

ASEAN Tourism Marketing Communication Attribute: An Exploratory Research at Goaseantv

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ASEAN Tourism Marketing Communication Attribute: An Exploratory Research at Goaseantv

Arisetyanto Nugroho¹

Abstract:

The research on ASEAN marketing communication attribute is scarce; therefore, this research is the preliminary research to develop a sound marketing strategy for the ASEAN as ONE collaboration promotion @goaseantv. An exploratory research for the period January until December 2015 @goaseantv findings show that there are only 4 countries promoted among 10 ASEAN member countries.

There are 6 topics with the minimum 1.0 eigen value, the marketing communication attributes extracted are ASEAN tourism destination promotion and the scenic proposition, since @goaseantv is an extension information channel from GOASEANTV, therefore there are two popular TV program which are The Eco Traveler and Go Fast Go Home that promoted through the channel.

Furthermore, @goaseantv also has a program to promote halal food, which is Halal Foodie. Finally, this research proposes that The ASEAN as ONE should integrate all ASEAN countries in the @goaseantv marketing communication platform. The majority of activities promoted in @goaseantv is in Malaysia, therefore the @goaseantv should consider to improve the other countries promotion proportion, a collaboration with the ASEAN countries tourism channel should developed to promote a sound ASEAN As ONE brand association.

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1. Introduction

1.1 Background

The tourism GDP contribution from 2014 to 2019 increased consistently. In 2016 there are 11 million tourist from foreign countries from the initial 9 million tourist in 2014 and hopefully it will reach 20 million in 2019. The contribution of tourism for Indonesian GDP in 2014 is 4% or 120 trillion and targeted into 8% or 260 trillion in 2019. The oil, gas, coal and CPO production continues to fall, but tourism continues to rise (increase 10-12% per year), so it's quite rational if in the year 2019, the tourism industry sector will contribute larger for Indonesian GDP compare to the oil and gas sector.

The future of the tourist market are from China, India and Russia, they will be the driver of the world tourism in the Asia-Pacific region of ASEAN. Therefore the ASEAN tourism industry growing rapidly, the report of the UNWTO (UNWTO, 2015) revised the estimated Chinese tourists to 200 million tourists in the year 2030. This is a huge number of tourist market for every ASEAN countries.

The rivalry between the ASEAN countries to attract the international tourist particularly the Chinese tourist pioneered by the Thailand, Singapore, Viet Nam and Malaysia which also has become the top 10 destination choice for the Chinese tourist. The number of Chinese tourist come to ASEAN in 2012 was 9.25 million, this amount was 10.48% of international tourist arrivals in ASEAN, and 11% of Chinese tourists.

In the year 2017, the ASEAN countries (Thailand, Singapore, the Philippines, Malaysia, Cambodia, Viet Nam and Indonesia) will become the main destination for Chinese tourist, these ASEAN countries will welcome 18.5 million Chinese tourist arrivals. The Philippines will receive (18.3%) and Cambodia (22.9%) as the country experienced the highest growth rate for Chinese tourists compare to the other ASEAN countries. Thailand and Singapore will still have the highest market, with 35.3% and 22.1%, respectively, followed by Malaysia and Viet Nam respectively accounted 12% (Euromonitor, 2013).

This data showed Indonesia has huge challenges from the other ASEAN countries to develop the tourism sector, therefore the process to develop the tourism sector requires a strategy that we can learn from the other ASEAN member countries that has been successfully developing the Chinese tourist market. In 1988, Thailand became the first top of mind tourism destination in China because of the Thailand promote in China, consequently Thailand became the Chinese tourist favorite destination.

Nowadays, the competition to develop the Chinese tourist market is tight, Thailand compete particularly from the other ASEAN member countries such as Malaysia,

Singapore & Vietnam (Nurhendiarni, Hidayat and Pasasa, 2015), which has been actively developing and promoting their tourism destination in the last two decades. Untong, Ramos, Kaosa-Ard and Rey-Maqueira (2015) found that, for the period 2009 – 2012, Thailand is the only country that possessed the competitive advantage compare to the other ASEAN member countries in persuading the Chinese tourists. In this period, the growth rate of Chinese tourists visiting Thailand is also higher than the average growth of the other ASEAN countries (Euromonitor, 2014).

