

**INTEGRATED MARKETING COMMUNICATIONS IN MARKETING PUBLIC  
RELATIONS PERSPECTIVE  
(Survey on Tourism Destination Development in Three Color of Lake Kelimutu, Ende, East  
Nusa Tenggara Province)**

**NUNUNG RUSMIATI  
n.rusmiati@yahoo.com  
Program of Doctoral Communication  
Post-Graduate School, Sahid University, Indonesia**

**ABSTRACT**

*The tourism industry also affects a tourist-destination country in term of cross-cultural understanding. To support the tourism activity in a tourist destination, it is necessary to have a good destination marketing strategy. Destination Marketing is a communication process with potential visitor to influence their tour destination. Destination Marketing possessed major role in the process of implementation. It does so, by its effort to communication the value, vision and mission and it competes to promote tourism destination. The potential Indonesian tourism industry will continue to suffer if the image of Indonesia, as a safe and comfortable country, is not correctly conveyed with the right strategy. It is time for the government to develop, communicate and promote tourism destination in other parts of Indonesia, especially in eastern parts of Indonesia. The research questions of this case study of integrated marketing communications from the perspective of public relations regarding potential tourist destination in one of eastern parts of Indonesia: Lake Tiga Warna Kelimutu, the Residence of Ende, the Province of Nusa Tenggara Timur are: Is there any effect of word of mouth communication on the attractiveness of tourist destination?, Is there any effect of marketing public relation on the attractiveness of tourist destination?, Is there any effect of destination marketing management on the attractiveness of tourist destination? , Is there any effect of Integrated Marketing Communication (IMC) on the attractiveness of tourist destination?, Is there any effect of marketing public relations (MPR) on the attractiveness of tourist destination?, Is there any effect of Integrated Marketing Communication (IMC) on destination marketing management?, Is there any effect of tourism infrastructure on the attractiveness of tourist destination?, Is there any effect of supporting tourism industry on the attractiveness of tourist destination?, Is there any effect of the attractiveness of tourist destination on customer satisfaction?, and Is there any effect of customer satisfaction on behavior intention?.*

**Keywords : imc. mpr, tourism destination - three color of Lake Kelimutu**

**ABSTRAK**

Industri pariwisata juga mempengaruhi negara tujuan turis dalam hal pemahaman antar budaya. Untuk mendukung aktivitas pariwisata sebagai bagian dari tujuan pariwisata, diperlukan sebuah strategi pemasaran tujuan kepariwisataan. Pemasaran tujuan wisata merupakan proses komunikasi dengan pengunjung potensial yang mempengaruhi tujuan-tujuan wisata mereka. Pemasaran tujuan wisata mempunyai peran penting dalam proses implementasi. Dengan melakukan hal demikian, pemerintah juga berusaha mengkomunikasikan nilai, visi dan misi dan juga dengan mempromosikan tujuan wisata. Industri pariwisata potensial di Indonesia akan terus menderita jika imej Indonesia sebagai negara yang aman dan nyaman tidak tersampaikan

dengan baik dengan sebuah strategi yang jitu. Inilah waktunya untuk pemerintah untuk mengembangkan, mengkomunikasikan, dan mempromosikan tujuan pariwisata di seluruh wilayah Indonesia khususnya Indonesia bagian timur, seperti Danau Tiga Warna Kalimutu, Perumahan Tradisional Ende Provinsi Nusa Tenggara Timur. Pertanyaannya penelitian ini adalah, adakah usaha dari komunikasi mulut ke mulut dalam menarik ketertarikan terhadap tujuan wisata tersebut? Apakah terdapat dampak manajemen pemasaran tujuan wisata dalam meningkatkan kemenarikan tujuan wisata? Adakah dampak dari pemasaran hubungan masyarakat dalam meningkatkan kemenarikan tujuan wisata? Adakah dampak dari komunikasi pemasaran terpadu pada pengelolaan pemasaran tujuan wisata? Apakah terdapat dampak dari infrastruktur pariwisata dalam meningkatkan kemenarikan tujuan wisata? Adakah dampak industri penyokong pariwisata dalam meningkatkan kemenarikan tujuan wisata? Apakah terdapat dampak kemenarikan tujuan pariwisata terhadap kepuasan konsumen? Dan apakah terdapat dampak kepuasan konsumen terhadap kecenderungan perilaku?

Kata kunci : Imc. Mpr, tujuan wisata, danau tiga warna Kelimutu

## INTRODUCTION

On the basis of human life, holiday is a basic needs of a human being in which all people are bound to, especially with current globalization in this modern world, work in tight schedule. In fact, the european economic system has implemented the *Vacation Tax* for their taxpaying citizens in effort to fully utilize the right to vacation.

The tourism industry, as one of the sector in the economic community development, has to be perceived as an industry that influences other sectors, such as , transportation (land, air, and sea), travel services (airplane, local bus, hotel, etc), home industries (souvenirs product in tourist destination). The tourism industry also affects a tourist-destination country in term of cross-cultural understanding.

To support the tourism activity in a tourist destination, it is necessary to have a good *destination marketing* strategy. Destination Marketing is a communication process with potential visitor to influence their tour destination. The aim is to tailor their specific interest to certain destinations and products in a country or city of tourism destination. Destination Marketing possessed major role in the process of implementation. It does so, by its effort to communication the value, vision and mission and it competes to promote tourism destination.

Donn Tilson and Don W. Stacks (2002) said that, "A comprehensive communication strategy integrating public relations, advertising and marketing on equal terms in a dynamic mix that alternately relied on one particular component or a combination of three disciplines can effectively use the strengths of each of the three disciplines". With that statement we can summarize that the success of marketing destination depends on three strong pillars, those are: public relations, advertising and marketing.

The potential Indonesian tourism industry will continue to suffer if the image of Indonesia, as a safe and comfortable country, is not correctly conveyed with the right strategy. It is not enough for Indonesia to rely solely on Bali alone as tourist destination because other areas in Indonesia also potentially possess great tourist destinations through their unique cultures and spots. It is time for the government to develop, communicate and promote tourism destination in other parts of Indonesia, especially in eastern parts of Indonesia.

