

## Tourism marketing: Channel, factor, and strategy for foreign market share in Badung Regency

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**Abstract:** Badung Regency, a prominent tourism hub in Bali, Indonesia, attracts a diverse range of international tourists. Effective marketing strategies are essential to enhance its competitiveness and address challenges such as traffic congestion and the need for improved digital marketing. This research aims to identify marketing channels and factors, determine key priorities in tourism marketing development, and formulate marketing strategies for international tourist markets in Badung Regency. The study employed a mixed-methods approach, including a literature review, direct and online observation, document analysis, Focus Group Discussions (FGD) and surveys. Data analysis used Importance Performance Analysis (IPA) and Analytical Hierarchy Process (AHP) methods, supported by SPSS and Expert Choice software. The study identified eight key marketing factors, i.e., tourism products, pricing, tourism image, digital marketing, tourism services, Networking, competitors, and branding, encompassing 48 indicators. Based on IPA, variables are categorized into four quadrants, with 14 indicators in the top priority quadrant. AHP analysis identified ten top marketing strategies, including improving traffic conditions, enhancing online content marketing, strengthening social media marketing, and standardizing tour-ist services. These strategies are crucial for addressing issues and Enhancing international tourism marketing in Badung. The findings highlight the significance of tailoring. Marketing strategies to improve Badung's competitiveness in the global tourism market. The strategic focus on digital marketing, service quality, and brand management can significantly boost tourist satisfaction and loyalty. This research provides a comprehensive framework for developing effective marketing strategies to enhance Badung's appeal as a premier international tourist destination.

**Keywords:** analytical hierarchy process, Badung Regency, foreign market, importance-performance analysis, marketing strategy

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### Introduction

Tourism marketing is an important part of tourism development. According to Pop et al. (2022), tourism marketing has a strategic role in efforts to achieve company success in the long term, especially in harmonizing the relationship between business and customers. Tourist destinations that are adaptive to technology, such as Virtual Reality (VR), will make it easier to achieve tourism marketing success to tourists (Yung et al., 2021). Tourism marketing is not Only seen as the application of technology in achieving customer satisfaction, but according to (Wen et al., 2021), tourism marketing can also be relevant to the development of sustainable tourism such as economic, ecological, and socio-cultural aspects (Cavalcante et al., 2021). In addition, various important aspects are linked to tourism marketing, namely tourist motivation, destination familiarity, revisit, image (Soliman, 2021), tourist behavior, and tourism management (Wen et al., 2021).

The success of tourism development is determined by effective, adaptive, and competitive marketing and promotion strategies (Briggs, 2001; Sofronov, 2019; Rahmoun & Baeshen, 2021). Marketing strategies aim to increase tourist visits by packaging products, services, networking, and digital marketing in ways that highlight the destination's uniqueness, offering added value compared to competitors (Sofronov, 2019). Sofronov (2019) emphasizes that uniqueness is crucial in attracting tourists, as destinations that offer unique and distinct experiences are more likely to be remembered and favored by tourists. For example, packaging tourism products showcasing natural beauty and integrating local culture and authentic experiences can provide a distinct appeal to tourists. An important aspect of tourism marketing is tourist satisfaction, which is closely related to loyalty and willingness to return (Amoako et al., 2019; Supanun & Sornsaruht, 2019; Fitriana, 2021). Marketing that reaches the level of "delighting the customer" creates memorable experiences at a tourist destination (Rivera & Villar, 2019; Ariana et al., 2021a; 2021b).

Tourism in Badung has achieved various important marketing aspects, evidenced by the diversity and competitiveness of tourism businesses and the high number of tourist visits (Wall, 1996; Suryawardani & Utami, 2017). Tourists visiting the region are diverse regarding country of origin, demographics, travel preferences, socio-economic status, and psychographics. Tourists come not only from various countries but also from different demographic groups such as Baby Boomers, Generation X, Y, and Z. Each of these groups has different travel preferences, ranging from nature tourism and cultural tourism to man-made attractions, all available in Badung Regency. Additionally, tourists from various socio-economic backgrounds, from the middle class to the upper class, can find services and facilities that suit their needs and budget. Psychographically, tourists visiting Badung have diverse motivations and interests. Some seek relaxation and tranquility at beautiful beaches like Kuta and Nusa Dua, while others may be interested in cultural and spiritual experiences at places like Uluwatu and Taman Ayun Temple. These preferences include tourists seeking hedonic happiness, those looking for pleasure and entertainment (Ariana et al., 2021a), as well as those seeking eudaimonic happiness, who look for meaning and self-development through deep travel experiences (Ariana et al., 2021b).

Research related to tourism marketing in Badung has been conducted by various parties. Suarja et al. (2021) studied marketing strategies for rural tourism, finding that the integration of rural uniqueness and appropriate marketing strategies can enhance attraction and tourist visits. Arismayanti (2017) focused on culture-based and heritage branding, demonstrating that a strong cultural identity and heritage promotion can create a strong and attractive destination image for tourists seeking authentic experiences. Mahendrayani & Suryawan (2018) re-searched destination marketing strategies to increase visitor numbers, emphasizing the importance of innovative tourism product development and effective promotion through various communication channels. Wardani et al. (2018) examined shifts in marketing strategies in the hospitality industry, finding that adaptation to changing trends and tourist needs is crucial for maintaining competitiveness in the dynamic tourism industry. Post-pandemic studies by Wiranatha et al. (2022) identified marketing channels and factors, as well as domestic marketing strategies in Badung. This research is relevant because Badung's tourism is influenced by international issues and changes in global tourism phenomena (Maitland & Newman, 2014; Telfer & Sharpley, 2015). Issues such as security, health, and tourism trends affect tourist motivation and the existence of tourism in Badung. Security issues like the Bali Bombings I and II and the COVID-19 pandemic have significantly impacted tourism in Badung (Hitchcock & Darma Putra, 2005; Henderson, 2003; Gurtner, 2004). The COVID-19 pandemic led to a drastic decline in tourist visits and had a detrimental effect on Badung's economy and tourism industry (Antara & Sumarniasih, 2022; Subadra & Hughes, 2022).

In facing issues vulnerable to changes in tourism conditions, consistent actions are needed to ensure the comfort and safety of tourists in Badung Regency. When tourists feel safe and comfortable, they are more likely to return (Ibrahim & Gill, 2005). This is crucial for reviving and revitalizing tourism in Badung as it was before the COVID-19 pandemic. Moreover, in addressing the impacts of the pandemic, which has now become endemic, Badung Regency needs to take various measures to increase the tourist market, particularly the international market share. Therefore, adaptive tourism marketing strategies are needed to increase the international market

share. This study aims to identify marketing channels and factors, determine key priorities in marketing development and formulate tourism marketing strategies for international markets in Badung Regency. The involvement of various tourism stakeholders, such as the government, businesses, and the community, is crucial in formulating these strategies to achieve high-quality and sustainable tourism. With these efforts, Badung tourism can develop towards better tourism while still considering the essence of quality and sustainable tourism. This initiative will help ensure that Badung Regency remains an attractive and competitive tourist destination in the international tourism market.

## Methodology

This research was conducted in 2023 in the administrative region of Badung Regency, which includes three areas, i.e., North Badung, Central Badung, and South Badung. The selection of the research location was based on its alignment with the research objectives, accessibility, representativeness, and availability of the necessary data. The proper choice of location is expected to provide a comprehensive and in-depth overview of the conditions and dynamics of tourism marketing in Badung Regency. There are several reasons for this study to choose a location in Badung Regency, namely (1) Badung is the center of Bali tourism, (2) Badung has popular tourist destinations such as Kuta, Nusadua, and Canggu. The popularity of Badung tourism is evidenced by tourism data such as Badung has 92 types of tourism consisting of 19 tourist villages and 73 tourist attractions (Badung Regency Tourism Office, 2024). In 2023, Badung recorded 4370 types of accommodation, and there are 5,351 types of culinary businesses. Furthermore, in terms of the tourism market in Badung, foreign tourist visits in 2024 more than 6.4 million tourists. (3) another reason for choosing the research location in Badung is because Badung gets a high Regional Original Income from the tourism sector (4) Badung has a diversification of tourism products, (5) Badung has a competitive advantage at the level of international tourism, and (6) Badung as the main tourist destination locus for tourism recovery due to the tourism impact of the Covid-19 Pandemic, especially in 2020-2023.

