identified tourism as the most important way to improve their economies." (Streimikiene and Korneeva, 2020). Meanwhile, the main objectives of tourism marketing are as follows: "Tourism marketing is a key factor in achieving tourism development because of its role in promoting tourism and providing services." (Benghadbane and Khreis, 2019).

To increase local revenue (PAD) from the tourism sector in Tanah Laut Regency, especially beach tourist attractions, it is necessary to increase the frequency of promotional and marketing activities so that people who are not/unaware of these beach tourist attractions become aware. (aware) regarding beauty, facilities, access, and so on. Apart from that, the development of the tourism industry provides a multiplier effect on the regional economy, stimulating activities in other related sectors and encouraging tourism as a substitute for imports: "Development of industrial tourism has a multiplier effect on the regional economy, can stimulate activities in related sectors and encourage import substitution tourism." (Yeh et al., 2019).

Digital technology is a new paradigm in the tourism industry. Besides that, the development of the tourism industry has a multiplier effect on the regional economy, stimulates activities in other related sectors and encourages tourism as a substitute for imports. Currently, digital marketing media is the most popular in product and service marketing activities. The definition of digital marketing is "Digital marketing is defined as a set of techniques developed on the Internet to persuade users to purchase products or services." (Saura, 2021). Because the digital marketing medium is more economical, practical, and has a wide reach. The use of digital marketing media is in line with the concept of sustainable tourism because digital media does not use physical materials such as paper, vinyl, ink, and so on.

2.Methodology

2.1. Research design is very important because it can help ensure that the methods used are appropriate to the research objectives and the right type of analysis for the data. A research design is a blueprint for scientific research which includes research methodology, research tools, and research techniques. Its function is to help identify and overcome problems that may arise during the research process and analysis process. This research uses a qualitative approach for the reason that it is adapted to the research objectives, namely conducting exploration and finding new models or theories. This research uses a case study, which is a research design that usually involves qualitative methods to describe, compare, evaluate, and understand various aspects of the research problem.

2.2 Proposition

Propositions are temporary and presumptive relationships between constructs expressed in declarative form. A proposition is a logical relationship between two concepts expressed in the form of a statement sentence that shows the relationship between the two concepts.

2.3 Definition of Concepts and Operational Research Variables

The conceptual definition departs from quotations from sustainable tourism theory and digital marketing, namely tourism which includes aspects: 1. Economic, 2. Social, and 3. Environmental. The purpose of compiling a conceptual definition is as an effort to explain what will be measured or analyzed in a study. Without developing a conceptual definition, it is feared that the main research objectives will not be focused or will not be achieved. Meanwhile, digital marketing is about the concept of social media, such as Facebook, Instagram, Twitter, TikTok, and Websites as marketing media that are cost-efficient and effective in reach. Apart from that, digital marketing is in line with the concept of sustainable tourism, especially in the aspect of protecting the environment.

3.Data Analysis

Data analysis in this research was carried out using the triangulation. The definition of triangulation includes research that takes different perspectives on a problem being studied or more generally in answering prospective research questions. This perspective can be proven using several methods or several theoretical approaches.

4. RESULT AND DISCUSSION

This research focuses on tourist attractions Takisung Beach and the New Batakan Beach tourist attraction are popular tourist attractions because they have adequate infrastructure. Apart from that, these two tourist attractions are sources of PAD for Tanah Laut Regency. This source of income mostly comes from sales of entrance ticket fees and visitor vehicle parking fees. Based on data from the Tanah Laut Regency Tourism Office regarding the number of visitors to the two beach tourist attractions for 3 years, it is shown in Table 1 below:

Table 4.1. New Takisung and Batakan Beach Visitors (2021-2023)

No	Name	Visitors (2021)	Visitors (2022)	Visitors (2023)	Total
1	Takisung	45.630	48.800	21.354	115.784
2	Batakan	50.256	117.700	127.200	295.156
				Total	410.940