The research questions of this case study of integrated marketing communications from the perspective of public relations regarding potential tourist destination in one of eastern parts of Indonesia: Lake Tiga Warna Kelimutu, the

Residence of Ende, the Province of Nusa Tenggara Timur are:

1. Is there any effect of word of mouth communication on the attractiveness of tourist destination?
2. Is there any effect of marketing public relation on the attractiveness of tourist destination?
3. Is there any effect of destination marketing management on the attractiveness of tourist destination?
4. Is there any effect of *Integrated Marketing Communication (IMC)* on the attractiveness of tourist destination?
5. Is there any effect of *marketing public relations (MPR)* on the attractiveness of tourist destination?
6. Is there any effect of *Integrated Marketing Communication (IMC)* on *destination marketing management*?
7. Is there any effect of *tourism infrastructure* on the attractiveness of tourist destination?
8. Is there any effect of *supporting tourism industry* on the attractiveness of tourist destination?
9. Is there any effect of *the attractiveness of tourist destination on customer satisfaction*?
10. Is there any effect of customer satisfaction on *behavior intention*?

## **THEORETICAL DESCRIPTION AND HYPOTHESES**

Theory and concept used in the study are integrated marketing communication. According to Smith it is processes that have crossed functions in creating and maintaining profitable relations with customers and other stakeholders by strategically controlling and influencing sent messages to the groups as well as triggering dialogues for particular intentions.<sup>1</sup> Schultz,

---

<sup>1</sup>Smith, Paul, Chriss Berry, Alan Pulford. 1999, *Strategic Marketing Communication* (New Ways Build and Integrate Communications). Great Britanian: British Library Cataloguing.

Shimp, dan Belch separately suggest IMC as a concept of planned and integrated communication applied in various types of marketing communication in order to maximally provide understandings and impacts through consistent messages sent to the customers and other clients relevant to goods and services being communicated.<sup>2</sup>

Level of interest of tourism destination is determined by six dimensions; 1) Word-of-mouth communication 2) customers perception towards tourism destination as outcome of marketing public relation activity 3. Mix Marketing management conducted by local administrator of the tourism destination 4) other integrated marketing activities undertaken by local administrator of the tourism destination 5) infrastructure as facility for developing tourism, and 6) industrial sector to support tourism activities

The first concept is about marketing communication which is a challenging scope from internal information of the company up to customer decision making system. Image and message of the product are included in that presented by the company to both the potential customers and other stakeholders.<sup>3</sup> In addition, according to American Advertisement Association, marketing communication is a concept about planning marketing communication generating extra values of comprehensive plan to evaluate strategic roles of various disciplines in communication – for instance, common advertisement, direct response, selling promotion, and public relation – and to integrate those disciplines in order to carry out clarity, consistency and maximum

---

<sup>2</sup>Schultz, D. P., & Schultz, S. E. (2004). *A history of modern psychology* (8th ed.). Belmont, CA: Wadsworth/Thomson Learning ; A Terrence, Shimp, 2003, *Periklanan Promosi Pemasaran Terpadu*, Jakarta: Penerbit Erlangga ; GE Belch, & Belch, 2007. *Advertising and Promotion*. New York: McGraw-Hill, Inc. p. 11.

<sup>3</sup> Philip Kotler, 2004, *Marketing Management*, Jakarta: Penerbit Erlangga

communication impacts as quoted by Morissan.<sup>4</sup>

Marketing communication as indicated by Lwin and Aitchison is a term depicting organization, company, or government that communicates messages to public as their target. The public in the perspective of marketing communication is a group of potential customers who receive their marketing messages, while Tom Duncan defines Marketing communication as follows

Marketing Communication is a collective term for all the various types of planned messages used to build a brand -advertising, public relations, sales promotion, direct marketing, personal selling, packaging, events and sponsorships, and customer service.<sup>5</sup>

Marketing communication definition above is a process of continuous dialogue between sellers and purchasers in particular market places. It has no difference with the communication utilized by sellers and purchasers and it is also considered as activities that assist in decision making in marketing field as well as direct exchanges to be more satisfied by taking all parties into realization of performing better in that each of them can make profit. The marketer party earns financial profit and product position as well as service and image. More importantly, customers can get satisfaction from products and services provided by the marketer.

In order to achieve communication, company is able to use instrument called promotion mix.<sup>6</sup> In the instrument which is mix marketing communication are elements

as suggested by Kotler<sup>7</sup> as a combination of five models of communication in marketing as follows:

Advertisement is every presentation which is not delivered by human and ideas, goods and services, that are promoted by certain sponsors

Selling promotion covers any short term incentive to encourage people to give a try or to buy goods and services

Public relation and press include any program arranged to promote and protect company image and each product

Personal sell is a face-to-face interaction with one or several prospectus purchasers by means to do presentation, to answer question and to get order.

Direct and interactive marketing is the utilization of letters, telephone, faximili, e-mail or internet to directly communicate, to ask responses or to carry out dialogue with particular customers and procpetus customers.

Another concept in Integrated Marketing Communication is one of marketing communication plans to introduce extra values of a comprehensive planning which is to evaluate strategic roles of various disciplines of communication – for instance, common advertisement, direct response, selling promotion, and public relation – and to combine the disciplines so that they provides clarity, consistency and extends maximum impact of communication. In other words, IMC is “a process of customer relationships management actuating brand value” so, Integrated Marketing Communication (IMC) is one out of so many available processes to cultivate relationship with customers. As previously elaborated, it is highlighted that the basic concept of IMC is communication. IMC, through communication, tries to maximize positive messages and to minimize negatives ones of

---

<sup>4</sup> Morissan, 2007, *Periklanan Komunikasi Pemasaran Terpadu*, Jakarta: Ramdina Prakarsa h. 7.

<sup>5</sup> Tom Duncan, 2002. *Using Advertising and Promotion to Build Brands*, New York: Mc-Graw Hill h. 7,17,21.

<sup>6</sup> G.E Belch, &M.A, Belch, 2007. *Advertising and Promotion*. New York: McGraw-Hill, Inc.

---

<sup>7</sup>Philip, Kotler, 2005, *Marketing Management*, Jakarta: Prentice Hall. p. 249.

a particular brand whose objective is to generate and support brand relationship that is to positively make profit and to improve values of shareholders of the company.

Within IMC are integration of marketing functions such as advertising, personal selling, sales promotion, and Public Relations to generate and maintain brand relationships. Establishment of a good brand relationship requires good brand message making. Furthermore, to a good brand message, marketing functions must deliver integration and have no contradiction. The elaboration about components and elements of IMC as follows 1) Direct Marketing, 2) Sales Promotion, 3) Public Relations / Marketing Public Relations, 4) Personal Selling, 5) Advertising, 7) Publicity, 8) Events atau Sponsorship, 9) Interactive Marketing and 10) Customer Satisfaction.