The competition is likely to become more intense in the future as more countries with scenic surroundings and beautiful view, trying to gain benefit of the growth of the tourism industry (Sadi and Bartels, 1999). In addition, some countries invested substantially in the infrastructure development and facilities to encourage and support their own tourism competitiveness.

Indonesia need to learn the map of the ASEAN tourism competition, furthermore focus on the marketing campaign of ASEAN tourism destinations. Every destination implement the marketing communication strategy to convey its services to consumers through social networking marketing communication channels. Social networking became an effective and efficient channel to build impressions, existence nor presence as well as the connections between companies and the consumers (Phelan, Chen and Haney, 2013; Ivanova *et al.*, 2017; Faizova *et al.*, 2015).

Social network increase the interaction between the various parties within the online ecosystem, engage interaction between prospective consumers with the companies and among fellow of prospective consumers. An intense interaction will created the company presence in the online ecosystem and will increased interwoven connectedness between the company and the consumer.

Twitter is a social network application that have many followers, the application of twitter for marketing has been started from year 2008 (Bulearca and Bulearca, 2010). Twitter is a popular microblogging and has been growing since 2006 (Sakaki, Okazaki and Matsuo, 2010). Twitter users can do a tweet (message or comment) with a 140 character limit, twitter users can also follow other account activity (follow) and receive tweets generated by another account (Louie, Lee, Park and Moon, 2010). The number of tweets generated every day increased significantly (Wibisono and Faruqi, 2013).

In the future, the growth of tourist come to ASEAN influenced by the growing number of middle-class groups in the ASEAN market itself and also in the world market. In addition, the development of mobile internet technology in using social networking applications like facebook and twitter as well as instagram opened access for netizen to interact and exchange information, photos, videos or comments about the tour experience, especially tourism in ASEAN, therefore an exploratory research on ASEAN tourism marketing communication attribute is important.

1.2 Research Problem

Further research on tourism should focus on the marketing communication conducted via the social network application platform. Furthermore, the ASEAN countries competition to attract the international tourist is growing, therefore Indonesia need to map the ASEAN tourism destination compared to the other ASEAN member. In Summary, a marketing communication research on ASEAN tourism is necessary to develop the fundamental understanding on the ASEAN tourism destination.

1.3 Research Objective

The research objective is to explore the ASEAN tourism destination attributes from the ASEAN marketing communication channels @goaseantv. This research will develop the ASEAN tourism and travel research from the social network application (Phelan, Virginia Mills, Douglas and Brian Aday, 2013).

1.4 Research Novelty

Literature about tourism destination marketing communications attributes through the twitter social networking is still underdeveloped, furthermore the research context in ASEAN is also insufficient, therefore the fundamental research required to explore the ASEAN tourism destination attributes from the ASEAN marketing communications channel. This research is a mixed method research utilizing the primary data @goaseantv tweet to explore the ASEAN tourism marketing communication.

1.5 Research Contribution

This study will explore the tourism destination attributes of the @goaseantv tourism marketing communication channel from the tweet of the twitter account @goaseantv. This research is an empirical research on ASEAN tourism destination, therefore will contribute a recommendation for the ASEAN as one tourism marketing policy.

2. Literature Review

2.1 State of The Art

The ASEAN tourism development evolve in line with the growing number of middle class who want to gain experience in ASEAN. This development was also supported by the development of information technology through the marketing channels of communication. Social networking application allows the exchange of information on tourism to his target audience. The company convince consumers in the consumer decision making process with the social network application, online marketing

communication, as well as the website activity. However the growth of the tourism industry is not in line with the development of the academic research. There is still a very little literature that explains the phenomenon of social network applications as well as online marketing (Phelan *et al.*, 2013).

2.2 Research Road Map

The exploratory research on ASEAN tourism-marketing communications attributes are still a few. Tourism marketing communications attributes research is essential since it consist of the scenic object experience and the destination as a major attributes in tourism. Objects and tourism destination is the driving factor and the strongest reason for tourist to travel. Object and the destination attractiveness are the main determinant of satisfaction for tourist, nevertheless the exploratory research on tourism attributes for the online marketing communication channels is still a few (Paraskevas, Altinay, McLean and Cooper, 2013; Xiang and Gretzel, 2010).

