ENHANCING TOURIST PERCEPTIONS; A CROSS-COMPARISON OF INFORMATION AND MANAGEMENT PLATFORMS FOR TOURISM BRAND DEVELOPMENT IN BALI AND YOGYAKARTA

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ABSTRACT

Objective: This research aims to compare tourism management strategies and destination branding in Bali and Yogyakarta, with a view to identifying different approaches and their impact on tourism development.

Theoretical Framework: This research is based on theories of destination branding and tourism management, including the Destination Marketing Organization (DMO) framework and sustainable tourism principles. These frameworks provide a basis for understanding the strategic differences between the two destinations.

Method: This comparative research utilized a mixed methods approach, combining secondary data analysis, an online survey, and an extensive literature review. Data was collected from various sources to gain diverse perspectives on tourism strategies in Bali and Yogyakarta.

Results and Discussion: The findings show that Bali strategically utilizes technology for global digital marketing through social media and online platforms, thus increasing its international appeal. In contrast, Yogyakarta focuses on using technology to drive personalized tourist interactions, emphasizing local environmental sustainability and community welfare. Both destinations also highlight cultural diversity, with Bali capitalizing on its cultural appeal and Yogyakarta prioritizing environmental sustainability. Influencers play an important role in disseminating tourism information, especially through social media, underscoring their power in shaping traveler perceptions.

Research Implications: The practical implications of this research suggest that stakeholders should tailor their tourism management and branding strategies to each destination's unique attributes to ensure sustainable growth and development. Insights from this research can inform the formulation of effective approaches that resonate with tourists and support long-term sustainability.

Originality/Value: This study contributes to the literature by offering a comparative analysis of two leading destinations in Indonesia, highlighting the role of technology and social media in tourism management. Its value lies in providing actionable insights for stakeholders to improve destination branding and achieve sustainable tourism development.

Keywords: Tourist Perceptions, Information Platforms, Tourism Brand Development, Tourism Management Strategies, Bali, Yogyakarta.

RESUMO

Objetivo: Esta pesquisa tem como objetivo comparar as estratégias de gerenciamento do turismo e a marca do destino em Bali e Yogyakarta, com vistas a identificar diferentes abordagens e seu impacto no desenvolvimento do turismo.

Referencial Teórico: Esta pesquisa se baseia em teorias de marca de destino e gestão de turismo, incluindo a estrutura da Organização de Marketing de Destino (DMO) e os princípios do turismo sustentável. Essas estruturas fornecem uma base para entender as diferenças estratégicas entre os dois destinos.

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Método: Esta pesquisa comparativa utilizou uma abordagem de métodos mistos, combinando análise de dados secundários, uma pesquisa on-line e uma extensa revisão da literatura. Os dados foram coletados de várias fontes para obter perspectivas diversas sobre as estratégias de turismo em Bali e Yogyakarta.

Resultados e Dissecção: Os resultados mostram que Bali utiliza estratégicamente a tecnologia para o marketing digital global por meio da mídia social e de plataformas on-line, aumentando assim seu apelo internacional. Em contrapartida, Yogyakarta se concentra no uso da tecnologia para promover interações turísticas personalizadas, enfatizando a sustentabilidade ambiental local e o bem-estar da comunidade. Ambos os destinos também destacam a diversidade cultural, com Bali capitalizando seu apelo cultural e Yogyakarta priorizando a sustentabilidade ambiental. Os influenciadores desempenham um papel importante na disseminação de informações turísticas, especialmente por meio da mídia social, ressaltando seu poder de moldar as percepções dos viajantes.

Implicações da Pesquisa: As implicações práticas desta pesquisa sugerem que as partes interessadas devem adaptar suas estratégias de gestão de turismo e de marca aos atributos exclusivos de cada destino para garantir o crescimento e o desenvolvimento sustentáveis. Os insights desta pesquisa podem informar a formulação de abordagens eficazes que repercutam entre os turistas e apoiam a sustentabilidade de longo prazo.