The next concept is tourism. Tourism in Bahasa is *parawisata* which was officially used in August 17 1961 by President Soekarno. *Pariwisata* in Bahasa is derived from archaic Javanese language (Kawi) or Sanskrit. In Bahasa Indonesia Dictionary, *wisata* is defined as having a trip collectively to extend knowledge, to have pleasure or recreation, while the traveler is so-called as *wisatawan*. Happy Marpaung indicates in his book *Pengantar Pariwisata* that if a person stays less than 24 hours, s/he is known as a tourist while if s/he stays more, s/he is called as a traveler.<sup>8</sup>

Along the development, tourism is to provide significance for both tourists and the natives. It can confer a standard life for local people through economic advantages obtained from tourism destination. Tourism, therefore, requires marketing to make profit. Marketing tourism is quite complicated in that industrial tourism products have distinctive characteristics compared to those in general markets as the products are connected to particular companies and institutions within society. In one hand, the can have

---

<sup>8</sup>*Ibid.* p. 15

cooperation, on the other hand they have an opposite relationship that they act as competitors instead of partners.

Wahab views, as quoted by A. Yoeti, marketing in tourism is as follows:

“a process of management under the name of the national tourism organization or the companies of tourism industry to determine actual and potential tourism, to bring about communication among them, to influence interest, need, motivation, like and dislike towards regional, national and international and in turn to achieve optimal satisfaction of the tourists, hereby the objective is attained. They also formulate and arrange tourism destinations by which all objectives can be achieved”.<sup>9</sup>

Marketing is equipped by several elements that will guide managers of the national tourism organization or the companies of tourism industry to attain the objective which is to attract more tourists to come, to make them stay longer, and to encourage them to spend more money in the tourism locations. The tourism industry, according to Yoeti, is a group of various types of company that collectively produce goods and services demanded by the tourists especially and the travelers generally during their trips. Each tourism destination is distinctive not only in terms of providing natural beauty, cultural product, and cultural performance but also in terms of giving service. Tourism marketing is no other than the arts and managerial activities. It is clearly seen as argued by Yoeti<sup>10</sup> that tourism marketing is a process of management utilized by the national tourism organization or the companies of tourism

---

<sup>9</sup> Yoeti, 2005, [http://repository.upi.edu/operator/upload/s\\_mpp\\_054\\_295\\_chapter2.pdf](http://repository.upi.edu/operator/upload/s_mpp_054_295_chapter2.pdf), p.1.

<sup>10</sup> Oka A Yoeti, Yoeti. 2003. *Tours and Travel Marketing*. PT Pradnya Paramitha. Jakarta

industry to identify tourists who have desire to have a trip and those who have potency to have a trip.

Horner dan Swarbrooke<sup>11</sup> suggest that destination marketing involves tourism as a tool not as an objective including to improve image of certain regions, to develop facility available to local community, to enforce local society to have a pride for their region, to intensify quality of environment and to try to improve popularity of particular tourism destination.

Morgan<sup>12</sup> argues that branding destination to strengthen each type of destination; national, provincial, municipal tourism destinations and investment course, so that they can make strong impression in target market mind and attract them either to visit and to invest. Moreover, destination marketing is able to guarantee satisfaction for all stakeholders including segmented targets. Prideaux and Cooper<sup>13</sup>, therefore point out that destination marketing is not only focused on demand, the increasing number of tourists but also on supply such as the raising trend of investment in accommodation, entertainment, infrastructure and so on.<sup>14</sup>

Swarbrooke and Horner<sup>15</sup> state that there are eight elements that are likely to improve the success of destination products as follows:

1. Destination marketing agencies which provide information for potential visitors
2. Geographical features including climate, topography, and landscapes
3. Transport networks including airports, seaports roads, and railways within the destination, and links with the outside world
4. Accommodation establishments including hotels and universityhalls of residence
5. Human-made attractions such as historic buildings, theme parks, restaurants, bars, museums, theatres
6. Venues such as convention and exhibition centres, hotel meeting rooms
7. Ancillary services such as florists, audiovisual specialists, sign-makers, etc.
8. Specialist destination management companies providing organization services for conferences, trade fairs and incentive travel

From those eight elements, the researcher identifies that the success of destination products is in accordance to five following factors:

Marketing destination, within which are included public relations, advertising and other integrated marketing communication

Geographical condition, including climate and natural beauty.

Adequate Infrastructure availability, covering infrastructure connectivity (both external access from outside the area and within the area) and supporting infrastructure such as communication facility and electricity.

Supporting tourism industry such as the availability of hotel, restaurant, hospital and any types of facility related to convenience to stay in areas of tourism destination

---

<sup>11</sup>John Swarbrooke & Susan Horner, 2001. *Business Travel and Tourism*, Butterworth-Heinemann, Oxford, United Kingdom.

<sup>12</sup>Morgan, N., Pritchard, S., & Pride, R. (Eds), 2004. *Destination branding: Creating the unique destination proposition* (2nd ed). Pp 59 – Oxford: Butterworth-Heinemann. P. 40.

<sup>13</sup>B Prideaux and MCooper, 2002. *Ecotourism in Indonesia : A strategy for regional TourismDevelopment?* Asean Journal on Hospitality and Tourism, 1(2). p. 95-106.

<sup>14</sup>B Prideaux and MCooper, 2002. *Ecotourism in Indonesia : A strategy for regional TourismDevelopment?* Asean Journal on Hospitality and Tourism, 1(2). p. 95-106.

<sup>15</sup> John Swarbrooke & Susan Horner, 2001. *Business Travel and Tourism*, ButterworthHeinemann, Oxford, United Kingdom.

Creativity of human resources in the tourism location like cultural and arts performances, ability to conduct MICE events; meeting, incentive, convention and exhibition and in producing unique souvenirs and alike.

### 1) Research Hypothesis

The research hypothesis proposed in this study are as follows:

1. Word of Mouth Communication has a significant effect on the tourist attractiveness of Destination
2. Marketing Public Relations has a significant effect on the attractiveness of tourist Destination
3. Destination Marketing Management has a significant effect on the attractiveness of Tourist Destination
4. Integrated Marketing Communication has a significant effect on the attractiveness of Tourist Destination
5. Marketing Public Relations has a significant effect on Destination Marketing Management
6. Integrated Marketing Communication has a significant effect on Destination Marketing Management
7. Tourism Infrastructure has a significant effect on the attractiveness of Tourist Destination
8. Supporting Tourism Industry has a significant effect on the attractiveness of Tourist Destination
9. The attractiveness of Tourist Destination has a significant influence on Customer Satisfaction
10. Customer Satisfaction has a significant influence on Behavior Intention

## RESEARCH METHODOLOGY

Research method used in this study is a quantitative method using Structural Equation Modelling (SEM). Respondents of this research are both local and foreign

tourists who visit the Three Colors of Lake Kelimutu Flores.