The roadmap of this research is to conduct an inductive research as the first step to examine the ASEAN marketing communication attributes through the primary data @goaseantv tweet. The tweet data open to the public; therefore, we can collect the data for further process and analysis. Through the collection of tweets from @goaseantv twitter, researcher will obtain a corpus (textual documents) delivered by @goaseantv in the period January 2015 until December 2015.

2.3 Preliminary Study

The social network application is a marketing communications channel to reach out a wide array of consumers with large numbers. This technology is very useful in the development of tourism in ASEAN, because of the ASEAN's geographical factors, thus social network application can unify large areas diversities. The current information technology social network application particularly open access for the information exchange for all ASEAN residents.

Information technology influenced the process of individuals in excavating the information within the decision making process. Information technology such as the internet and social networks provide information about various tourist destination, this information consists of the experience of tourists as well as photos showing the area. Content creation activities in social network application is called consumer generated content (content created by consumers), in contrast to the content of the products and services before the era of information technology, when the product and services is generally created by the manufacturer.

Consumer generated content delivered through social networks such as facebook, twitter, instagram, etc have basic characteristics i.e. bring together a variety of social networking users and lets them exchange information (video, audio and text) (Di Virgilio and Pantano, 2012). Social Networking supports interaction with users in

exchanging pictures with good resolution quality therefore the social networking application very useful to promote the tourism (Pietro *et al.*, 2012).

The information conveyed in the social network application can have a snowball effect to reach many people. This phenomenon is known as e-wom (electronic word of mouth), the rapid development of tourism also occurs due to snowball word of mouth in cyberspace. Electronic Word of Mouth or e-wom has undergone significant development of the last few years, this development is supported by the acceleration of the fast growing social network application, various studies have also shown that e-wom in the format of the reviews, comments and rating is a powerful e-wom to influence and persuade consumers (Barreda and Bilgihan, 2013).

E-wom will provide positive benefits to the company's brand, while generally negative wom motivate netizen to punish the companies who cannot deliver the expected satisfaction for the consumer, inefficiency, and irresponsible behavior, strategy or tactics and products, which do not comply with the expectation of the consumer. The digital environment e-wom has opened access for consumers to obtain accurate information to develop an up to date products and services.

The continuum shift from corporate to the consumer, the consumer make community or consumer group who are the users of the products and services. They are growing strong to influence the other consumer, and the influence become stronger compared with the promotions delivered by the company to the consumer. Consumers who have a good experience is a source of information that is needed and most trusted by other prospective consumers, therefore the view of the consumers is the factor that will influenced the decision making process of the prospective tourist.

The previous argument show that the social network application is important since it reach a diverse target market, cover all of the people in various parts of the world. Besides being the relevant channels to consumers because it convey the public information. Information technology can also increase the company productivity engaged in the tourism industry by integrating various services together with travel operators, managers of tourist attractions and a variety of services as well as other tourism products (solution channel).

Therefore the exploratory research is necessary as the preliminary research in the social network application to promote the ASEAN tourism development. Further research on tourist reviews and comment relate to the attributes is necessary, the gap analysis will further conducted to develop the ASEAN tourism development.

3. Research Method

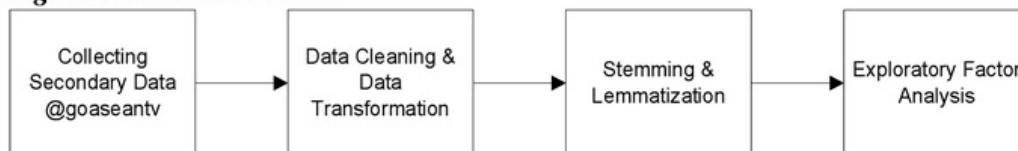
3.1 Exploratory Research

This study is an exploratory research, the data extracted through the collection of tweets from a twitter social network account, a sample of tweet from the January 2015 until December 2015 collected. 12 months of data interval will be able to show the marketing communication activities.

3.2 Research Process

The tweet from the @goaseantv is an unstructured data (Table 1), therefore data preparation needed before the analysis (Silver and Lewins, 2014). Data preparation consists of 4 stages of the process which are the stage to input data descriptions, the stage of data cleaning and data transformation, the stage of stemming and lemmatization, as well as the last stage for the dictionary development.