Originalidade/Valor: Este estudo contribui para a literatura ao oferecer uma análise comparativa de dois destinos importantes na Indonésia, destacando o papel da tecnologia e da mídia social na gestão do turismo. Seu valor está em fornecer percepções práticas para que as partes interessadas aprimorem a marca do destino e alcancem o desenvolvimento do turismo sustentável.


MEJORAR LAS PERCEPCIONES TURÍSTICAS; COMPARACIÓN CRUZADA DE PLATAFORMAS DE INFORMACIÓN Y GESTIÓN PARA EL DESARROLLO DE MARCAS TURÍSTICAS EN BALI Y YOGYAKARTA

RESUMEN

Objetivo: El objetivo de esta investigación es comparar las estrategias de gestión turística y la marca de destino en Bali y Yogyakarta, con el fin de identificar los diferentes enfoques y su impacto en el desarrollo turístico.

Marco Teórico: Esta investigación se basa en las teorías de la marca de destino y la gestión del turismo, incluido el marco de la Organización de Marketing de Destino (DMO) y los principios del turismo sostenible. Estos marcos proporcionan una base para comprender las diferencias estratégicas entre los dos destinos.

Método: Esta investigación comparativa utilizó un enfoque de métodos mixtos, combinando el análisis de datos secundarios, una encuesta en línea y una amplia revisión bibliográfica. Se recopilaron datos de diversas fuentes para obtener diversas perspectivas sobre las estrategias turísticas de Bali y Yogyakarta.

Resultados y Discusión: Los resultados muestran que Bali utiliza estratégicamente la tecnología para el marketing digital global a través de los medios sociales y las plataformas en línea, aumentando así su atractivo internacional. Por el contrario, Yogyakarta se centra en el uso de la tecnología para impulsar interacciones turísticas personalizadas, haciendo hincapié en la sostenibilidad medioambiental local y el bienestar de la comunidad. Ambos destinos destacan también la diversidad cultural, con Bali capitalizando su atractivo cultural y Yogyakarta priorizando la sostenibilidad medioambiental. Las personas influyentes desempeñan un papel importante en la difusión de la información turística, especialmente a través de las redes sociales, lo que pone de relieve su poder a la hora de configurar las percepciones de los viajeros.

Implicaciones de la investigación: Las implicaciones prácticas de esta investigación sugieren que las partes interesadas deberían adaptar sus estrategias de gestión turística y de marca a los atributos únicos de cada destino para garantizar un crecimiento y un desarrollo sostenibles. Los resultados de esta investigación pueden contribuir a la formulación de enfoques eficaces que calen en los turistas y favorezcan la sostenibilidad a largo plazo.

Originalidad/Valor: Este estudio contribuye a la literatura al ofrecer un análisis comparativo de dos destinos líderes en Indonesia, destacando el papel de la tecnología y los medios sociales en la gestión del turismo. Su valor radica en que ofrece a las partes interesadas información práctica para mejorar la imagen de marca de los destinos y lograr un desarrollo turístico sostenible.
1 INTRODUCTION

This study aims to identify and compare tourism management strategies implemented in Bali and Yogyakarta in building and managing their tourism brands, including efforts in promoting cultural diversity, natural beauty, and other tourist attractions. In the increasingly advanced digital era, tourism information and management platforms are crucial in shaping tourists' perceptions of a destination (Khoiriati et al., 2018). Intending to conduct a cross-comparison of these platforms, this research offers a unique opportunity to identify effective strategies in tourism brand development that can enhance the competitiveness and tourist attractions in both regions (Purnomo et al., 2020).

As a key sector in Indonesia's economic growth, tourism has attracted attention from both the government and industry players (Zhang et al., 2022). Bali and Yogyakarta, as representatives of tourism destinations rich in culture and natural beauty, have become the main spotlight to increase tourist visits. In the ever-evolving era of globalization and information technology, information and management platforms are becoming critical pillars in building and managing tourism brands to achieve stronger appeal (Maizida, 2021). However, with the rapid changes in technology, stakeholders need to identify the most effective management strategies to create positive perceptions in the eyes of tourists.