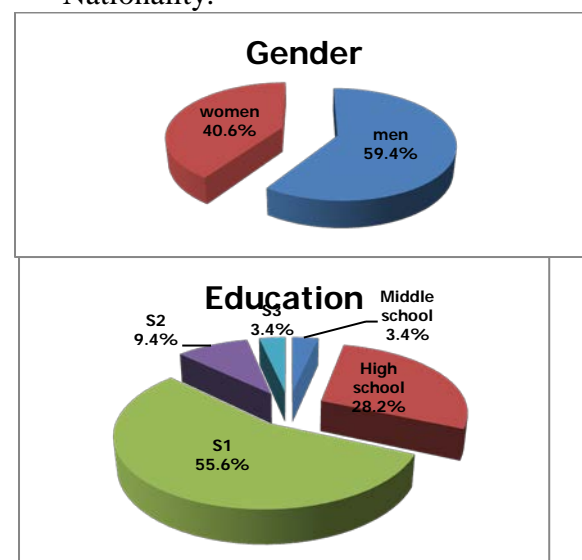
The population in this study were visitors who fascinated to the Lake Kelimutu Three Color NTT. Samples are then taken using a technique Convenience sampling, which consist of 111 samples of domestic tourists and 123 samples of foreign tourists. They were interviewed on February up to March 2012.

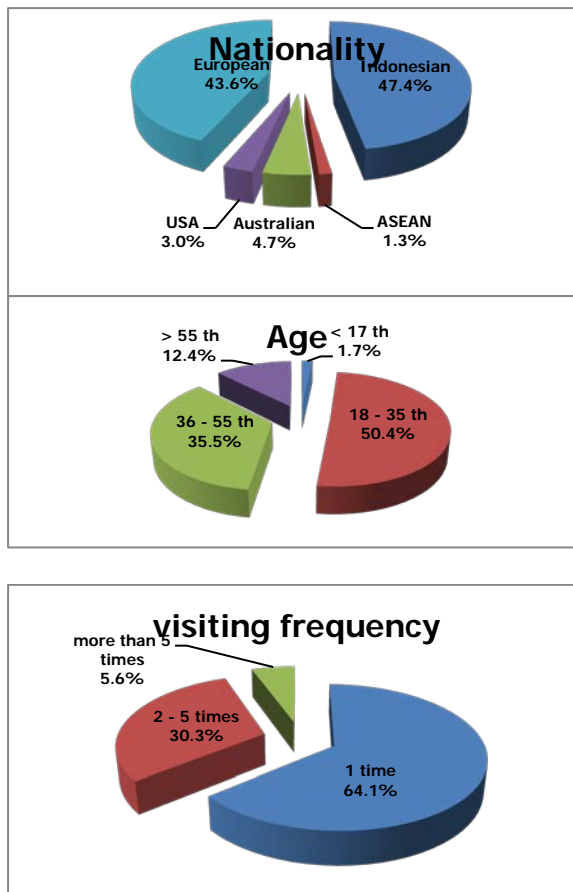
Convenience sampling method used in this research was based on preliminary research. Methodologically, these samples should be taken using random technique. However, due to the unavailability of finite population (both local and domestic tourists), the samples were taken by using inconvenient sampling technique. Nevertheless, social science research using SEM often uses non-probability sampling (convenience/incidental sampling) to overcome the problem of unavailable listed population.

## RESULTS AND DISCUSSION

### A. Specific data

In Figure 6, there are specific data of respondents related to Gender, Education, Age, visiting frequency, and Nationality.





**Figure 6. The Specific Data of Respondents (Gender, Education, Age, Visiting Frequency, and Nationality)**

**Source: Research Results, 2012, designed using LISREL Version 8.51**

From the perspective of gender in Figure 6, it is indicated that 59% of respondents are men, while the rest (41%) are women. With regards to respondent's formal education background, 3.4% are middle schools, 28.2% are high schools, 55.6% are undergraduates, 12.8% are graduates (9.4% are masters and 3.4% are doctoral degrees).

From the perspective of nationality, 52.8% are foreign tourists (come from some parts of the world: 43.6% are European, 4.7% are Australian, 3% of USA, and 1.3% are ASEAN), while the rest (47.8%) are Indonesian (domestic tourists). Based on visiting frequency, it shown in Figure 7 that 64.1% of respondents has visited to Lake Tiga Warna Kelimutu, the Residence of

Ende, and the Province of Nusa Tenggara Timur for the first time, while the rest (35.9%) has visited it for more than one time (30.3% are more than 2-5 times and 5.6% are more than 5 times).

The distribution frequency of the respondents according to age drawn in Figure 7 shows that 50.4 % of respondents in the 18-35 age group, 35.5% are aged 36-55, 12.4% are aged more than 55, and 1.7% are aged less than 17.

**B. Research Findings**

**1) Test Validity and Reliability**

Based on this research, Reliability test results of six main dimensions used are shown in Table 1.

**Table 1. Reliability Statistical Test for Both Models of Domestic and Foreign Tourists**

No	Dimensi	Cronbach's Alpha	
		Domes tic Respo ndents	Foreig n Respo ndents
1	<i>Marketing Public Relations</i>	0.936	0.911
2	<i>Integrated Marketing Communication</i>	0.852	0.852
3	<i>Supporting Tourism Industry</i>	0.827	0.692
4	<i>Tourims Infrastructure</i>	0.787	0.609
5	<i>Destination Marketing Management</i>	0.821	0.889
6	<i>Behavior Intention</i>	0.726	0.827
	<b>Model</b>	<b>0.951</b>	<b>0.924</b>

**Source: Test Results using LISREL Version 8.51**

From Table 1, it is known that the values of Cronbach Alpha of most dimensions are greater than 0.70. Only one dimension of the



Cronbach's Alpha value is less than 0.70, that is Tourims Infrastructure.

**2) Compatibility Test Model**

Furthermore, result tests of the compatibility models of both foreign and domestic tourists using several Goodness of Fit Index can be seen in Table 2.

Values of Goodness of Fit drawn in Table 2 show that both models of local and foreign tourists are in a good match. The p-value of 0.4328 (model of foreign tourist) and the p value of 0.34861 (model of local tourist) are greater than the alpha error ( $\alpha = 0.05$ ). While both models RMSEA (0.019 for foreign tourist) and 0.024 (for local tourist) are less than 0.08.