Figure 1. Research Process



Furthermore the exploratory factor analysis conducted using Provalis QDA Miner software. QDA miner is a mixed method qualitative data analysis software that process the tweet dataset which are the unstructured data (sentences) to quantitative parameter which is the eigen value of the factors extracted, therefore we could develop a solid argument to analyze the qualitative dataset. Cluster analysis showed the dimensions of different tweets that can further ease researchers interpret the dimensions created (Campbell, Pitt, Parent and Berthon, 2011). Mixed method research software used in this research because it can offer exploratory techniques to show the relationship between keywords and keywords with co-occurrence method (Silver and Lewins, 2014).

The exploratory factor analysis retrieved factors obtained by reducing the overall complexity of data, this is conducted by utilizing the inter correlation of the variable. The first factor is a combination of keywords involving a large number of sample variables and so on until the smallest number of the sample variant. The number of factors extracted adjusted to a minimum eigenvalue criteria which is 1.0. The eigenvalues are the sum of the variances of the factor values, when divided by the number of variables, eigenvalues yield an estimate of the proportion of total variance explained by a given factor (Cooper, Schindler, 2003; Ryzhkova and Prosvirkin, 2015; Frank *et al.*, 2016).

*Asean Tourism Marketing Communication Attribute:
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Table 1. @goaseantv Secondary Data