The data collection methods used in this research included various approaches, namely literature review, observation, document study, Focus Group Discussion (FGD), and questionnaire distribution. The literature review was conducted to find relevant concepts, approaches, and information related to the research problem by searching for literature such as books, scientific journals, and research reports related to tourism marketing, especially in Badung Regency. Observations were made both offline (in-person) and online. Offline observations involved direct observation to obtain information about the actual conditions of tourist destinations, tourist attractions, tourist behavior, and the types of tourism activities of interest. In contrast, online observations used the netnography method, which adheres to the principles of internet ethnography. Document study is a research method conducted by reviewing and analyzing information sources related to the tourism marketing system stored in document form.

Focus Group Discussion (FGD) is a research method conducted in person, involving the participation of stakeholders in the field of tourism marketing. The main purpose of FGD is to gain a deeper understanding of tourism marketing issues and obtain perspectives from various stakeholder groups involved. Data collection through questionnaires was used to gather views and assessments from respondents on various aspects of the tourism marketing system that have been implemented and those that are expected. The aspects covered in the questionnaire include market segmentation, marketing mix (product, price, promotion, place, partnership, process), institutional factors, human resources (HR), and marketing facilities and infrastructure. Respondents in this study included experts or academics in tourism, government officials related to tourism, and stakeholders in the tourism industry, such as the Regional Tourism Promotion Board (BPPD) and tourism industry associations (30 respondents). Additionally, Samples were taken from international tourists visiting Badung to evaluate market analysis and tourism marketing in Badung (100 respondents). The count of 100 samples was obtained from the adoption of the Slovin formulation (Tejada & Punzalan, 2012). In detail, the number of foreign tourists visiting Badung is 5,386,878 people (in 2023), so that  $N: 5,386,878$  and  $e$  (error) is 10%, and the number of samples determined in this study is 100 respondents. The data obtained

through the questionnaires will form the basis for formulating more effective marketing strategies that meet the needs.

Data analysis in this study used Importance Performance Analysis (IPA) and Analytical Hierarchy Process (AHP). Importance Performance Analysis (IPA) aims to identify performance and importance factors in tourism marketing. This method has long been used in tourism and hospitality research to measure important attributes and the performance expected by consumers. Some tourism studies that have used IPA analysis include those on travel and tourism (Evans & Chon, 1989; Go & Zhang, 1997; Yanti et al., 2022), leisure and recreation (Guadagnolo, 1985; Hollenhorst et al., 1992), education (Alberty & Mihalik, 1989; Ortinau et al., 1989), and healthcare marketing (Dolinsky, 1991; Dolinsky & Caputo, 1991; Hawes & Rao, 1985). IPA analysis consists of two stages: calculating the average value for performance and importance using a Likert scale and determining the level of alignment between performance and importance based on the average values. The results of this analysis will map indicators into quadrants on a Cartesian diagram, divided into four quadrants: main priorities, strengths, low priorities, and excess resources.

The Analytical Hierarchy Process (AHP) was used to formulate priority marketing strategies based on the results of the IPA analysis. AHP is a decision-making method that addresses complex problems by transforming them into a hierarchical structure (Supriadi et al., 2018). The AHP steps include defining the problem and desired solutions, creating a hierarchy structure with a main goal, performing pairwise comparisons, calculating eigenvalues and testing consistency, and checking the hierarchy's consistency. The basic principles of AHP include decomposition, judgment comparison, and priority synthesis. In processing data using the AHP method, Expert Choice (EC) software was used to assist in decision-making. EC facilitates data input of criteria and choices, as well as goal setting (Nasibu, 2009). The program supports quantitative and qualitative analysis and provides graphic visualizations that help interpret the results. By using a combination of IPA and AHP methods, this research aims to formulate effective and targeted marketing strategies to increase the market share of international tourists in Badung Regency. These strategies are expected to drive the development of Badung tourism towards high-quality and sustainable tourism.

## Results and Discussions

### *Analysis of Foreign Market Share Marketing Channels in Badung Regency*

Results should be clear and concise. The results should summarize (scientific) findings rather than provide data in great detail. Present raw data here without comment, using tables and figures if this makes the data clearer. What answer was found to the research question; what did the study find? Was the tested hypothesis true?

Respondents to this research were taken from international tourists visiting Badung to evaluate market analysis and tourism marketing in Badung. The respondents represent diverse demographic and psychographic profiles, providing critical insights into the preferences and characteristics of international tourists in Badung. The majority of visitors originate from Germany (19.5%), followed by Australia (15.0%) and France (13.3%), with smaller proportions from Poland, Spain, and other countries. This indicates a strong market presence from Western Europe and Oceania, highlighting the potential for focused promotional strategies targeting these regions. In terms of gender distribution, the respondents were almost evenly split, with 52% male and 48% female, showing a balanced demographic suitable for inclusive marketing campaigns. The age groups were dominated by Generation Y (27–42 years) at 53%, followed by Generation Z (11–26 years) at 39%. These younger generations are drawn to adventurous activities and digitally shareable experiences, making social media and digital marketing vital tools. Additionally, students and professionals made up the largest occupational groups, comprising 34% and 28% of respondents, respectively. Students, with their flexible schedules and propensity to travel, are an important market, while professionals represent a segment with higher spending power.

The study also revealed that most respondents were first-time visitors (73%), reflecting the success of efforts to attract new markets. Meanwhile, 27% were repeat visitors, showing a moderate level of destination loyalty that can be leveraged with targeted retention strategies.

Leisure and recreation were the primary motivations for visits, accounting for 69.5%, followed by education and research (19.5%). The preference for independent travel, indicated by 89% of respondents opting for trips without package tours, highlights the need for customizable and flexible travel offerings. Most tourists traveled with friends (41%) or family (39%), emphasizing the importance of group-friendly attractions and accommodations. Social media emerged as the most influential source of information (36%), followed by word-of-mouth from friends or relatives (26%). This underscores the critical role of digital platforms and user-generated content in shaping travel decisions.

Marketing channels in tourism are complex and diverse elements used by service providers to reach and influence target markets (Kontis et al., 2019; Tsiotsou & Ratten, 2010). Travel agencies, both offline and online, websites, social media platforms, and travel apps are some of the commonly used marketing channels (Bitner & Booms, 1982; Law et al., 2015; Nurtirtawaty et al., 2021). Collaboration with business partners such as airlines, hotels, restaurants, and tourist attractions is also an integral part of the marketing channels, creating unique and attractive tourism experiences (Buhalis, 2000). In the digital era, platforms like TripAdvisor, Klook, and Get Your Guide play a crucial role in determining marketing channels and market share, providing real-time data on tourism trends in Bali. Identifying the types of tourism preferred by tourists in Bali, even though not all activities are in Badung, remains relevant since Badung is a primary area where tourists stay when visiting Bali. TripAdvisor provides reviews and recommendations that help tourists plan their trips, covering various types of tourism, such as nature, culture, adventure, and spiritual tourism. Klook offers booking services for tourist activities with a range of attractive packages and often provides special discounts. Get Your Guide offers various travel products, assisting tourists in planning memorable experiences. Data from these three platforms, along with information from focus group discussions and immigration data, are used to analyze marketing channels in Badung Regency. The results of this analysis can be seen in Table 1.