Source: Tanah Laut Regency Tourism Office, 2023

The entry ticket fee for Takisung Beach and New Batakan Beach is the same, namely IDR 4,500,-/person. The determination of the entrance ticket price is by Tanah Laut Regency Regional Regulation Number 7 of 2013 concerning Levy for Recreation and Sports Places which has been in effect since 25 July 2013. The entrance ticket price also refers to Tanah Laut Regent's regulation Number 23 of 2019 concerning Usage Levy Tariffs. Regional Wealth, Parking at Tourist Attractions, and Tourism Facilities at Tourist Attractions. This regulation has been in effect since April 18 2019 until now no changes have been made. These two regulations are the legal basis for collecting levies for Tanah Laut Regency PAD. Levy fees for sedan and Colt mini vehicles are charged at IDR 5,000/vehicle.

Table 4.2. Takisung and Batakan Beach Levy Income (2021-2023)

No	Name	Income (2021)	Income (2022)	Income (2023)	Total
1	Takisung	205.335.000	219.600.000	96.093.000	521.028.000
2	Batakan	226.152.000	529.650.000	572.400.000	1.328.202.000
				Total	1.849.230.000

Source: Tanah Laut Regency Tourism Office, 2023

4.1 Sustainable Tourism Perspective

Tanah Laut Regency Tourism Office has implemented the concept of sustainable tourism. However, the scale is still small and limited because the stakeholders do not fully understand the concept. Apart from that, the tourism ecosystem is broad which includes engineering the complexity of tourism phenomena to produce linkages, value chains, and interconnectivity of other systems and sub-systems. The tourism ecosystem functions to meet the needs of tourists, state income, and the welfare of local communities. Examples of tourism business ecosystems are hotels, inns, restaurants, cafes, food and drink establishments, travel agents, and so on. These public facilities were built by the Tanah Laut Regency Regional Government and private parties. Management of sustainable tourist attractions at Takisung Beach and Batakan Baru Beach by the Tanah Laut Regency Tourism Office is not yet optimal due to various factors, both internal and external environmental constraints. Limited understanding of sustainable tourism is normal because the concept and implementation of sustainable tourism can be perceived differently by various stakeholders, including the local government of Tanah Laut Regency as the main stakeholder.” :”*The meaning of the term "sustainable tourism" varies depending on the interest group and is influenced by personal factors like background, education, and culture. It may also be influenced by political agendas or organizational affiliations.*”(Pulido-Fernández et al., 2018). Even the terminology varies, which illustrates that there is no single definition of sustainable tourism, among other things, it is referred to as "sustainable development," "sustainable growth," and "sustained growth." (Desbiolles-Higgins, 2017).

The definition of sustainable tourism according to the United Nations Environment Program and World Tourism Organization (2005) is that sustainable tourism is a form of tourism "that takes full account of economic, social and future environmental impacts, addressing the needs of visitors, industry, the environment, and host communities". A similar thing was proposed by Elkington (1997) that tourism organizations are considered to act sustainably if they create value in the economic, social, and environmental dimensions, or what is often called the triple bottom line, namely regarding profits, people and planet (Postma et al., 2017). The sustainable tourism business model is to synergize these three elements in a balanced way, not just focusing on the business side. However, two other elements must also be taken into account, especially the natural environment which is experiencing many problems due to the construction of new tourist attractions and their supporting infrastructure.

Proposition 1: Tourist visits from the Sustainable Tourism program at the Takisung Beach Site and Batakan Beach.

4.2. Digital Marketing Perspective

The tourism industry is growing rapidly in line with economic growth and developments in information technology (IT) "The use of the Internet in the last decade has become one of the most significant examples of globalization. In the New Age of Information and the New Economy, Electronic Commerce (E-Commerce) is one of the main methods for achieving new commercial, labor and social relations." (García et al., 2019). The computer technology has disrupted many business sectors and marketing media. For example, many business sectors are switching to using digital technology because it is considered more efficient and effective. Currently, the use of digital technology in marketing is a necessity. Digital technology and digital media have led to a new paradigm in various sectors including tourism. The rapid growth of the tourism industry has created competition between tourist destinations in a region. Several local governments are building new tourist destinations or renovating and revitalizing old tourist attractions in order to compete.