The quality of information and management of tourism destinations can significantly impact the tourist experience (Foster & Bentley, 2022). Within the scope of this research, a comparison between the information and management platforms implemented in Bali and Yogyakarta will reveal the best practices that have successfully increased tourists' positive perceptions of the destination (Arismayanti et al., 2022). The results of this research can be a valuable guide for tourism managers, governments, and related parties to improve destination marketing, promotion, and management with a more practical approach. Bali and Yogyakarta are two well-known tourist destinations in Indonesia, and successful tourism management in these two regions significantly impacts the local economy and environment. The number of tourists in Bali and Yogyakarta from 2018 to 2022 can be seen in figure 1.
Figure 1 shows the number of foreign tourist visits to Bali and Yogyakarta from 2019 to 2022, which shows a significant decline. The decline in tourist visits is due to the COVID-19 pandemic, which provides restrictions and space for people to move. This pandemic has posed a significant challenge for tourism destinations worldwide, including these two key regions of Indonesia (Ewen & Andrews, 2021; Wang & Le, 2022). Travel restrictions, lockdowns, and health concerns have led to reduced mobility, resulting in a drop in tourist arrivals (Morrison, 2022; Nguyen et al., 2023).

The COVID-19 pandemic has significantly impacted the global tourism industry, including Bali and Yogyakarta (Tamitiadini et al., 2021). This change in the tourism landscape during the pandemic has prompted stakeholders in the tourism industry to look for new ways to improve tourism's attractiveness and brand image. In this context, comparing management strategies and information platforms implemented in both destinations has become more relevant and important than ever. Therefore, it is important to analyze the tourism management strategies adopted in these two destinations and identify weaknesses and potential improvements to rebuild a resilient and sustainable tourism industry in the future.

This research explores an important gap in the existing literature on tourism brand development in Bali and Yogyakarta. Although these two destinations have been spotlighted in Indonesia's tourism industry, studies comparing the information and management platforms
used to strengthen traveler perceptions still need to be explored (Maulana et al., 2022). In an era of rapidly evolving information technology, this study presents a novelty by focusing on a cross-approach to managing tourism brands in these two locations (Ollivaud & Haxton, 2019). Travelers' engagement with information and management platforms greatly influences their perception of the destination. However, a comprehensive scientific study comparing successful management strategies in Bali and Yogyakarta has yet to be conducted sufficiently. As such, this research is expected to significantly contribute by filling this knowledge gap and presenting relevant and valuable findings to practitioners and stakeholders in the tourism industry (Petrova et al., 2019). To identify and compare tourism management strategies adopted in these two destinations, including efforts in promoting cultural diversity, natural beauty, and other tourist attractions, this research will provide valuable insights into the sustainability and advancement of the tourism industry throughout Indonesia.

2 THEORETICAL FRAMEWORK

2.1 TOURISM BRAND AND DESTINATION IMAGE

Tourism brand and destination image are two interrelated concepts that are key elements in building and managing the tourism industry (Koch et al., 2013). Tourism brand refers to a tourism destination's unique identity and impression. Like brands in the business world, tourism brands reflect a destination's distinctive characteristics, values, and messages. Tourism brand identity includes local culture, natural wealth, tourist attractions, infrastructure, and service quality (Borges et al., 2018). A strong tourism brand can create an easily recognized identity by tourists and provide a unique and memorable experience that distinguishes the destination from others.

Meanwhile, the destination image is the perception tourists form about a destination based on their previous experiences, information, and perceptions. Various factors, including marketing, promotion, reviews from previous travelers, and the media, can influence destination image (Phuc & Nguyen, 2023). Destination image reflects how tourists know, understand, and interpret the destination. A positive image can increase the attractiveness of a destination, encourage tourist visits, and contribute to the success of a region's tourism industry (Koch et al., 2013).

Tourism brands and destination images are interconnected and influence each other. A strong brand can form a positive image of the destination, while a positive destination image
can strengthen the tourism brand (Gil Arroyo et al., 2023). Therefore, efforts to build a tourism brand consistent with local identity and values and manage the destination image well are important for tourism destinations to attract tourists, maintain their satisfaction, and create sustainable loyalty. A successful tourism brand and positive destination image will impact local economic growth, cultural and environmental preservation and increase awareness of the destination at the global level.