**Table 1.** Characteristics of foreign tourists in Badung Regency

No.	Country	Total Visits	Tourist Characteristics
1.	Australia	135,986	Nature Tourist, Cultural Tourist, Backpacking, and Youth Tourist
2.	India	41,234	Adventure Tourist, Cultural Tourist, Wellness Tourist (Vegan), Religious and Spiritual Tourist
3.	France	29,201	Nature Tourist, Cultural Tourist, Leisure Tourist, Special Interest Tourist (Wedding)
4.	China	37,485	Adventure Tourist, Shopping Tourist, Leisure Tourist, Cultural Tourist
5.	United Kingdom	27,478	Nature Tourist, Cultural Tourist, Special Interest Tourist
6.	Korea (Sth), Republic	26,035	Adventure Tourist, Leisure Tourist
7.	Germany	19,232	Nature Tourist, Cultural Tourist, Special Interest Tourist
8.	United States of America	27,434	Nature Tourist, Cultural Tourist, Special Interest Tourist, Educational Tourist
9.	Italy	8,347	Nature Tourist, Cultural Tourist
10.	Malaysia	15,549	Shopping Tourist, Nature Tourist

Table 1 above shows that the top 10 countries of international tourists visiting Badung are Australia, India, France, China, the United Kingdom, South Korea, Germany, the United States, Italy, and Malaysia. Additionally, several types of tourist attractions in Badung can be generally classified, including cultural tourists, incentive tourists, nature tourists, leisure tourists, religious and spiritual tourists, sport and recreation tourists, backpacking and youth tourists, special interest tourists, wellness, health or medical tourists, business tourists, educational tourists, adventure tourists, and shopping tourists. These findings are also supported by various opinions

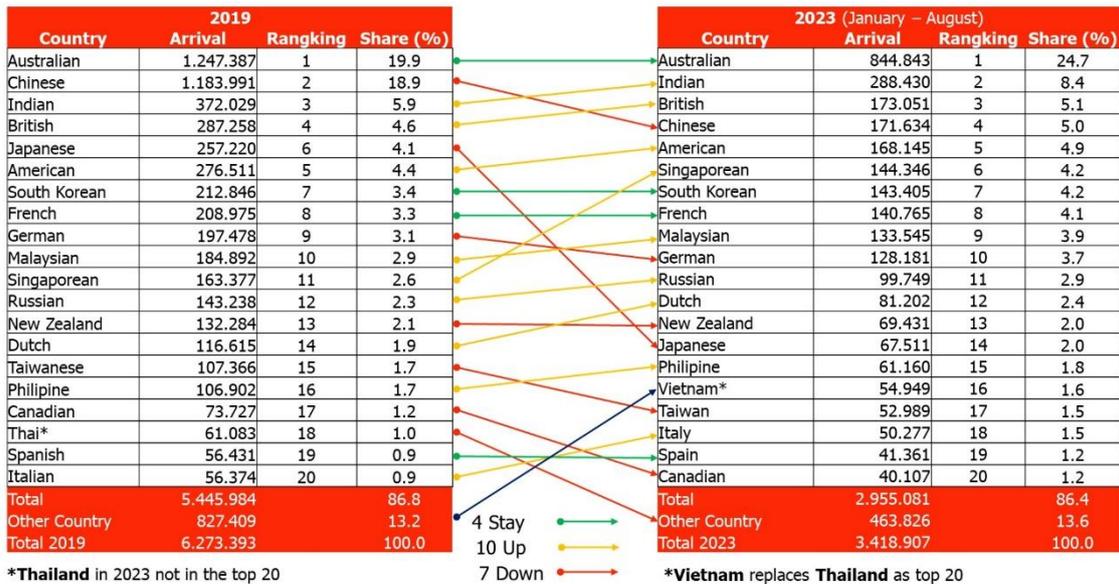
expressed during the focus group discussion, particularly highlighting the Indian tourist market as a significant market for Bali and Badung. Dr. Yoga Iswara, Chairman of the Indonesian Hotel General Manager Association (IHGMA) Bali, said that:

"The Indian market can replace the Chinese market. The Indian market is very loyal to Bali, considering the cultural similarities and the people's religious rituals. Therefore, the tourism industry should not forget about the Indian market" (FGD, 13 July 2023).

Badung's tourism sector attracts millions of international visitors annually, with its primary markets dominated by Australia (Sobocinska, 2011), China (Rosyidi, 2018), and India (Thirumaran, 2008), along with a significant number of tourists from various European countries (Ariana, Putra, & Sukana, 2023). Notably, Australian tourists perceive Kuta, Legian, and Seminyak as their "second home," indicating a deep sense of familiarity and attachment to these destinations. Meanwhile, Indian tourists often include Bali as part of a multi-destination trip, frequently visiting Malaysia before arriving in Bali (Hitchcock & Putra, 2007). In recent years, China has emerged as the dominant tourism market for Badung, Bali, with a substantial increase in visitor numbers (Rosyidi, 2018). The surge in international tourist arrivals can be attributed to several key factors, including geographical proximity, accessibility, cultural and government policies, and evolving tourist preferences. Specifically, tourist preferences extend beyond the allure of natural attractions and the uniqueness of Balinese culture, traditions, and arts. More importantly, tourists are drawn to Badung due to its strong destination image, which is associated with positive tourism experiences. Studies suggest that traveling to Badung, Bali, fosters a sense of happiness and well-being among visitors (Ariana et al., 2024). Moreover, the island is widely recognized for its tranquillity and hospitality, reinforcing its reputation as a peaceful and comfortable destination for both domestic and international tourists (Ariana et al., 2016; Ariana, 2017).

It is undeniable that the interest of Indian tourists in visiting Bali is increasing, ranking just below the Australian market. The presence of Indian tourists offers a significant opportunity for the recovery of the tourism industry post-pandemic. The cultural and religious similarities between Bali and India also contribute to the growth of visits. To strengthen the Indian market, the government needs to promote tourism to South Asia, organize marketing events and sales missions, and establish direct flights between India and Bali. Besides focusing on the Indian market, it is also crucial for the government and the tourism industry to maintain existing markets, including tourists from Australia, China, Malaysia, Singapore, Vietnam, the Philippines, South Korea, the UK, and the Middle East. The analysis of the international tourism market in Badung Regency can be seen through the changes before and after the COVID-19 pandemic based on tourist arrival data. The data on tourist arrivals from 2019 to 2023 shows a transformation in market share (Figure 1). Although this data is derived from arrivals at Ngurah Rai Airport, it can serve as an indicator of the tourism condition in Badung Regency.

In 2019, the top five countries of origin for foreign tourists visiting Bali were Australia, China, India, Japan, and the United States. Other countries that also served as significant sources of tourists included South Korea, France, Germany, Malaysia, Singapore, Russia, New Zealand, the Netherlands, Taiwan, the Philippines, Thailand, Spain, and Italy. This data indicates that Bali, especially Badung, is attractive to tourists from various continents around the world. After the COVID-19 pandemic, there were several changes in the rankings of the countries of origin for tourists in 2023. Thailand, which was previously in the top 20 tourist arrivals to Bali, was replaced by Vietnam. Significant changes were also observed in the rankings of tourist visits from China and Japan. China, which was previously ranked second, dropped to fourth place. Meanwhile, Japan, which was initially ranked sixth, fell to fourteenth place. The decline in tourist visits from China was primarily influenced by the Chinese government's policy prohibiting its citizens from traveling abroad during a certain period. On the other hand, the Indian tourist market showed significant growth, rising to second place in 2023. This demonstrates the dominance of the Indian market in Bali and Badung, which has positively contributed to the recovery of the tourism industry post-pandemic. Despite changes in some markets, tourism in Badung continues to show resilience and significantly contributes to the improvement of the local economy.