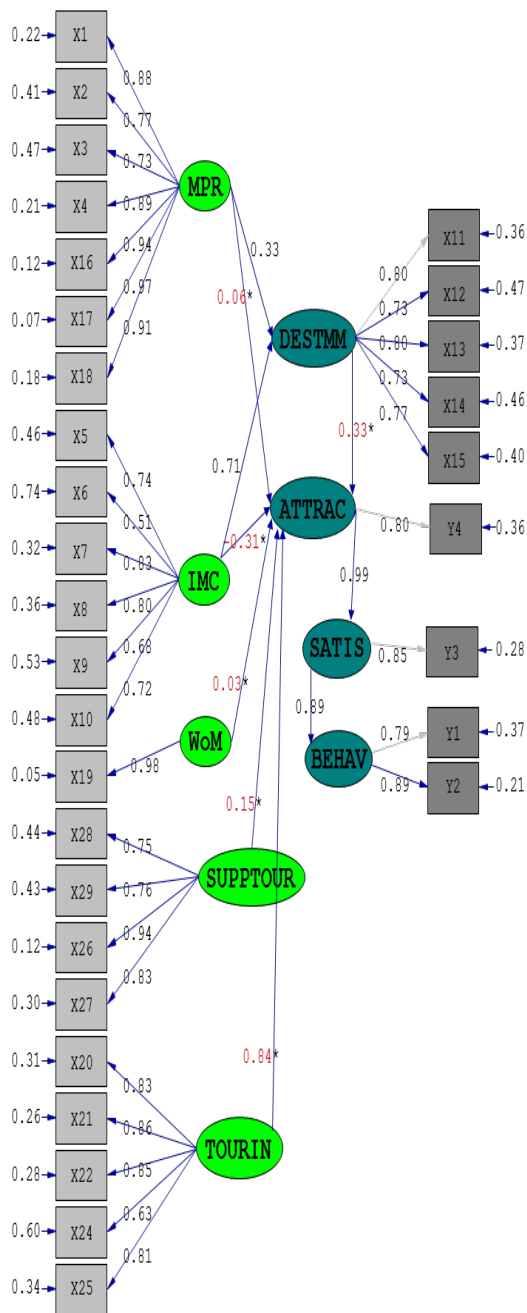
**Table 2. Compatibility Test Model on Several Goodness of Fit Index**

Goodness of Fit	Requirements Fit	Research finding	
		Model Wisman	Model Wisnus
Free degrees (DF)	Positif	436	344
<i>p-value</i>	$\geq 0,05$	0,43284	0,34861
GFI	$> 0,90$	0,976	0,935
RMSEA	$< 0,08$	0,019	0,024

Source: Test Results using LISREL Version 8.51

**a. Individual Line Testing**

The test results on the model foreign tourist (see Figure 7) as individual pathways, suggests that all indicators used in the study affect directly the seven latent variables. While on the model of domestic tourist (Figure 8), there is none affected directly the power indicator (X24), while other indicators directly influence.



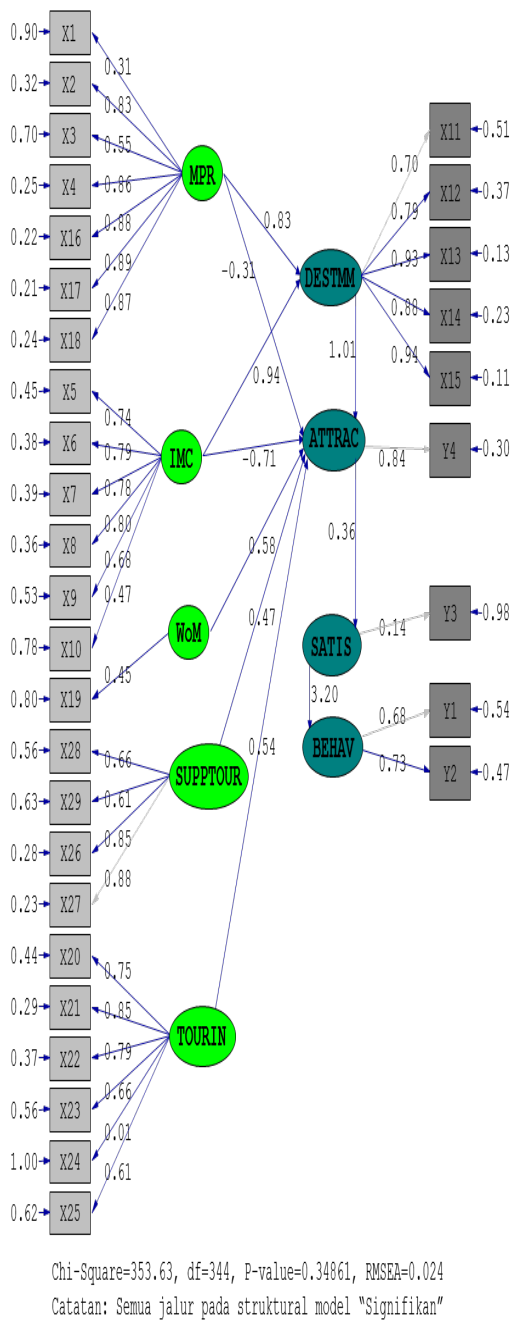
Chi-Square=440.34, df=436, P-value=0.43284, RMSEA=0.

\* = Tidak Signifikan (Uji T)

**Figure 7. Output SEM of Foreign Tourist Model**

**Source: Research Results, 2012, designed using LISREL Version 8.51**

If seen from the SEM output mentioned above, it shows that most of the lines showed no significant, there are two paths significantly from the MPR to DESTMM and from IMC to DESTMM.



**Figure 8. Output SEM of Domestic Tourist Model**

**Source: Research Results, 2012, designed using LISREL Version 8.51**

When viewed from the output of the Model SEM of domestic tourist mentioned above (Figure 7 and Figure 8), it is seen that all the lines show a significant effect. This means the model of domestic tourist results is consistent with theories used in the study

(Swarbrooke and Horner, 2001; Page & Connell, 2006; Kotler & Keller, 2009; de Matos & Rossi, 2008; Tasci & Gartner, 2007; Yoon & Uysal, 2005, and Shiffman & Kanuk, 2000).

Technical implications of the results of path analysis above show that the activities of marketing public relations (MPR) and integrated marketing communication (IMC) will be more efficient if it is managed by the institutions that are competent in their field, in this case, consists of all stakeholders of tourism in Indonesia. Therefore, the government (cq. ministry of tourism and creative industries) as a team leader in the marketing of tourism in Indonesia must have a strong visionary leadership, have an organizational culture oriented brand (a brand oriented organizational culture), and must be capable of coordinating both department and aligned (departmental co-ordination and process alignment), as well as must have a consistent communication range of stakeholders (consistent communication across a wide range of stakeholders) and a capability of fostering a strong cooperation compatibility with various stakeholders (compatible strong partnership).

