Marketing Strategy of Tourism Package through Design of Web-based Information System on One of Tours and Travel in Bandung

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Abstract. This study aims at determining the system of booking tour packages and making information systems proposal in tour and travel located in Bandung. The method used is structured method of research location as well as technique of collecting secondary data in the form of interview and observation. The result is to generate web-based information system that can be implemented in the tour and travel to help the facilitating process of booking package tours by consumers, and facilitating the work of tour and travel in managing the web and expand the market share. Because, through the promotion via this website, everyone can access the unlimited distance and time, as well as to increase the sale of tour packages from the tour and travel concerned.

1. Introduction

Mackay dan Zundel explained that strategy and tactics is a frequently used conceptual couplet in the business and management literature [1]. As well as Apenko S that has elaborated that the strategy of any enterprise involves the development and implementation of innovative ideas in the form of projects. [2].

According to Hammouri and Abu in the making of marketing strategy, there are factors that must be considered, such as products, location or place of business, and promotions [3]. Magdalene and Sridharan explain that the media campaign currently used by the company is the internet since it is considered as a main concern that will be highly noticed by the customer in finding something. And it is much more recommended and effective than the way of promoting using printed media. [4]. Patrutiu-Baltes pointed out that digital marketing has a major importance in the marketing strategy of any company regardless of sector, size or country of origin. Thus, more than ever, in order to remain competitive, companies are forced to exploit this form of marketing, which essentially can bring huge benefits at low costs. [5]. Järvinen dan Karjaluoto elaborated that the company can use Web analytics, which offers companies a metrics system to measure digital marketing performance. [6].

Albayrak detailed that the effect of daily tour service quality on tourist satisfaction is critical because tourist satisfaction is an important determinant of a company’s financial performance. [7]. This was supported by Haque et al. in his quantitative research approach, from a sampling frame of 420 travel and tour enterprises around Malaysia, 107 respondents. The research revealed that innovativeness, communication, collaboration and cooperation, and control beliefs significantly affect marketing...
strategy intention through the mediators of marketing capability attitude and market control [8]. According to the research conducted by Mandal P in US manufacturing companies using a structural equation model (SEM), the major findings of the research are: an organisation's financial performance is dependent on its information management and technology management strategies; knowledge management strategies indirectly influence financial performance. [9]. Baltes also explained that besides promoting a high quality of the content marketing, the digital marketers must undertake an analysis of the target in order to adapt their content and to choose the right way of promoting. [10].

Knowing the importance of marketing strategy, this research aims at answering the system of booking tour package and make information system proposal in one tour and travel located in Bandung. By using a structured method for research location and secondary data collection techniques such as interviews and observations, it will generate web-based information system that can be implemented in the tour and travel in facilitating the process of booking tour packages by consumers, facilitating the work of the tour and travel in managing the web and expanding the market share of the tour packages offered, so that everyone can access this system anywhere without any limitations of distance and time, and ultimately can increase the sale of tour packages from the tour and travel concerned since the previous research is about the impact of web-based marketing strategy, and has not explained what kind of website look that can facilitate each related party in its activities.

2. Method
The method used in this paper was structured method for research location, and technique of collecting secondary data through interview and direct observation to one of Tours and Travels in Bandung.

3. Results and Discussion
Website design is one of the most effective and efficient marketing strategy of cost and time used, this is because through the use of the web, we can introduce service products in the form of tour packages established to the wider market. However, when designing the web that will help the company in managing the tourism business should be made according to the needs of the Tours and Travel. In addition, the website should be comfortable and easy to use both by the Tour and Travels employees and customers. The initial display should contain some main menu, including Home, Tour Package, International, about, and Contact US (Figure 1).

![Figure 1. Display Home Website.](image-url)
For Tour Package Menu, it must have complete information about cost, facility, location of lodging, and departure date, so that every person who visit this website to see information about tour packages have complete and clear information. This will make it easier for Tour and Travel employees to collect data and other activities promotion. (Figure 2).

![Figure 2. Display Menu Tour Package.](image)

And the most important menu that should be provided by the Tour and Travel website is the Tour Order Package Form Menu. This will be very useful for Tour and Travel company to do the data collection of participants, the determination of departure schedule, the determination of the number of tourist facilities that must be provided, and various other things (Figure 3).

![Figure 3. Display Order Form.](image)
From the results of observations in the form of direct interviews to 10 people consisting of one employee of one of the company Tour and Travel in Bandung, and 9 people of customers or users of Tour and Travel tour services are found that:

a. 60% of respondents answered the view of GR Tours & Travel is very good, 30% answered good and 10% answered Fair Good
b. 60% of respondents answered that GR Tours & Travel website is very accessible, 20% answered easily accessible and 20% answered Quite easily accessible
c. 50% of respondents answered that GR Tours & Travel website is very easy to operate, 40% answered easy to operate and 10% answered Quite easy to operate.
d. About the completeness of the system 80% of respondents answered that the website GR Tours & Travel is very complete and 20% complete answer
e. 70% of respondents answered that GR Tours & Travel website is very useful, 20% answered helpful and 10% answered Fairly useful.

4. Conclusion
With the tourism package marketing strategy in one of the Tour and Travel in the city of Bandung is web-based that helps the company employees and users of the tourist services. Especially facilitate the process of booking tour packages from consumers so that consumers do not need to come directly to the company's office Tour and Travel to make ordering tickets, facilitate the work of Tour and Travel employees in managing tour packages and data collection because the system is integrated well due to ordering and sales system tour packages can already be checked its financial statements through the web. And can expand the company's market share, and can increase the sales package tour in one of the Tour and Travel Company in Bandung.

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