(Source: immigration data (processed), 2024)

**Figure 1.** Market changes based on ranking of foreign tourist visits 2019-2023

### Analysis of Foreign Market Tourism Marketing Factors in Badung Regency

The analysis of international market tourism marketing factors in Badung Regency involves eight main factors, including tourism products, prices, tourism image, digital marketing, tourism services, networking, competitors, and branding. Each of these factors consists of relevant indicators, with a total of 48 indicators used to understand various aspects of tourism marketing in this area. The explanation of each factor is as follows:

- a. **Tourism Products**  
 Badung Regency offers a diverse range of tourism products, including natural attractions, cultural experiences, and supporting facilities. These tourism products consist of a combination of tangible and intangible elements that create a comprehensive experience for tourists. Factor analysis shows that variables such as unique and diverse attractions, availability of accommodation, restaurants, and supporting facilities have a high correlation in forming the tourism product factor.
- b. **Prices**  
 Proper pricing is crucial to attract international tourists. Prices should reflect the quality of the destination and the added value provided. Factors such as special pricing offers, discounts, and affordability play an important role in the tourism marketing strategy in Badung.
- c. **Tourism Image**  
 The tourism image of Badung is significantly influenced by service quality, cleanliness, safety, and environmental management. A positive image can increase tourists' desire to return and recommend the destination to others. Factors such as cleanliness at the destination, health management, and the comfort of transportation services significantly contribute to the tourism image of Badung.
- d. **Digital Marketing**  
 Digital marketing is becoming increasingly important in reaching international tourists. Developing official websites, using social media, online advertising campaigns, and search engine optimization (SEO) are some strategies used to promote the destination. The analysis shows that variables such as strengthening content marketing, developing promotional apps, and utilizing email marketing have a significant impact on digital marketing.

- e. **Tourism Services**  
The quality of tourism services is a key factor in building tourist satisfaction and loyalty. Standardizing services, integrating advanced technology, and meeting tourist expectations are some aspects that need attention. The analysis shows that variables such as services meeting tourist expectations and the implementation of service standardization have a high correlation with the quality of tourism services.
- f. **Networking**  
Collaboration with various parties such as tourism industry players, associations, government, mass media, and universities is crucial in promoting tourism in Badung. The pentahelix model, which involves collaboration between business, government, community, academia, and media, provides significant benefits in tourism development. The analysis shows that all variables contribute significantly to the tourism networking in Badung.
- g. **Competitors**  
Understanding and analyzing competitors is an important step in marketing strategy. Identifying competitors, market analysis, and strengthening competitiveness are some aspects that need attention. The analysis shows that variables such as identifying competitors and analyzing the market and competitors have a significant impact on marketing strategies.
- h. **Branding**  
Branding is one of the main strategies in marketing tourism in Badung. The tagline campaign "Badung the Soul of Bali," brand management, brand awareness, and tagline promotion are some factors influencing branding. The analysis shows that variables such as the promotion and communication of the tagline, as well as strengthening the tagline at local and international events, have a high correlation in forming the branding factor.

The factor analysis in this study used several statistical techniques to ensure data validity and reliability, including KMO (Kaiser-Meyer-Olkin) and Bartlett's Test values, Anti-Image Correlation values, and Extraction values. These values must be above 0.5, meaning each factor and its indicators meet the criteria for further analysis. The complete results of the factor analysis can be seen in Table 2. The number of indicators analyzed before the factor analysis was 48. The results showed that no indicators needed to be eliminated based on the Anti-Image Matrices values analyzed using SPSS. The results indicate that all indicators are valid and can be used to measure the tourism marketing factors in Badung Regency. Thus, this analysis provides a comprehensive and accurate overview of the factors influencing international tourism marketing in Badung Regency.

**Table 2.** Analysis of tourism marketing factors of the foreign tourist market in Badung Regency

Code	Factor	Indicator	KMO	Anti Image	Extraction
A1	Tourism Products	Unique tourist attractions	0.658	0.704 <sup>a</sup>	0.602
A2		Diverse tourist attractions		0.718 <sup>a</sup>	0.741
A3		Attractive tourist attractions		0.775 <sup>a</sup>	0.827
A4		Availability of accommodation		0.857 <sup>a</sup>	0.642
A5		Availability of restaurants		0.559 <sup>a</sup>	0.830
A6		Availability of shopping places		0.675 <sup>a</sup>	0.675
A7		Availability of Travel Agencies		0.688 <sup>a</sup>	0.684
A8		Availability of supporting tourist facilities		0.692 <sup>a</sup>	0.628
A9		Organization of various national and international events (MICE)		0.699 <sup>a</sup>	0.746
A10		Availability of various entertainment facilities (nightlife)		0.662 <sup>a</sup>	0.845
B1	Prices	Affordable prices for tourists	0.666	0.644 <sup>a</sup>	0.590

Code	Factor	Indicator	KMO	Anti Image	Extraction
B2		Pricing that matches the quality of the tourist destination		0.768 <sup>a</sup>	0.593
B3		Discounts for tourists		0.652 <sup>a</sup>	0.535
B4		Special pricing offers on holidays/special occasions.		0.630 <sup>a</sup>	0.725
C1	Tourism Image	Preventive measures against security disturbances	0.753	0.792 <sup>a</sup>	0.604
C2		Comfort of tourist transportation services		0.719 <sup>a</sup>	0.734
C3		Cleanliness at tourist destinations		0.655 <sup>a</sup>	0.682
C4		Handling and procedures for tourist health and safety		0.863 <sup>a</sup>	0.744
C5		Handling of illegal charges against tourists		0.762 <sup>a</sup>	0.653
C6		Traffic conditions in Badung		0.770 <sup>a</sup>	0.680
D1	Digital Marketing	Strengthening social media marketing	0.875	0.760 <sup>a</sup>	0.587
D2		Development of websites for each tourist destination		0.837 <sup>a</sup>	0.749
D3		Marketing through online platforms, marketplaces, and online travel agents		0.884 <sup>a</sup>	0.661
D4		Strengthening financial technology in transactions (Paypal, Gopay, Shopee Pay, electronic payment)		0.947 <sup>a</sup>	0.636
D5		Website optimization through Search Engine Optimization (SEO)		0.793 <sup>a</sup>	0.731
D6		Strengthening and developing content marketing on online media		0.905 <sup>a</sup>	0.805
D7		Development of promotional applications		0.941 <sup>a</sup>	0.766
D8		Utilization of email marketing to consumers (email blasting)		0.912 <sup>a</sup>	0.790
E1	Tourism Services	Implementing service standards for tourists	0.633	0.578 <sup>a</sup>	0.880
E2		Tourism services in line with the latest technological developments		0.623 <sup>a</sup>	0.864
E3		Services that meet tourist expectations		0.699 <sup>a</sup>	0.840
E4		Services provided to ensure tourist satisfaction		0.728 <sup>a</sup>	0.729
E5		Enhancing competitive advantage by integrating local culture, tolerance, and diversity		0.596 <sup>a</sup>	0.809
F1	Networking	Collaboration with tourism industry players	0.844	0.899 <sup>a</sup>	0.721
F2		Collaboration with tourism associations		0.818 <sup>a</sup>	0.844
F3		Collaboration with mass media		0.852 <sup>a</sup>	0.699
F4		Collaboration with the government		0.783 <sup>a</sup>	0.755
F5		Collaboration with the community		0.788 <sup>a</sup>	0.574
F6		Collaboration with universities		0.960 <sup>a</sup>	0.635
G1	Competitors	Identification of competitors	0.820	0.802 <sup>a</sup>	0.782
G2		Analyzing the market and competitors		0.799 <sup>a</sup>	0.770
G3		Determining priority competitors		0.836 <sup>a</sup>	0.752
G4		Strengthening competitiveness		0.846 <sup>a</sup>	0.710
H1	Branding	Tagline campaign "Badung the Soul of Bali"	0.871	0.889 <sup>a</sup>	0.887
H2		Brand management for Badung tourism		0.848 <sup>a</sup>	0.922
H3		Brand awareness for international tourists		0.907 <sup>a</sup>	0.909
H4		Promotion and communication of the tagline "Badung the Soul of Bali" to international tourists		0.849 <sup>a</sup>	0.926
H5		Strengthening the Badung tagline at local, national, and international events		0.865 <sup>a</sup>	0.917

Source: Processed data (2024).