1	Username	Tweet	Time	Tweet Type	Retweeted By	Number of Retweets
2	goaseantv	Amelia Henderson travels to Karang Bayan, a village tucked away in Lombok, Indonesia, where she meets up with...	http://t.co/11019/2015 8:26:28 PM	Tweet		0
3	goaseantv	@singeltamini_photography gives us a beautiful rendition of a beach, taken at Bali's Samar. Isn't that...	http://t.co/G3YKYGv12 10/19/2015 7:21:58 PM	Tweet		0
4	goaseantv	Views like this make hiking worth every drop of sweat. Thank you, @notpipoo, for showing us what treasures the...	http://t.co/aR 10/19/2015 2:17:59 PM	Tweet		0
5	goaseantv	@albertlow gives us a glimpse of Makassar, a festival in the city of Bacolod that is celebrated as a reminder...	http://t.co/03f5F 10/19/2015 11:13:21 AM	Tweet		0
6	goaseantv	We take a look at unspoiled islands that lie off the beaten path. Here are six of the most beautiful islands...	http://t.co/5V3wNf1c 10/19/2015 9:49:12 AM	Tweet		0
7	acasiacomms	RT @acasiacomms: Congratulations @goaseantv on the recent prestigious win! Game-changing effort to promote ASEAN #ASE...	10/19/2015 9:06:39 AM	Retweet	goaseantv	3
8	AdmFairuz	RT @AdmFairuz: Another must visit place in Phuket - Phuket Indy Market @goaseantv http://t.co/D9kpmCQdR	10/19/2015 9:06:32 AM	Retweet	goaseantv	1
9	zulfikaralex	RT @zulfikaralex: Saturday afternoon at the famous and beautiful Shwedagon Pagoda in Yangon. #Myanmar #travel @goaseantv	10/19/2015 9:06:22 AM	Retweet	goaseantv	2
10	goaseantv	Amelia Henderson travels to Karang Bayan, a village tucked away in Lombok, Indonesia, where she meets up with...	http://t.co/11019/2015 8:23:03 PM	Tweet		0
11	goaseantv	A wonderful look at Tapulian Island of the Philippines - from two different works - by @nsjarod. http://t.co/m3KqGQMAC8	10/18/2015 6:30:27 PM	Tweet		0
12	goaseantv	Cameron Highlands, one of Malaysia's green gems, as presented to you by @wandering.world. http://t.co/nDwJck955a	10/18/2015 1:22:59 PM	Tweet		0
13	goaseantv	Looking for an uber cool art gallery in Thailand or a little bit of history in Vietnam? Or do you simply want to...	http://t.co/6L6Fp4c 10/18/2015 10:30:16 AM	Tweet		0
14	goaseantv	The National Museum of Cambodia in Phnom Penh is quite a spectacular sight - even when admired from afar. http://t.co/McW5E	10/18/2015 8:11:50 AM	Tweet		0
15	goaseantv	@hasontung captures the beautiful colours of Hoi An's lanterns, one of the town's most scenic and memorable...	http://t.co/TUP 10/17/2015 9:15:08 PM	Tweet		0
16	goaseantv	Singyuon Chrsty travels to Chiang Rai, Thailand to visit a tribal village where the Akha, Yao and Lahu people...	http://t.co/FBUOU 10/17/2015 8:17:07 PM	Tweet		0
17	goaseantv	@notjustnut presents a different shade and side of Bali's Tanah Lot temple - that can only be seen at sunset...	http://t.co/pHUm 10/17/2015 5:17:09 PM	Tweet		0
18	goaseantv	Dining options seem to be endless in Jakarta but we've listed 10 mouth-watering dishes you really must try! http://t.co/x1prJ5a8H	10/17/2015 2:00:14 PM	Tweet		0
19	goaseantv	@shelleyysyngya and @backpack_singapore show us that Marina Bay Sands' beautiful architecture and a sky of fluffy...	http://t.c 10/17/2015 1:24:16 PM	Tweet		0
20	goaseantv	The Bach Dong Pagoda is known not only for being an enchanting structure on its own, but also for the...	http://t.co/c20faw959K 10/17/2015 10:05:58 AM	Tweet		0
21	goaseantv	Pulau Ubin is a popular spot for mountain biking, be it for experts or those who do it for leisure—and the Kelam...	http://t.co/y1C 10/17/2015 9:21:15 AM	Tweet		0
22	goaseantv	@roadlessandy hones in on Wat Arun - one of Bangkok's most famous temples - at nightfall, when lights and colours...	http://t.c 10/16/2015 8:09:16 PM	Tweet		0
23	goaseantv	The Borobudur Temple in Yogyakarta, Indonesia is one of the greatest Buddhist monuments in the world. It took 75...	http://t.co/f 10/16/2015 7:20:17 PM	Tweet		0
24	goaseantv	@thom12 exposes us to the call of Skeleton Wreck in Coron of the Philippines. With such clear waters, it's...	http://t.co/Ps4KH 10/16/2015 2:36:05 PM	Tweet		0
25	goaseantv	Love GOASEAN? Want to see your career take off? We're looking for interns who specialise in the following fields...	http://t.co/ 10/16/2015 1:30:13 PM	Tweet		2
26	goaseantv	When we say that Hanoi's One Pillar Pagoda stands out amongst Vietnam's many landmarks, we literally do mean it...	http://t.co 10/16/2015 11:54:07 AM	Tweet		0
27	goaseantv	A heavenly holiday awaits you at four heavenly getaways. Sign up as a GOASEAN Passport member now and seize the...	http://t 10/16/2015 9:30:11 AM	Tweet		0
28	goaseantv	@thms100 gets acquainted with dawn and sunrise, as seen from Singapore's Lower Seletar Reservoir. http://t.co/DxP6w9XPx	10/16/2015 8:28:48 AM	Tweet		0
29	goaseantv	Megan Tan explores the wonderful world of Bangkok street food with Thai food blogger extraordinaire, Chawadee. http://t.co/oglb	10/15/2015 7:00:46 PM	Tweet		0
30	goaseantv	It doesn't take long to see why the Binalayan Falls of Cebu in the Philippines, as pictured here by @chesterscott...	http://t.co/2S 10/15/2015 5:34:46 PM	Tweet		0
31	goaseantv	You will probably find yourself rather interested upon visiting Malaysia's Bukit Daru. Or so the locals tell o... http://t.co/17wz... 10/15/2015 9:00:50 PM	10/15/2015 9:00:50 PM	Tweet		0