Based on the results of data processing by using LISREL on the model used in this research, there are some important things to answer the research questions of this study and the purpose of this study:

1. In the model of foreign tourist, there is no influence of word of mouth communication (WOM) on the attractiveness of tourist destination. Instead, in the model of domestic, it is significant
2. In the model of foreign tourists, there is no a significant effect of Marketing Public Relations (MP) on the attractiveness of tourist destination. Rather, in the model of domestic, it is significant
3. In the model of foreign tourists, there is no effect of destination marketing

management on the attractiveness of tourist destination, while in the model of domestic, it is significant

4. In the model of foreign tourists there is no effect of integrated marketing communication (IMC) on the attractiveness of tourist destination, while in the model of domestic, it is significant
5. In both models of foreign and domestic tourists, there are a significant influence of marketing public relations (MPR) on destination marketing management.
6. In both models of foreign and domestic tourists, there are a significant effect of integrated marketing communication (IMC) on destination marketing management.
7. In the model of foreign tourists there is no significant effect of the attractiveness of tourism infrastructure on tourist destination, while in the model of domestic, it is significant
8. In this model of foreign tourists supporting Tourism Industry on the attractiveness tourist destination, while in the model of domestic it is significant
9. In both models of foreign and domestic tourists, there are a significant influence on the attractiveness of tourist destination
10. In both models of foreign and domestic tourists, there are a significant influence of customer satisfaction on behavior intention.

### 3) Testing Hypotheses Model of Foreign And Domestic Tourists

The Test result on H1 to H10 on the model of foreign tourist can also be seen in detail in Table 3.

Basically, all figures covered in Table 3 summarize results presented in Figure 7 and Figure 8 in a more simple way. Based on Table 3 we may discuss further the theoretical implication of the results.

The results of testing hypothesis (including H5, H6, H9 and H10) on the

model of foreign tourists support the theory used in this study. In more specific, the results of both H5 and H6 apparently support the hypothesis conducted by Pike (2004), while the results of testing H9 and H10, support research conducted by Yoosik Yoon & Muzaffer Uysal (2005).

While in the model of domestic tourist, all the tests of hypotheses result in all significant conclusions, so that these results support all theories used in the study. The results of testing hypotheses H1, H2, H3, H4, H5, H6, H7 and H8, support advanced study conducted by Swarbrooke John and Susan Horner (2001), while the H9 and H10 support advanced research conducted by Muzaffer Uysal Yoosik Yoon (2005).

**Table 2.**  
**Testing Hypotheses of H1 to H10**  
**In the Model of Foreign and Domestic**  
**Tourists**

Hypotheses		T Test Results	
		Foreign	Domestic
H <sub>1</sub>	Effect of Word of Mouth Communication on the attractiveness of tourist Destination	non significant	Significant
H <sub>2</sub>	Influence between Marketing Public Relations on the attractiveness of tourist Destination	non significant	Significant
H <sub>3</sub>	Effect of the Destination Marketing Management on the attractiveness of tourist Destination	non significant	Significant
H <sub>4</sub>	Effect of Integrated Marketing Communication on the attractiveness of tourist Destination	non significant	Significant
H <sub>5</sub>	Influence of the Destination Marketing Public Relations on Marketing Management	Significant	Significant

Hypotheses		T Test Results	
		Foreign	Domestic
H <sub>6</sub>	Effect of the Integrated Marketing Communication on Destination Marketing Management	Significant	Significant
H <sub>7</sub>	influence of the attractiveness of Tourism Infrastructure on Tourist Destination	non significant	Significant
H <sub>8</sub>	Effect of the Supporting Tourism Industry on the attractiveness of Tourist Destination	non significant	Significant
H <sub>9</sub>	Effect of the attractiveness of Tourist Destination on Customer Satisfaction	Significant	Significant
H <sub>10</sub>	Influence between Customer Satisfaction on Behavior Intention	Significant	Significant

**Sources: Research Result using LISREL 8.51**

The results of path analysis in both foreign tourists and domestic models (shown in Table 3) indicate that the variable marketing public relations and integrated marketing communication variables are not directly related to the attractiveness of tourist destination. Both variable marketing public relations and integrated marketing communication have greater influences on the attractiveness of the destination variable since destination marketing management used as an intermediate variable (mediating variable). These results are very useful for researchers and readers because prior to this research, many researchers have a strong suspicion of the direct impact of IMC and MPR on the local attractiveness of tourist destination. Eventually, by this research result these allegations are not apparently proven. For cases related to developing tourist destination that has not been popular

(a sleeping destination) like Three Colors of Lake Kelimutu, the results of this study are expected to be a very good empirical inputs for further developing tourist destination, including other tourist destinations in Indonesia that has also not yet been popular. However, the activities of marketing public relations and integrated marketing communication will be more efficient (powerful) if managed by competent institutions in the field of tourism.

The result of testing hypothesis (H7) in the model of domestic tourist indicates that the effect of infrastructure on the attractiveness of tourist destination proves significant. The importance of domestic tourist infrastructure may also attract the tourist visit Kelimutu Three Color Lakes. Accordingly, the results of in-depth interviews researcher with the Ministry of Tourism & Creative Economy (Marie Pangestu) support this conclusion, that is the infrastructure facilities in Lake Three Colors of Kalimutu, according to her, need to be improved, particularly with regard to international and local transportation.

Furthermore, the results of testing hypotheses H8 in the model of domestic tourist indicates that effect of supporting tourism industry on the attractiveness of tourist destination does also prove significant. This shows the role of supporting tourism industry, such as hotels and restaurants, has an important contribution in the effort to increase the interest of tourists to visit Lake Three Colors of Kalimutu. The results of an in-depth interview with the Minister of Tourism & researchers Creative Economy (Marie Pangestu) also reinforces this conclusion.

Test result of H9 as already mentioned before shows that the attractiveness of tourist destination affects significantly upon customer satisfaction for both foreign and domestic tourists. This suggests that the interest of visitors in Lake Three Colors of Kalimutu are supported by their satisfaction. Based on interviews with

tourists, most of them express satisfaction over his visit to Lake Three Colors of Kalimutu for its natural beauty and authenticity which are perceived as still "original". Although Lake Kelimutu Three Color has been visited over the last decades, but it's natural beauty is not widely known, both in the domestic and international tourists. This concludes that the roles of public relations played by both central and local governments have not yet been optimal.