## Main Priorities in Developing Foreign Market Tourism Marketing in Badung Regency

Based on the factor analysis of all the marketing indicators examined in this study, the indicators that remained significant after the factor analysis were identified. Further analysis was conducted to determine the main priorities through several stages: (1) Importance Analysis, (2) Performance Analysis, (3) Suitability Level Analysis, (4) Gap Analysis, and (5) Importance-Performance Analysis (IPA).

### Importance Analysis

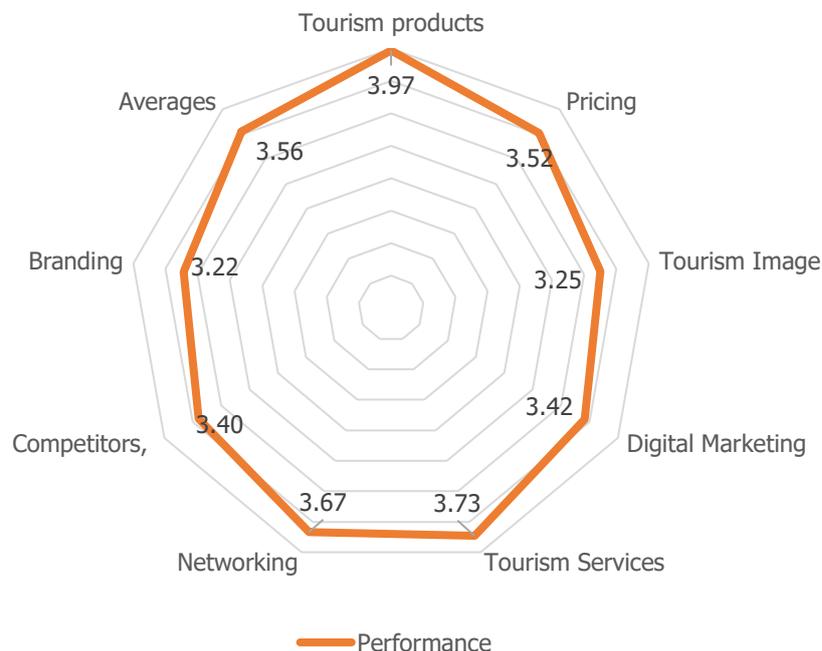
Badung Regency has become a significant force in Bali's tourism industry, nationally and internationally. Badung significantly contributes to Bali's accommodation sector, hosting 827-starred hotels and 39,219 non-starred hotels. Additionally, Badung frequently receives prestigious awards such as those from Travel and Leisure Asia and the Bali Tourism Award. However, despite its excellent tourism accommodations, Badung has only 17 rural tourists out of the 238 in Bali, contributing just 7.1%. Nevertheless, Badung has maintained inclusive rural tourism like Sangeh, Munggu, and Canggu. This success is commendable, owing to the intelligent policies of stakeholders who have effectively promoted tourism. According to the analysis of Badung's foreign tourism market factors, eight main factors have been identified: networking, tourism image, tourism services, digital marketing, branding, competitors, tourism products, and prices. The results show that all these factors are considered very important, with an average score of 4.71 (Figure 2). The five factors above the average are networking, tourism image, tourism services, digital marketing, and branding, while the other three are competitors, tourism products, and pricing. This analysis implies the importance of synergy among stakeholders, including academia, business, community, government, and mass media, in planning, implementing, managing, and controlling tourism in Badung. This collaborative approach will enhance service quality, tourist satisfaction, and loyalty to Badung's tourist destinations, ensuring sustainable growth in the region's tourism industry.



**Figure 2.** Importance level of foreign market tourism marketing in Badung Regency

### Performance Analysis

The analysis of the performance or quality level in the foreign market tourism marketing in Badung Regency highlights the efforts made to enhance marketing. The performance of this marketing is assessed based on how well the results meet the expectations of tourism stakeholders. The analysis involved measuring the performance level of Badung's tourism marketing through questionnaires analyzed based on focus group discussions (FGD). Overall, the results indicate that the average performance of Badung's tourism marketing is good, with a score of 3.56 (Figure 3). However, this score is lower than the previously reviewed importance level. The factor with the highest performance is tourism products, scoring 3.97, followed by tourism services at 3.73, and networking at 3.67. This indicates that the marketing performance of these three factors is quite good. On the other hand, some factors are below the average, namely digital marketing with a score of 3.42, competitors with a score of 3.40, tourism image with a score of 3.25, and branding with a score of 3.22. The pricing factor has the same average score as the overall performance, which is 3.52. These results show that while the overall performance of Badung's tourism marketing is considered good, there is a need for improvement, particularly in the factors that are below average. Therefore, to improve the quality and effectiveness of tourism marketing in Badung Regency, efforts should be made to enhance the factors that still need to be improved. These improvements are expected to positively impact tourist satisfaction and loyalty, as well as support an increase in international tourist visits to Badung. Therefore, synergy among various stakeholders in optimizing digital marketing, strengthening branding, setting competitive prices, and managing competition effectively is crucial for advancing the tourism sector in Badung Regency.



**Figure 3.** Performance level of foreign market tourism marketing in Badung Regency

### Suitability Level Analysis

In the Importance Performance Analysis (IPA), the Level of Suitability (LoS) between the performance and importance of international tourism marketing in Badung Regency is calculated to understand how well the marketing performance matches existing expectations. This suitability level is determined by comparing the average scores of performance and importance. The higher the percentage, the better the quality of tourism marketing. The analysis results in Table 3 show

that the average performance level of tourism marketing in Badung Regency is 3.56 (categorized as good), while the average importance level is 4.71 (categorized as very important). The comparison between these values yields a suitability level of 75.1%. This percentage indicates that while the performance of tourism marketing is good, there is still room for improvement to meet expectations optimally. This result demonstrates that the alignment between importance and performance is functioning well, but some aspects require more attention, especially those in the satisfactory category, such as traffic conditions. From the questionnaires completed by tourism stakeholders in Badung Regency, several variables were identified that need to be maintained and improved. The five highest-rated variables that need to be maintained are the availability of accommodation, restaurants, shopping places, travel agencies, and affordable prices for tourists. These variables indicate that infrastructure and accessibility aspects are crucial in attracting and retaining international tourists. On the other hand, the five lowest-rated variables that need improvement are cleanliness at tourist destinations, traffic conditions in Badung, brand awareness among international tourists, promotion and communication of the "Badung the Soul of Bali" tagline to international tourists, and strengthening the Badung tagline at local, national, and international events. This suggests that while infrastructure and accessibility are good, destination management and branding aspects still require special attention to enhance the overall attractiveness and experience for tourists. Therefore, this suitability level analysis provides a clear guide for stakeholders to focus on areas that need improvement and maintain their strengths, ensuring that tourism marketing in Badung Regency continues growing and meets international tourists' expectations.