4. Results Analysis

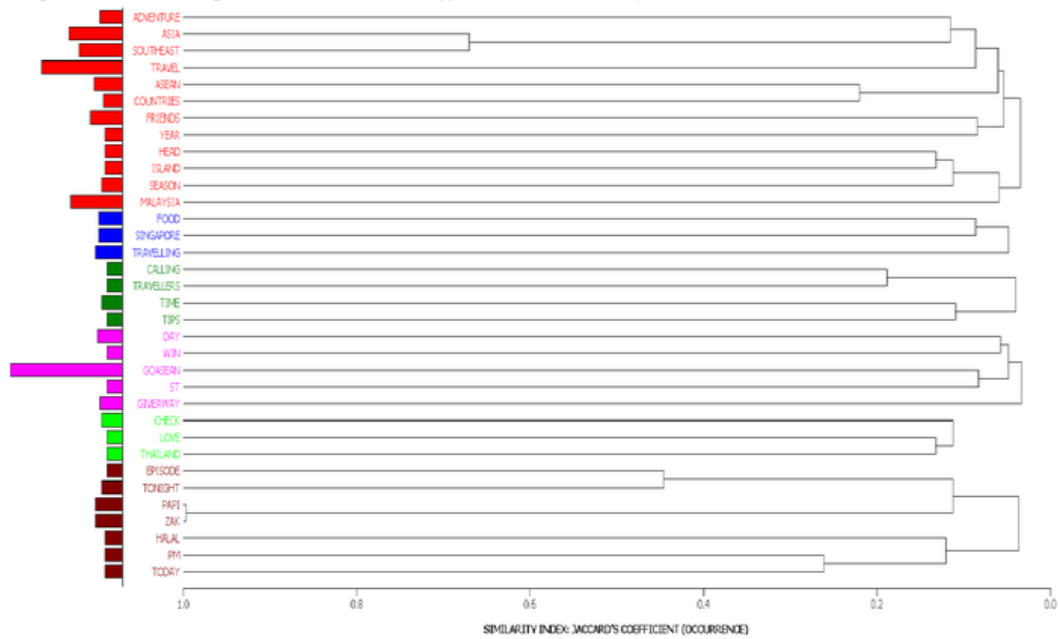
In today's digital era, digital applications for the mobile phone user, laptop or computer will broaden the user access anywhere and anytime. Along with the digital development, applications are also propose numerous and diverse benefit, one of the applications such as Traveloka offer benefits to make it easier to choose the mode of transport, booking information, and a variety of tourist destinations.

This application addressed to young people who want to travel and look for variety of tourist destinations with cheap cost and easy to access platform. In addition to using the application, which in this digital era, the public can also use social media marketing communication channels such as twitter that provides information for the users about the tourism destination anywhere and anytime.

@Goaseantv is social media marketing channel for ASEAN tourist destinations targeting the potential tourist within ASEAN and outside ASEAN. There are 10 ASEAN member countries, but the @goaseantv exploratory research in the period January to December 2015 show only 4 ASEAN countries destination only.

@goaseantv cluster analysis conducted and the dendrogram (Figure 1) visualized the topics dominant in the observation within the period January to December 2015. There are 6 topics which are coloured in the dendrogram.

Figure 1. Dendrogram (Jaccard Coefficient Similarity Index)



These topics covered destinations promoted through this channel are Langkawi (Malaysia), Ipoh (Malaysia), Trang (Thailand), Sipadan Island (Malaysia), Malaysia longest beach 13.7 KM (Malaysia), Negros Island Superbowl (Malaysia), Penang (Malaysia), Trampoline Park at Jump Street (Malaysia), Kuala Lumpur (Malaysia), Sabah Skyline (Malaysia), Perak (Malaysia), Sunway (Malaysia), Malacca (Malaysia), Sky trex (Malaysia), HeliPad Cinema (Malaysia), Con Dao (Viet Nam), the Singapore River Safari (Singapore), Flower Dome (Singapore) , Bagan (Myanmar), Siem Reap (Cambodia).

Furthermore @goaseantv also convey the proposition of natural landscape (scenic proposition) like the tropics, rainforest (rainforest), different kinds of animals and fish such as bump head fish found in Sipadan Island, a beautiful beach with good waves for surfing, Paddy (rice field), resort and Casino. The proposition of this natural landscape is the typical fascination that existed in ASEAN, as the geographical position of ASEAN is in the vicinity of the Equator (the Equator) with a tropical climate, so it has a beautiful natural landscape. Another thing delivered by the @goaseantv in the period January to December 2015 is the dragon boat festival, Laos Coffee Bean, and concert artists such as Coldplay, which will be held in Singapore, as well as the night market Srinakaran night market in Bangkok Thailand. In addition to tourist sights, ASEAN also has the characteristic of Asian food that varies, therefore the @goaseantv introduced Putu Mayam Street Food (Malaysia), Apam Balik Street Snack (Malaysia), as well as Acid Laksa (Malaysia) which is the 50 best food world's version of CNN Travel (2011).

@goaseantv is the extension of ASEAN GO TV, therefore within the data processed during the period from January to December 2015, findings showed that the @goaseantv promote the GOASEAN TV programs which are the Eco traveler episode and Go Fast Go Home. These program awarded the 21st Asian Television Awards. This program succeeded in attracting the audience to see the various sights and tourism potential of the ASEAN countries.