The main and important factor in the tourism business is marketing, both to market tourism products and services. "Marketing practices, traditionally considered a value-generating role in which organizations provide value to consumers through the delivery of goods and services in the marketplace, have transformed into a co-productive system." (Eiseman, 2018).

In general, the main weakness of tourist attraction managers is difficulties in marketing. Therefore, the Tanah Laut Regency Tourism Office needs to carry out a transformation in digital marketing media. Digital marketing also includes online marketing such as websites, online advertising, interactive media, and others. Several advantages and mediums of digital marketing. "There are many advantages that digital marketing can provide to customers, namely: Star updates on products or services, better management, clear information about products and services, easy comparison with others, 24/7 shopping, sharing product content or service. clear pricing and allows instant purchasing." (Mkwizu, 2020). "Marketing through social networking applications is considered an influential tool for gaining potential customers for all sizes of businesses. Customers interact with brands through these platforms." (Al-Hazmi, 2021).

By using social media, the message conveyed can be received directly by the target market, namely, young people called the millennial generation. Digital marketing can use social media such as Facebook, Instagram, Twitter, or TikTok to increase brand awareness and get more effective business outcomes." "Instagram can be a big part of travel marketing considering visuals (photos and videos) as their main strength and interest. "Therefore, this platform is highly recommended to be part of the marketing plan, especially for tourism destinations" (Nur'afifah and Prihantoro, 2021). Currently, there has been a transformation of social media into marketing media because it is considered effective in conveying messages or promoting products and services. Social media is also classified as a modern WOM medium, namely by using social media such as Facebook as a communication medium: "Marketing through social networking applications is considered an influential tool for gaining potential customers for all sizes of businesses. Customers interact with brands through these platforms." (Al-Hazmi, 2021). By using social media, the message conveyed can be received directly by the target market, namely, young people called the millennial generation. "Millennials are quickly becoming one of the most powerful forces in the travel industry. This generation, which includes adults between the ages of 24 and 35, has money to spend and they want to use it for travel experiences to new and exotic destinations" (Sofronov, 2018). "According to UNWTO (2012) the millennial generation generates more than \$180 billion in tourism revenue annually and is quickly becoming the most important demographic for the hospitality and tourism industry." (Kim and Lee, 2020).

The use of digital technology in the marketing sector has created marketing media that is more practical, efficient and effective. "Over the last two decades, brands and businesses have changed due to digitalization. This strategy is becoming increasingly popular and especially as it gradually becomes a global trend" (Hien and Nhu, 2022). The essence of digital marketing is marketing on digital platforms, including social media. Through digital media, tourism promotion and marketing programs become more practical, economical and have a wider reach. Likewise, it is easier for consumers to choose and carry out payment transactions for their orders. Now, almost all accommodation and transportation booking processes for tourism activities are carried out online. The use of media such as leaflets, banners, or other printed media advertisements is impractical, uneconomical, and has limited reach. Therefore, to increase visitors, it is necessary to transform print media into online media. The aim is to adapt to the characteristics of the potential market segment, namely young millennials.

Digital media is considered the right solution for marketing the Takisung Beach and Batakan Beach tourist attractions to new and wider market segments. Through digital marketing media, the reach is not limited to South Kalimantan but also outside the province and abroad. Several local governments market their tourism potential using smart applications. By using a smart application, information about tourist attractions in Tanah Laut Regency can be accessed by potential visitors, especially young people often called the millennial generation whenever and wherever they are. This type of marketing is known as word-of-mouth marketing. Medium Word of Mouth Marketing (WOM) is natural and spontaneous, there is direct interaction between loyal customers and potential consumers, it is voluntary and not paid for by the company, and it is effective in disseminating information by visitors who are satisfied with a service or loyal to a company. Good service can create satisfaction and loyalty for consumers or customers.