**Table 3.** Suitability level analysis of foreign market tourism marketing in Badung Regency

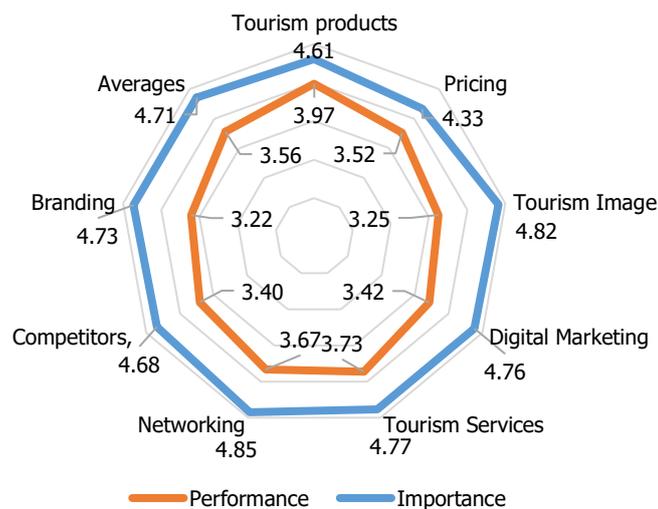
Code	Factor	Indicator	Performance	Importance	LoS (%)	Interpretation
A1	Tourism Products	Unique tourist attractions	3.98	4.96	80.2	Good
A2		Diverse tourist attractions	4.01	4.81	83.4	Very Good
A3		Attractive tourist attractions	4.15	4.88	84.9	Very Good
A4		Availability of accommodation	4.19	4.62	90.8	Very Good
A5		Availability of restaurants	4.09	4.46	91.6	Very Good
A6		Availability of shopping places	4.07	4.35	93.6	Very Good
A7		Availability of Travel Agencies	3.82	4.27	89.4	Very Good
A8		Availability of supporting tourist facilities	4.05	4.69	86.4	Very Good
A9		Organization of various national and international events (MICE)	3.58	4.77	75.1	Good
A10		Availability of various entertainment facilities (nightlife)	3.73	4.31	86.6	Very Good
B1	Prices	Affordable prices for tourists	4.01	4.23	94.7	Very Good
B2		Pricing that matches the quality of the tourist destination	3.89	4.46	87.1	Very Good
B3		Discounts for tourists	3.01	4.12	73.1	Good
B4		Special pricing offers on holidays/special occasions	3.19	4.50	70.8	Good
C1	Tourism Image	Preventive measures against security disturbances	3.54	4.81	73.7	Good
C2		Comfort of tourist transportation services	3.53	4.81	73.5	Good
C3		Cleanliness at tourist destinations	3.37	4.96	67.8	Good
C4		Handling and procedures for tourist health and safety	3.48	4.85	71.8	Good
C5		Handling of illegal charges against tourists	3.32	4.69	70.7	Good
C6		Traffic conditions in Badung	2.23	4.81	46.4	Fair
D1	Digital Marketing	Strengthening social media marketing	3.57	4.85	73.7	Good

Code	Factor	Indicator	Performance	Importance	LoS (%)	Interpretation
D2		Development of websites for each tourist destination	3.42	4.88	69.9	Good
D3		Marketing through online platforms, marketplaces, and online travel agents	3.71	4.85	76.5	Good
D4		Strengthening financial technology in transactions (Paypal, Gopay, Shopee Pay, electronic payment)	3.32	4.62	71.9	Good
D5		Website optimization through Search Engine Optimization (SEO)	3.36	4.65	72.2	Good
D6		Strengthening and developing content marketing on online media	3.40	4.77	71.2	Good
D7		Development of promotional applications	3.40	4.85	70.2	Good
D8		Utilization of email marketing to consumers (email blasting)	3.17	4.62	68.6	Good
E1	Tourism Services	Implementing service standards for tourists	3.53	4.85	72.8	Good
E2		Tourism services in line with the latest technological developments	3.47	4.65	74.6	Good
E3		Services that meet tourist expectations	3.80	4.77	79.6	Good
E4		Services provided to ensure tourist satisfaction	3.98	4.77	83.4	Very Good
E5		Enhancing competitive advantage by integrating local culture, tolerance, and diversity	3.87	4.81	80.5	Good
F1	Networking	Collaboration with tourism industry players	3.71	4.77	77.7	Good
F2		Collaboration with tourism associations	3.76	4.88	77.0	Good
F3		Collaboration with mass media	3.64	4.88	74.5	Good
F4		Collaboration with the government	3.64	4.85	75.1	Good
F5		Collaboration with the community	3.70	4.88	75.8	Good
F6		Collaboration with universities	3.59	4.81	74.6	Good
G1	Competitors	Identification of competitors	3.38	4.58	73.9	Good
G2		Analyzing the market and competitors	3.43	4.77	72.0	Good
G3		Determining priority competitors	3.38	4.69	72.1	Good
G4		Strengthening competitiveness	3.42	4.69	72.9	Good
H1	Branding	Tagline campaign "Badung the Soul of Bali"	3.39	4.73	71.8	Good
H2		Brand management for Badung tourism	3.31	4.81	68.9	Good
H3		Brand awareness for international tourists	3.06	4.65	65.8	Good
H4		Promotion and communication of the tagline "Badung the Soul of Bali" to international tourists	3.10	4.69	66.0	Good
H5		Strengthening the Badung tagline at local, national, and international events	3.21	4.77	67.3	Good

Code	Factor	Indicator	Performance	Importance	LoS (%)	Interpretation
		Average	3.56	4.71	75.5	Good

### Gap Analysis

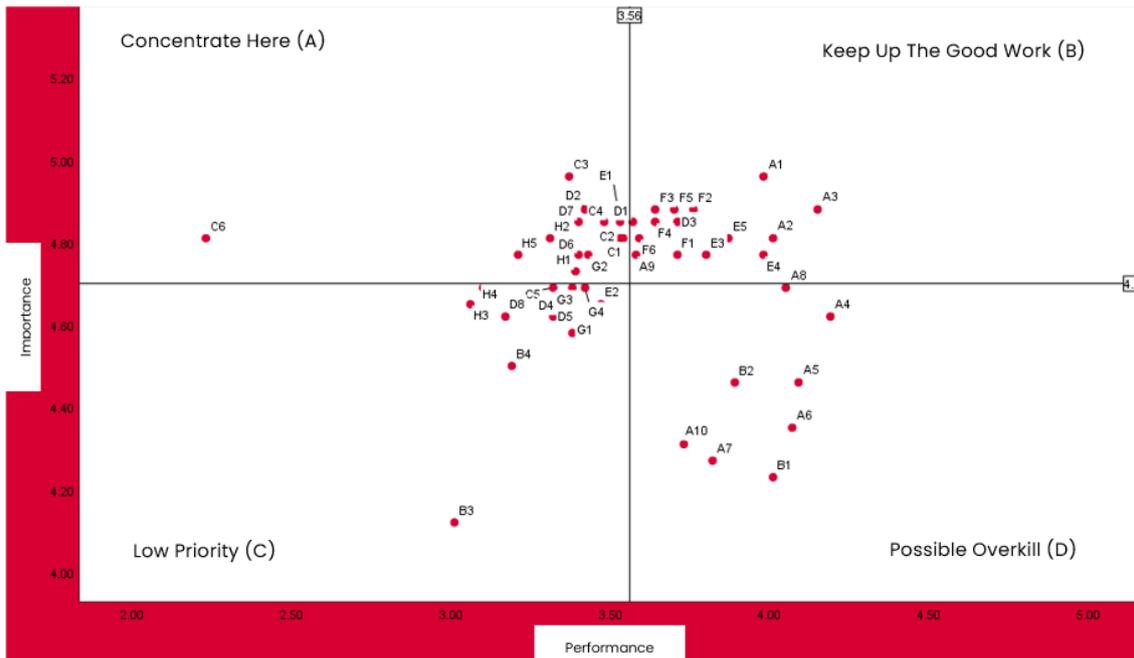
After evaluating the suitability level, the following analytical step is conducting a gap analysis to identify the differences between the importance and performance levels in Badung Regency's tourism marketing. This analysis aims to measure the extent of the gap between expectations and the actual performance of marketing efforts. The smaller the difference between importance and performance levels, the higher the quality of tourism marketing. The gap analysis results show five factors with Importance Performance Analysis (IPA) values that approach or exceed the average performance and importance levels. These five factors are tourism image, digital marketing, tourism services, networking, and branding. These factors are considered the highest in Badung's tourism marketing, indicating that they most closely meet or exceed stakeholder expectations. These findings provide a detailed picture of the gaps between performance and importance, with an overall average importance level of 4.71 (very important) and a performance level of 3.56 (good) (Figure 4). This indicates that, although the marketing performance has been good, there is still room for improvement to meet the stakeholders' expectations fully. Focusing on the factors with the largest gaps can help Badung Regency improve the quality of its tourism marketing, which will positively impact international tourists' satisfaction and loyalty.