Other specific programs in the @goaseantv marketing communication channel is Halal foodie with Papi Zak. This program is the story of Papi Zak who do an adventurous exploration to the ASEAN countries looking for halal food. In the span of the period January until December 2015, the exploration conducted in Cambodia, Ho Chi Minh City, Phnom Penh, Padang, Kinabalu, Manila. Halal food is relevant for the ASEAN target consumer, since ASEAN is the home of the largest muslim population in the world.

4.1 Future Challenges

ASEAN has an agreement to support the ASEAN as ONE that integrate the ASEAN member into a joint activities in an effort to boost Inter-regional travels and Intra-regional travels. Indonesia also need the ASEAN as ONE programs to increase the visit from within ASEAN member countries as well as from outside ASEAN to visit Indonesia. An integrated process to promote the ASEAN via @goaseantv could be conducted with integrated fair such as the Matta Fair (Malaysian Association for Tour and Travel Association), the Northern Music Festival which is the biggest festival in Northern Malaysia, Food Festival, Malaysia Mega Urban Retreat of the Festival, as well as the promotion of ASEAN as top 5 wellness festivals in South East Asia, in addition to the festivals in Malaysia, @goaseantv also delivered a Tazaungdaing Festival in Burma.

The activities of @goaseantv showed that the majority of the activities conducted in Malaysia, therefore @goaseantv marketing communication channel should promote The ASEAN As ONE, therefore the @goasentv need to synchronize the variety of activities from all ASEAN member countries and broadcast these activities via @goaseantv. This synergy of activities should also consider the variety of languages of the ASEAN member countries into one platform which is @goaseantv.

Other challenges in promoting ASEAN as ONE is to build an ASEAN Association and to develop the unique Association of each ASEAN member countries through @goaseantv communication channels. The unique association of the ASEAN languages from the film Disney Moana can be strengthened and developed so that ASEAN language Association gained a strong positioning in the world.

On the other hand, Malaysia activities is still the the dominant activities @goaseantv. Malaysia associated with the Badminton sport and cocoa (Malaysia is one of the biggest consumer of cocoa). In the period January to December 2015,

@goaseantv also built the Association of Thailand as The Land of Smiles, but @goaseantv still not build the Association of the other ASEAN member countries, therefore @goaseantv need proportioned promotion so that all ASEAN member countries can benefit from the integrated marketing communication channel for ASEAN as ONE.

An effort to optimize ASEAN marketing communication channels @goaseantv can be developed by a partnership with another communication channel that promote tourism such as @indonesiagaruda and @indtravel which are National Tourism Organization and Indonesia State Owned Enterprise marketing communication channel. Furthermore, @goaseantv also can tweet the content of the other ASEAN member countries marketing communication channel such as @tourismmalaysia, @Singasik, @BruneiTourism.Travel, @cambodiamot, @LaosSimplyBeautiful.info, @moht.mm, www.vietnamtourism.com, @AmazingThailand, @ind.travel, @itsmorefuninthePhilippines.

4.2 Managerial Implications

The process of developing the tourism in ASEAN require integrated promotion and other means of supporting infrastructure. @goaseantv also need to convey how the performance of the ASEAN member countries Government improve the infrastructure and transportation mode. How the ASEAN member countries developed the airport, increase a lot of lines and flight schedules, develop the airport facility to meet the international standard.

Furthermore, the other challenge is how a @goaseantv can support the development of Small Medium Enterprise to produce souvenirs for tourists. The ASEAN Marketing communication channels also could promote unique souvenirs from ASEAN member countries. The aesthetic and artistic aspects of the ASEAN countries will also develop the ASEAN association. ASEAN artwork is also another aspect of tourism hallmark of ASEAN.

Finally @goaseantv can also support the start-up business development for the tourism industry. Start up business travel such as @pandawalimatour in Indonesia can become the official partners that help prospective travelers to obtain information about a selected tourist destinations. Business start up tour and travel usually is a youth who can assist local travel recommendations in tourist destinations, they understand the network for vehicle rental and accommodation such as hotels and villas. Start up business through the development of the youth in the tourist destinations will preserve the culture and maintain local scenic destination sustainable.

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