For three consecutive years, from 2021 to 2023, the income target for all tourist attractions in Tanah Laut Regency, including Takisung Beach and Batakan Beach, was not achieved. Realized income in 2021 is IDR. 193,671 million (66.8%), in 2022 it will be IDR. 219,258 million (74.32%), and in 2023 it will be IDR. 177,936 million (59.31%). Specifically, Takisung Beach's income is IDR. 21,354 million (2021), amounting to Rp. 48,800 million (2022), and Rp. 21,354 million (2023), total Rp. 116,784 million. Two possibilities cause the income not to meet the target, namely:

- 1) Setting targets too high;
- 2) There is no construction or addition of facilities;
- 3) Service to visitors is less than optimal;
- 4) Visitors do not feel satisfaction so they are not loyal.

For three consecutive years, from 2021 to 2023, the income target for all Product innovation, for example by building new facilities to attract new visitors or create loyalty for old visitors to return to the tourist attraction. In the context of beach tourism objects, service is very important. Innovation is also needed in marketing programs because the market is dynamic, not monotonous and competitive. So far, the Tanah Laut Regency Tourism Office has also made static leaflet media, which have limited reach and are expensive to distribute. It would be better if the promotion of these two beach tourist attractions is specific so that it is more detailed and attracts potential visitors. The advantage of online media is that it can be promoted more widely and without time limits. Prospective visitors can access it at any time, wherever they are, using applications or social media.

Based on the above study, a proposition can be formulated, namely:

Proposition 2: Tourist visits from the Digital Marketing program at the Takisung Beach and Batakan Beach sites.

5. Conclusions

The understanding of stakeholders, especially the Tanah Laut Regency Tourism Office, regarding the concept of sustainable tourism is still minimal. However, the concept of sustainable tourism has begun to be implemented. All elements of the sustainable tourism concept consisting of business, social, and environmental elements are being implemented in stages because ideally sustainable tourism practices include these three elements and do not ignore the social elements of society and the environment. The sustainable tourism business is not just about profits, in the concept of sustainable tourism these three aspects are a unified whole that is practiced synergistically. As a result of only prioritizing business profits, many tourist attractions are not environmentally friendly and cannot be sustainable because the natural environment is damaged. Negative impact on future generations not being able to continue the business. This can be caused by excessive exploitation of the natural environment or not thinking about the consequences, such as air pollution, water pollution, landslides, and others.

Failure to implement or practice sustainable tourism is caused by various environmental factors in strategic management, both internal and external environmental factors. So far, Batakan Beach has faced coal dust pollution which has polluted part of the beach surface which can endanger the health of visitors. Apart from that, Batakan Beach faces a problem of consigned rubbish that occurs from December to March. As a result of the consignment of rubbish, the seawater on the beach has become cloudy and dirty. Even though there are cleaning teams on both beaches, considering the seriousness of the problem and the large area affected, it is necessary to solve the problem holistically, not partially and effectively. Due dirty water quality and the appearance of murky water, it can reduce the interest of visitors to Batakan Beach.

Regarding marketing techniques, they are starting to be improved so that even though some promotional programs still use traditional print media, leaflets are inefficient and ineffective in reaching potential visitors. Apart from that, take advantage of WOM conveyed by loyal visitors. Regarding WOM, it is a form of loyal visitor participation that is voluntary but the message is very effective in attracting potential visitors. To increase the number of visitors to meet the target, the Tanah Laut Regency Tourism Office has carried out a digital marketing transformation that uses the Internet of Things (IoT) and social media as promotional and marketing media. The reason is that this technology is appropriate to today's times and suits the market segment, namely young people often called the millennial generation who use social media for their daily activities.

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