**Figure 4.** Gap analysis of foreign market tourism marketing in Badung Regency

### Importance-Performance Analysis (IPA)

The Importance Performance Analysis (IPA) of foreign market tourism marketing in Badung Regency is represented through a Cartesian diagram that categorizes 48 variables into four quadrants: A, B, C, and D (Figure 5). Quadrant A represents the main priorities, Quadrant B indicates strengths, Quadrant C shows low priorities, and Quadrant D highlights excess resources. The analysis results reveal that the average level of importance is 4.71 (very important) on the Y-axis, while the average performance quality reaches 3.56 (good) on the X-axis. After comparing the position of each variable, it was found that Quadrant A (main priorities) includes 14 variables, Quadrant B (strengths) comprises 14 variables, Quadrant C (low priorities) consists of 11 variables, and Quadrant D (excess resources) contains nine variables.



**Figure 5.** Cartesius diagram of foreign market tourism marketing in Badung Regency

Quadrant A includes the main priorities, which encompass variables considered very important by respondents but whose performance quality still does not meet expectations. There are 14 variables in this quadrant, including preventive measures against security disturbances, the comfort of tourist transportation services, cleanliness at tourist destinations, health procedures, and the development of websites for each tourist destination. To enhance the effectiveness of tourism marketing in Badung, these variables require sufficient resource allocation to be implemented well and become strengths. The variables in Quadrant A include preventive measures against security disturbances, the comfort of tourist transportation services, cleanliness at tourist destinations, health and safety procedures for tourists (COVID-19, foot-and-mouth disease, malaria disease, dengue, rabies, accidents, etc.), traffic conditions in Badung, strengthening social media marketing (Facebook, YouTube, TikTok, Instagram, etc.), development of websites for each tourist destination, strengthening and developing marketing content on online media (video production, graphic design, copywriting, content creation, etc.), development of promotional applications, implementing service standards for tourists, analyzing the market and competitors, the "Badung the Soul of Bali" tagline campaign, Badung tourism brand management, and strengthening the Badung tagline at local, national, and international events.

Quadrant B represents strengths, where the variables considered important meet the expected quality. There are 14 variables in this quadrant, such as unique tourist attractions, marketing through online platforms, services meeting tourist expectations, and collaboration with tourism industry players. These variables showcase achievements that need to be maintained to ensure consistent strengths in tourism marketing. The variables in Quadrant B include unique tourist attractions, diverse tourist attractions, attractive tourist attractions, hosting various national and international events (MICE), marketing through online platforms, marketplaces, online travel agents (Tripadvisor, Traveloka, Airbnb, Get Your Guide, Klook, Rakuten, etc.), services that meet tourist expectations, services provided to ensure tourist satisfaction, enhancing competitive advantage by integrating local culture, tolerance, and diversity, collaboration with tourism industry players, collaboration with tourism associations, collaboration with mass media, collaboration with the government, collaboration with the community, and collaboration with universities.

Quadrant C is low priority, covering 11 variables considered less important with low-performance quality. These variables have minimal impact on international tourism marketing in

Badung and thus do not require prioritized actions. However, monitoring and evaluating these variables are still necessary, considering that tourist preferences can change quickly. Examples include handling illegal charges against tourists and using email marketing to consumers. The variables in Quadrant C include special pricing offers on holidays/special occasions, handling illegal charges against tourists, strengthening financial technology in transactions (Paypal, Gopay, Shopee Pay, electronic payment), website optimization with the implementation of search engine optimization (SEO) systems, utilizing email marketing to consumers (email blasting), tourism services in line with the latest technological developments, identifying competitors, determining priority competitors, strengthening competitiveness, brand awareness among international tourists, and promoting and communicating the "Badung the Soul of Bali" tagline to international tourists.

Quadrant D represents excess resources, including nine variables considered less important by respondents but with very high-performance quality. These variables indicate an over-allocation of resources, which could be redirected to improve the variables in Quadrant A. Examples include the availability of accommodations, restaurants, shopping places, and affordable prices for tourists. The variables in Quadrant D include the availability of accommodations, the availability of restaurants, the availability of shopping places, the availability of travel agencies, the availability of supporting tourist facilities (money changers, tourist information centers, ATMs, etc.), the availability of various entertainment facilities (nightlife), affordable prices for tourists, pricing aligned with the quality of the tourist destination, and offering discounts to tourists.

The IPA analysis results provide a comprehensive guide for stakeholders in determining priorities and appropriate resource allocation to enhance the effectiveness of tourism marketing in Badung Regency. By focusing on the variables in Quadrant A, maintaining the quality of the variables in Quadrant B, and conducting periodic evaluations of the variables in Quadrant C and D, Badung can better meet tourists' expectations and strengthen its position as a major tourism destination.

### **Foreign Market Tourism Marketing Strategy in Badung Regency**

This section will explain several tourism marketing strategies for the foreign tourist market in Badung Regency. These strategies are prepared based on the Importance Performance Analysis (IPA) results described earlier. In this analysis, variables in quadrant A were identified as the top priorities that must be considered in developing foreign market tourism marketing in Badung Regency. This strategy was also prepared by considering the opinions of experts and stakeholder groups through Focus Group Discussion (FGD). Based on the results of IPA analysis, 14 tourism marketing strategies for foreign market share in Badung Regency were obtained, namely: (1) Preventive efforts against security disturbances; (2) Convenience of tourist transportation services; (3) Cleanliness in tourist destinations; (4) Handling and procedures for tourist health and safety (COVID-19, foot and mouth disease, malaria, dengue fever, rabies, accidents, etc.); (5) Traffic conditions in Badung; (6) Strengthening social media marketing (Facebook, Youtube, Tiktok, Instagram, etc.); (7) Website development in each tourist destination; (8) Strengthening and developing marketing content on online media (video production, graphic design, copy writing, content creator, etc.); (9) Development of promotional applications; (10) Implementing standardization of services to tourists; (11) Market development and competitor positioning; (12) "Badung the Soul of Bali" tagline campaign; (13) Badung tourism brand management; (14) Strengthening Badung tagline at local, national, and international events. Of the 14 strategies above, a priority selection analysis was conducted based on the level of importance through pairwise comparisons using the Analytical Hierarchy Process (AHP) method, resulting in the order of the top 10 priority strategies as follows: (1) traffic conditions in Badung; (2) strengthening and developing marketing content on online media; (3) strengthening social media marketing; (4) implementing standardized services to tourists; (5) developing promotional applications; (6) developing websites in each tourist destination; (7) market development and competitor positioning; (8) cleanliness in tourist destinations; (9) preventive efforts against security disturbances; and (10) convenience of tourist transportation services (Figure 6).