2.2 INFORMATION TECHNOLOGY AND DIGITAL MARKETING

Information Technology and Digital Marketing are two closely related fields that play a central role in transforming and developing the modern world, including the tourism industry. Information Technology uses computer and communication technologies to collect, store, process, and disseminate information (Ashton, 2014). In tourism, information technology has a crucial role in presenting various digital platforms to present information to tourists. These platforms include destination websites, mobile apps, online reservation systems, and various devices and systems that support efficient tourism management (Vrontis et al., 2021). Information technology enables data collection and analysis, accelerates service processes, and facilitates interaction between tourism actors and tourists, improving the efficiency and quality of the tourist experience.

Digital Marketing, however, includes marketing strategies and activities conducted through digital platforms (Cai et al., 2019). In the tourism industry, digital marketing is important in promoting destinations, attracting tourists, and building a brand image. Digital marketing includes various activities, such as marketing through social media, online advertising, email campaigns, digital content, and search engine optimization (SEO) (Elsharnouby et al., 2021). Through digital marketing, tourism destinations can reach potential tourists in a targeted manner, communicate interactively, and utilize data to measure the effectiveness of marketing campaigns (Tamitiadini et al., 2021).

These two aspects have a significant impact on the tourism industry. Information Technology enriches how tourism destinations are managed, accelerates access to information for tourists, and opens up new opportunities in sustainable tourism resource management (Agrawal et al., 2022). Digital Marketing opens wide doors to reach a global audience at a more affordable cost and allows tourism destinations to build more personalized interactions with potential and existing tourist customers (Lacarcel & Huete, 2023). Both fields continue to evolve rapidly, and their use in the tourism industry is increasingly important in the
face of changing challenges and opportunities. Thoughtful and innovative use of information technology and digital marketing can help improve the attractiveness, brand image, and competitiveness of tourism destinations globally.

2.3 TOURISM MANAGEMENT AND DESTINATION MANAGEMENT

Tourism Management and Destination Management are two fields of study that aim to effectively and sustainably manage and optimize an area's tourism potential (Arbolino et al., 2021). Tourism Management is a holistic approach to planning, organizing, controlling, and coordinating various aspects of the tourism industry (Rodrigues et al., 2022). The main objective of tourism management is to achieve success in building and managing attractive, competitive, and sustainable tourism destinations from an economic, social, and environmental perspective (Hiererra et al., 2022). Tourism management includes managing human resources, budget, infrastructure, promotion, and tourism services. In addition, risk management and market monitoring are also important parts of achieving success in the tourism industry.

Destination Management is closely related to tourism management but is more focused on optimizing a particular tourism destination's attractiveness and competitive advantage (Dadkhah et al., 2022). Destination management focuses on planning and implementing programs to improve tourism infrastructure, public services, the quality of the tourist experience, and environmental and cultural conservation and preservation (Pahlevan-Sharif et al., 2019). Destination management aims to create a positive and memorable tourist experience so that they become repeat customers and speak well of the destination, thus creating a positive image for the destination.

Tourism and Destination Management often involve various stakeholders, including the government, private sector, local communities, and non-governmental organizations. Cooperation and collaboration between all these parties are important to achieve the common goal of managing tourism destinations well. In addition, long-term planning and adaptability in the face of external changes, such as market and environmental changes, are also crucial to achieving success and sustainability in the tourism industry. By combining effective tourism management with destination management focusing on excellence and sustainability, a tourism destination can become an attractive, unique, and satisfying attraction for tourists. Thus, tourism goals can be achieved while maintaining the destination's cultural, social, and environmental integrity, thereby providing long-term benefits to local communities and the tourism industry.
3 METHODOLOGY

This research will use a qualitative approach with a comparative study method focusing on secondary data analysis. The qualitative approach will allow the researcher to deepen the understanding of tourism management strategies and destination brand management in Bali and Yogyakarta. The comparative study method will facilitate an in-depth comparison of relevant secondary data from both destinations (Sileyew, 2019).

First, secondary data will be collected from official tourism-related local government documents, tourism performance reports, development plans, and promotional materials. These documents will provide reliable and detailed data on the strategies implemented in both destinations. In addition, the author also conducted a random online survey of tourists visiting Bali and Yogyakarta.

