

An Exploration of European Tourist Typologies to East Nusa Tenggara as a Tourism Destination

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OBJECTIVE



- To critically review secondary literature on tourism destination marketing with a specific focus on tourist typologies to form a framework for the research
- to investigate the current approach of European residents in selecting long haul tourist destinations; and
- to provide recommendations to the government of East Nusa Tenggara on tourist marketing strategies to increase visits from European residents.

LITERATURE REVIEW



Kotler & Armstrong (2010), explains strategic planning as a managerial process of developing and maintaining a balance between the organization's objectives and resources, and its environmental opportunities. According to Buhalis (2000) each destination has its own characteristic, considering each destination can only interest certain type of tourist. In this context, the approach of marketing is on a specific marketing. Rather than targeting mass tourist, it targets specific market and grab a large share of this particular market (Dakco, 2008). Based on psychological view, tourism typologies is categorized into psychocentric, mid-centric, and allocentric (Plog, 1974). the fact that NTT are not suitable to all marketing segments, the aim of this study is to target specific market to gain more customer retentions. Therefore, marketing segmentation needed to be applied in marketing strategies to make better and efficient planning.

Indonesia, East Nusa Tenggara

Since 2008, East Nusa Tenggara province has been determined as one of the main destinations in Eastern Indonesia, focusing on art and culture tourism as the main attractions (Tourism Department of East Nusa Tenggara, 2017). In addition, rich natural beauty and diverse rare flora and fauna will be a beneficial marketing factor for NTT to develop tourism destination (Ibid, 2017).

ANTICIPATE FINDING



Indonesia Marketing strategy towards East Nusa Tenggara as tourist destination matches the European Market Typologies



AIM

The aim of these dissertation is to identify European market typologies and customer behaviors to further promote the successful marketing of East Nusa Tenggara (NTT) as a tourism destination.



RATIONAL

When exploring research about East Nusa Tenggara (NTT) province, there are lack of investigation on tourist typologies and destination marketing. There are several studies and *investigation on Komodo Island as tourism destination* (Erb, 2015; Walpole, 2001). However, there are no investigation about destination marketing on NTT province in general. Beside Komodo island, other islands also have rich and diverse tourism destination that need to be marketed and promoted as tourism destination in NTT. Therefore, this dissertation aim is to know European market typologies and what are the most effective strategy to market East Nusa Tenggara (NTT) as one of the main tourism destinations in Indonesia, especially in East Indonesia.