**Figure 6.** Priority strategy for foreign market tourism marketing in Badung Regency

The primary priority in the marketing strategy for the international tourist market in Badung Regency is mitigating traffic congestion, particularly in the South Badung area, which frequently experiences severe bottlenecks (Figure 7). Over the past few years, traffic congestion in Badung has emerged as a critical challenge for tourism in Bali. This issue is particularly prevalent in key tourist hubs such as Kuta, Canggu, Seminyak, and Legian, where high visitor concentrations contribute to severe traffic bottlenecks. The primary factors driving this congestion include the increasing number of tourist arrivals, a surge in private vehicle usage, and inadequate road infrastructure. Consequently, prolonged traffic congestion disrupts tourist mobility and diminishes the overall tourism experience, ultimately affecting Bali's destination image due to a decline in perceived comfort and accessibility.

There are several action plans to deal with traffic congestion, especially in popular tourism areas in Bali, such as (1) Building a quality and adaptive transportation system and management. For example, it is carried out (one-way system), (2) Infrastructure development through the provision of adequate public transportation and road facilities such as by being treated as a Shuttle bus for tourist services, (3) Restrictions on private vehicles, (4) Utilization of digital technology in transportation management like real-time transportation schedules, CCTV, and smart traffic management (5) In-line transportation planning with spatial planning, and (6) law enforcement in transportation management, For example, with car-free zone. Several previous studies have revealed that traffic congestion in Bali, particularly in Badung, is a critical issue that needs to be addressed (Aryasih et al., 2024; Chong, 2020; Ivan et al., 2024). Efficient transportation infrastructure is an essential factor in enhancing the attractiveness of a tourist destination, as smooth traffic allows tourists to visit more destinations in a shorter amount of time (Kanwal et al., 2020; Sugiyama et al., 2022; Virkar & Mallya, 2018). Therefore, improving traffic management and road infrastructure in this area can enhance tourist satisfaction, as they can easily and quickly access various tourist attractions.

The second priority strategy is strengthening and developing marketing content on online media. Engaging and informative marketing content plays a crucial role in promoting tourism destinations in the digital era. According to Kotler et al. (2019), effective content must be relevant, engaging, and capable of adding value to its audience. For Badung, this means producing content highlighting natural beauty and local culture and providing transparent information about accommodation, cuisine, activities, and available facilities. The use of video, graphic design, creative writing, and content creation by influencers can increase Badung's visibility and appeal in the international market. Wang & Fesenmaier (2004) also emphasize that the quality of digital content can significantly influence tourists' decisions in choosing a destination, making it essential for Badung to develop and update their content across various digital platforms continually.

Third, strengthening social media marketing. Social media platforms like Facebook, YouTube, TikTok, and Instagram have become highly effective marketing tools for reaching a wider audience, especially the younger generation, who are highly connected to information technology. Social media marketing allows destinations to interact directly with potential tourists, build communities, and enhance their positive image. According to Hays et al. (2013), social media can increase tourist engagement and loyalty and expand marketing reach. This strategy can be implemented for Badung by developing creative and interactive marketing campaigns, such as photo or video contests, travel stories, and special promotions through social media. This increases Badung's visibility in the international market and creates an emotional connection between tourists and the destination, which is an essential factor in promoting tourist loyalty. Fourth, the implementation of standardized services for tourists. High service standards are crucial to ensure tourists have a satisfying experience. Consistent and high service standards can increase tourist satisfaction, ultimately enhancing their loyalty to the destination. This involves staff training, facility improvements, and monitoring service quality. Service standardization will provide Badung with a competitive advantage in the tourism industry. Fifth, developing promotional applications is essential to the tourism marketing strategy. Promotional applications can help raise consumer awareness of the tourism products or services offered and build customer relationships and loyalty through relevant and engaging content. In the future, Badung, in the context of tourism marketing, is expected to bring in quality tourists. This is characterized by tourists, such as high tourist expenditure, appreciation for the preservation of Balinese nature and culture, maintaining safety and comfort in tourism, and prioritizing the benefits of tourism to the local community.



**Figure 7.** Traffic congestion in Badung Regency

Sixth, the development of websites for each tourist destination. Websites are a primary source of information for prospective tourists. By providing comprehensive, accurate, and easily accessible information about attractions, accommodations, restaurants, activities, and other facilities, websites can assist potential tourists in planning their trips to Badung. Seventh, market development and competitor positioning. In facing the increasingly competitive market dynamics, Badung needs to develop its tourism market and determine its competitive position continuously. This involves understanding market trends, tourist behavior, and effective marketing strategies. Eighth, cleanliness at tourist destinations. Cleanliness is crucial to maintaining the quality of the tourist experience and environmental sustainability. A clean tourist destination leaves a positive

impression on tourists and encourages them to return or recommend the destination to others. Maintaining the cleanliness of the destination not only creates a comfortable and healthy environment for tourists and contributes to environmental preservation. According to Murni et al. (2019), direct involvement of the local community in maintaining environmental cleanliness is vital to fostering a sense of ownership and responsibility towards their area, ultimately supporting the sustainability of tourism in the region. Therefore, efforts to maintain cleanliness at tourist destinations play a role in ensuring tourist comfort and satisfaction and are an integral part of a sustainable tourism strategy involving active participation from the local community. Ninth, preventive measures against security disturbances. Preventive measures are necessary to prevent security issues that could damage the destination's image. Tourist safety should be a top priority to ensure they feel secure during their visit to Badung. Tenth, the comfort of tourist transportation services. Comfortable and safe transportation services are vital in the tourism industry. Transportation service providers must ensure that tourists enjoy a pleasant and hassle-free journey. This analysis highlights issues that must be addressed seriously, particularly in managing traffic, enhancing online marketing content, strengthening social media marketing, and implementing service standardization. All these efforts aim to improve the quality of tourism marketing in Badung Regency, meet international tourists' expectations, and encourage increased tourist visits and loyalty to the Badung tourism destination.

## Conclusions

In the study of foreign market tourism marketing in Badung Regency, it can be concluded that the analysis of foreign market share marketing channels in Badung, namely (1) Australian tourists are primarily interested in nature tourism, cultural tourism, backpacking, and youth tourism activities, while Indian tourists prefer adventure tourism, cultural tourism, wellness tourism (vegan), and religious and spiritual tourism. French tourists are more inclined towards nature tourism, cultural tourism, leisure tourism, and special interest tourism, particularly weddings. Meanwhile, Chinese tourists favor adventure tourism, shopping tourism, leisure tourism, and cultural tourism. Tourists from the United Kingdom are drawn to nature tourism, cultural tourism, and special interest tourism, whereas South Korean tourists primarily engage in adventure tourism and leisure tourism. German tourists prefer nature tourism, cultural tourism, and special interest tourism, while American tourists are interested in nature tourism, cultural tourism, special interest tourism, and educational tourism. Italian tourists mainly engage in nature tourism and cultural tourism, and Malaysian tourists are most interested in shopping tourism and nature tourism. (2) Eight primary factors influence tourism marketing in Badung, namely tourism products, prices, tourism image, digital marketing, tourism services, networking, competitors, and branding. In addition to the two market conclusions and key tourism marketing factors in Badung, (3) this study identifies ten priority marketing strategies that serve as the foundation for a more structured, targeted, and sustainable tourism marketing approach. These strategies aim to enhance Badung's positioning as a competitive tourism destination in the future, namely: (a) Traffic conditions in Badung, (b) Strengthening and developing marketing content in online media, (c) Strengthening marketing through social media (such as Facebook, YouTube, TikTok, Instagram), (d) Implementation of standardized services to tourists, (e) Development of promotional applications, (f) Website development in each tourist destination, (g) Market development and competitor positioning, (h) Cleanliness in tourist destinations, (i) Preventive efforts against security disturbances, and (j) Convenience of tourist transportation services. These ten priority marketing strategies are not merely conceptualized as macro-level policies but are also designed to be operationalized through concrete and applicable programs that enhance the competitiveness of Badung's tourism sector. Moving forward, the implementation of these strategies is expected to strengthen Badung's tourism image and solidify its position as a premier tourism destination in Bali and Indonesia, enabling it to compete effectively on the global stage.

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