While the test results of H10 with regard to both models of foreign and domestic tourists, as also already mentioned before, suggests that customer satisfaction significantly affect upon behavior intention. This means that customer satisfaction is very powerful influence on behavior intention. Therefore, to improve the behavior intention, where behavioral intention in this study is constructed of two indicators, namely the recommendation and re-visit, the manager of Lake Kelimutu Three Color should make every effort to satisfy the visitors who come to Lake Three Colors Kelimutu.

In the model of foreign tourists, of the six exogenous variables that build the attractiveness of tourist destination path none proves significant. The path variables proves significant only in marketing public relations and integrated marketing communication since both variables are moderated by destination marketing management, by assuming that there is a significant influence of destination marketing management on the attractiveness of tourist destination.

While in the model of domestic tourist, all paths in the model indicate significant assay results. This means that in the model of domestic tourist, theories that support the formation of this model convincingly proves that the proposed model could explain the phenomenon of the variables that influence the attractiveness of destination tourism.

In the model of foreign tourists, the value of the variable load factor of tourism infrastructure that built on structural model of attractiveness of tourist destination has the highest value (of 0.83), but the results shows that none significant results of hypothesis tests. It is thus incompatible with the theory developed by Pike (2004) stating that tourism infrastructure have a significant influence on the development of attractiveness of tourist destination.

While in the model of domestic tourist, there are two grades of high load factor, those are marketing public relations and integrated marketing communications, where both variables affect the attractiveness of tourist destination through moderating variables, i.e. destination management marketing. When compared to the line without going through moderator variables, then theoretically it can be concluded that in order to develop a tourist destination that already exists but have not yet been popular (a sleeping destination), like Lake Three Colors of Kelimutu, it suggests that the participation of government (both central and local) and the public (including the role of private ) need to be fully involved in the context of increasing attractiveness of tourist destination. Further that the role of central and local government in the form of the commitment of all officers in developing a tourist destination should be combined with IMC strategy and the right to the appointment MPR advertising agency that has a high competence. That is expected to provide a significant impact to the development of a tourist destination as a whole.

In the model of domestic model, the tests of hypothesis about effect of word of mouth on the attractiveness of tourist show significant result. This variable becomes a second priority - after the Assembly and IMC - needs to be done in developing a tourist destination that has not been popular (a sleeping destination). The communication strategy through word of mouth should be a supporting element for the development of

tourism destination in Indonesia. Therefore an update information about tourists who have visited a sort of sleeping tourist destination should be done systematically through the development of customer data base.

The third priority is a need to develop tourism infrastructure, where the model is proved to be a significant in the model of domestic tourist and gives a high load factor. From the above findings, it is suggested that infrasturcture tourism development, such as highways and transportation tool will be very crucial. Considering a sleeping tourist destination in Indonesia, there are some destinations that are located in remote areas, such as the King of the Four in Papua and Marine Park in Southeast Sulawesi, which could become a new tourism icon of Indonesia in the future. In line with the above findings, supporting tourism industry in a model of domestic tourist apparently affects the attractiveness of tourist destinations significantly. From the above findings, it is also suggested that supporting the development of tourism industry, such as the procurement of hotels, restaurants, guides and other supporting facilities, will be the main drivers of the development of tourism in Indonesia.

Seeing the results of research in the model of foreign tourist, where the majority of foreign tourists hypothesis test results showed no significant, further research would need to be considered to segment respondents by country of origin or by geographic area, such as tourists from Europe are separated by tourists from Asia, Australia, Middle East and so on.

Sampling in this study are respondents who visiting the destination site, so that the author can not know the reasons why more domestic and foreign tourists do not visit Lake Three Color of Kelimutu. Therefore, for subsequent research should be done on extracting information to the tourists visiting the destination closes to Lake Three Color of Kelimutu (like Bali for example) but not to.

#### **4) Research's Limitations**

Several limitations of this study are as follows:

1. The absence of grouping respondents tourists suspected to cause no good processing results on the model SEM tourists. This can be understood because of characteristics that differ between travelers coming from Europe will be different from the those who come from Asia, Australia, America and Africa.
2. Respondents were interviewed in this study were respondents who have visited Lake Three Colors of Kelimutu, so researchers can not know the reasons why tourists prefer to visit attractions near Lake Three Colors of Kalimutu, such as Bali, thanto visit Lake Three Color of Kelimutu.
3. Use of method performed by convenience sampling/ incidental sampling method (not random sampling) is forced to be done due to the unavailable list of finite population of the coming tourists (both domestikc and foreign). As a result, the every single sample taken may not have a similar chance as a precondition when using SEM.

#### **V. Conclusion and Implication**

##### **A. Conclusion**

There are some important conclusion resulted in this research:

As a potential tourist destination, Lake Three Color of Kalimutu can be promoted or communicated in various ways. One way that can be taken according to the results of this research is through word of mouth marketing. Word of mouth marketing can be done by foreign tourists and domestic travelers who have been to Lake Three Color of Kalimutu. The local Developers of tourist destination in Lake Three Color of Kalimutu can give a satisfaction and a

pleasant impression to travelers who have been to Lake Three Color of Kalimutu, so they can plan a return visit (re-visit) and recommend to others.

The decision to come back and a willingness to recommend to other potential tourists to visit is the purpose of the word of mouth marketing. For this purpose the parties involved in the management and development as well as promotion about Lake Three Color of Kalimutu can also encourage and maximize WOM activity.

Marketing public relations seen as an effort to integrate the marketing and public relations is one of the tools to assist the development of a tourist destination. Therefore, marketing public relations activities which are covered by the media is expected come after MPR activity. A Plenty of the media cover the ins and outs of the tourism potential of Lake Three Color of Kalimutu, in order to reach a comprehensive understanding of the increasing number of tourist visits and established a good image on Lake Three Colors of Kalimutu and all relevant tourism stakeholders.

Another important factor is the destination marketing organization in which includes the development of supporting infrastructure, access to area attractions, and policies enabling to support the ease and comfort of tourists.

If all these elements are formed then this infrastructures will help establish the attractiveness of tourist destination. At this point, it can be concluded that the attractiveness of tourist destination will be enhanced when supported by the Assembly, IMC, and WOM. Herein lies the integration of activities to develop a tourism destination.

Integrated marketing communications conducted by the Regional Government of Ende - Flores is not yet maximized. Although the potential tourists of Lake Three Color of Kalimutu have a very promising opportunities for foreign exchange earnings, economic improvement

of society and the benefits for investors, the results of this study apparently concludes that tourism is still categorized as "a sleeping destination".

Marketing public relations (MPR) is shown to have a role on destination marketing programs, such as management. Yet, MPR conducted in tourism, as a Sleeping Destination, will be different from other destination areas, and is already well known.

Lake Three Colors of Kalimutu's image can be deployed with better Integrated Marketing Communication (IMC). With a deep impression for both foreign tourists and tourist archipelago, IMC will make marketing to be more comprehensive and will make a more focused marketing activities.

As for this, it needs a support from all stakeholders, one role of government to create an umbrella legislation that could make IMC activities go well. When research is done, there is no local regulation that supports it, so the focus of activity for the local government Ende is making local regulation in the not too long (Don Bosco Wangge, Regent Ende).

In the model of domestic tourist, tourism infrastructure possess influence on the attractiveness of tourist destination. Meaningful variables for domestic tourist infrastructure is so important to note that encourage domestic tourists to visit Kelimutu Three Color Lakes. Accordingly, the results of in-depth interviews (depth interviews) with the Ministry of Tourism & Creative Economy (Marie Pangestu) support this conclusion in a way that infrastructure facilities in Lake Three Colors of Kalimutu need to be improved, particularly with regard to access to both international and local transportation..

Supporting tourism industry prove to have a role in increasing the attractiveness of destination tourism. This shows that the role of supporting tourism industry, such as hotels and restaurants, have an important contribution in the effort to increase the



interest of tourists in visiting the Lake Three Colors of Kalimutu. The results of an indepth interview with the Minister of Tourism & researchers Creative Economy (Marie Pangestu) reinforces the importance of these variables.

Furthermore, the attractiveness of the tourist destination proves significantly affect upon customer satisfaction. This suggests that the interest of visitors in Lake Three Colors of Kalimutu affects satisfaction, with a positive relationship. Based on interviews with tourists, most of them express satisfaction over their visit to Lake Three Colors of Kalimutu for its natural beauty and authenticity..

From the results of the study also concluded that the customer satisfaction has a significant influence on behavior intention. Therefore, to improve the behavior intention, where behavioral intention in this study is constructed by two indicators, namely the recommendation and re-visit, the manager of Lake Three Colors of Kalimutu should make every effort to satisfy the visitors who come back to re-visit Lake Three Colors of Kalimutu.

## **B. Implication**

Referring to the overall results of this study, the authors reiterate that the potential of tourism in Indonesia generally and in NTT East in particular need a real action, immediate and integrated. The real meaning is not limited to the discourse and politics separated from the interests of the local government. Attention and integrated management of the area of potential tourist destination of Lake Three Colors of Kalimutu's infrastructures is aimed at providing an alternative to the new tourist area after Bali. Now is the time for "sleeping destination on the eastern side of Indonesia awakened. The hope is that when talking about the tourism people's minds will open to new alternative tourist area.

When the natural richness in the form of oil and gas and other non-renewable resources is reduced, the Government of Indonesia through tourism stakeholders need

to set up an integrated tourism in Indonesia by arranging the foreign tourism for economic survival to the awake state. Now it is in a position where tourism becomes a contributor to the fifth division of the country after oil, palm oil, coal and rubber processing. This position can be improved if the tourism's performance can be improved, reproduced and given more attention from all stakeholders.

Tourism has been a significant potential to become a promising industry for the betterment of society in terms of economic, civilization and culture. In and through the tourism industry there will be a cultural exchange, economic exchange and the exchange of knowledge and mindset of the people in the tourist destination.

However, the exchange is not expected to make the public forget the distinctiveness or uniqueness of culture and behavior based on religious values, morals and genuine wisdom. However the values of Pancasila is the identity of the Indonesian people must remain the main grip.

From the perspective of communication, it is once again to be underlined that tourism is a message worth telling to the world, the message content is a popular tourist destination and its associated elements, the medium chosen according to the demands of the situation and condition, while the goal is understanding occurs. Understanding the tourism industry is very important for managers, together with travelers in generating repeated visits decisions.

The implications of this study can be confirmed that the Lake Three Colors of Kalimutu is a destination point that can attract and encourage tourists to re-visit. This would be expected if it is not supported by the goodwill and commitment of the government and interested parties to encourage the Lake Three Colors of Kalimutu as a favorite choice after Bali, Lombok and Komodo.

The academic implications of the research is that based on the model that

is built for use as basis in the integrated development and promotion of Lake Three Colors of Kalimutu. The model discussed in this study includes a comprehensive component and priority measures to be applied in marketing communications activities in tourist destination.

#### REFERENCE

- Belch, G.E & M.A, Belch, *Advertising and Promotion*. New York: McGraw-Hill, Inc, 2007
- Kotler, Philip, *Marketing Management*, Jakarta: Prentice Hall, 2005
- Kotler, Philip, *Marketing Management*, Jakarta: Penerbit Erlangga, 2004
- John Swarbrooke & Susan Horner, 2001. *Business Travel and Tourism*, Butterworth-Heinemann, Oxford, United Kingdom.
- Morgan, N., Pritchard, S., & Pride, R. (Eds), *Destination branding: Creating the unique destination proposition* (2nd ed). Pp 59 – Oxford: Butterworth-Heinemann, 2004.
- Morissan, *Periklanan Komunikasi Pemasaran Terpadu*, Jakarta: Ramdina Prakarsa, 2007.
- Prideaux, B and MCooper, *Ecotourism in Indonesia : A strategy for regional Tourism Development?* Asean Journal on Hospitality and Tourism, 1(2), 2002.
- Schultz, D. P., & Schultz, S. E. A history of modern psychology (8th ed.). Belmont, CA: Wadsworth/Thomson Learning ; A Terrence, Shimp, 2003, *Periklanan Promosi Pemasaran Terpadu*, Jakarta: Penerbit Erlangga ; GE Belch, & Belch, 2007. *Advertising and Promotion*. New York: McGraw-Hill, Inc, 2004.
- Smith, Paul, Chriss Berry, Alan Pulford. 1999, *Strategic Marketing Communication (New Ways Build and Integrate Communications)*. Great Britanian: British Library Cataloguing, 1999
- Swarbrooke, John & Susan Horner, *Business Travel and Tourism*, ButterworthHeinemann, Oxford, United Kingdom, 2001
- Tom Duncan, *Using Advertising and Promotion to Build Brands*, New York: Mc-Graw Hill, 2002.
- Yoeti, 2005, [http://repository.upi.edu/operator/upload/s\\_mpp\\_054295\\_chapter2.pdf](http://repository.upi.edu/operator/upload/s_mpp_054295_chapter2.pdf). p.1.
- Yoeti, Oka A, 2003. *Tours and Travel Marketing*. PT Pradnya Paramitha. Jakarta