The next step is to organize and analyze the data from these documents. The data will be parsed, classified, and grouped based on key themes such as information technology use, local culture promotion, and sustainability efforts. Content analysis will be used to gain insights into the differences and similarities in tourism management practices and brand management in Bali and Yogyakarta.

The analysis results will be carefully interpreted to identify patterns and significant findings. From this, conclusions can be drawn regarding the effectiveness of each strategy in building positive tourist perceptions. A comparison between the two destinations will provide a clearer picture of how context factors, such as cultural and geographical characteristics, influence the implementation of these strategies.

By applying a qualitative research method with a comparative approach to secondary data, this study is expected to provide a deep understanding of tourism and brand management strategies in both destinations. The findings will provide valuable insights for developing better practices in the tourism industry and contribute to our understanding of the factors that shape tourists’ perceptions of tourism destinations. The comparative case study approach will provide valuable insights for developing better practices in dealing with the challenges and opportunities in the tourism industry in these two destinations (Akash & Aram, 2022).
4 RESULTS AND DISCUSSIONS

4.1 TOURISM MANAGEMENT STRATEGY AND DESTINATION BRAND MANAGEMENT

Tourism Management Strategies in Bali are holistic and diverse, reflecting maximum efforts in managing and developing this tourism destination. From an in-depth analysis, Bali has successfully implemented a series of strategies to maintain and enhance its appeal as one of the world's premier tourism destinations.

One aspect at the core of these strategies is a strong focus on marketing culture and natural beauty as the main cornerstones (Priyo Purnomo et al., 2021). Bali boldly utilizes its rich local culture, such as traditional dances, traditional ceremonies, and handicrafts, as an integral part of the tourist experience (Budi et al., 2022). In addition, the outstanding natural beauty, encompassing stunning beaches, marvelous terraced rice fields, and breathtaking mountains, is also showcased as an attraction that no other destination can compete. To maintain and enhance the destination brand image, Bali tends to implement a strategy emphasizing exclusivity and luxury appeal. This strategy is reflected in providing high-end accommodation facilities, high-quality restaurants, and premium leisure activities (Rhoads, 2012). Adopting information technology, primarily through social media, online platforms, and technology-based applications, is critical to amplify these exclusive messages, promote the destination globally, and provide convenience in travel arrangements.

Not only that but in order to maintain and appreciate cultural diversity, Bali has recognized the importance of integrating this element into its tourism management strategy (Hitchcock, 2023). They strive earnestly to preserve the local cultural values and make it a valuable experience for every tourist. In this regard, organizing cultural festivals, art performances, and various activities that provide an in-depth insight into the lives and traditions of the Balinese people is an essential part of the strategy (Andimarjoko, 2022; Wirawan & Januraga, 2020).

Overall, the tourism management strategy in Bali reflects a careful blend of cultural marketing, natural charm, and brand management strategies that focus on exclusivity. The use of information technology in marketing and the emphasis on cultural diversity provides a strong foundation for building and maintaining Bali's image as a prominent and authentic tourism destination.
While Yogyakarta's Tourism Management Strategy is unique and focuses on the city's rich history and culture, the analysis clearly shows that Yogyakarta has adopted a series of strategies to maintain its appeal as a tourism destination rich in cultural and historical values (Sugandini et al., 2018). One of the central points of these strategies is a strong emphasis on highlighting historical and cultural values as the main attraction (Nurmandi & Purnomo, 2011). Yogyakarta is known for its palace, rich in Javanese cultural heritage, and historical sites such as Borobudur and Prambanan (Kharismawati Kamaludin et al., 2021). This strategy is successful in attracting tourists who are interested in deep cultural and historical exploration.

In destination brand management, Yogyakarta tends to emphasize authentic cultural experiences. Travelers are encouraged to interact directly with the local culture through traditional art performances, culinary specialties, and participation in cultural activities. Information technology is also used to present interactive tour guides and provide in-depth historical information to tourists (Buonincontri et al., 2021; Fatimah & Pujiarto, 2019; Isdarmanto, Susanto, & Kiswantoro, 2021). In addition, Yogyakarta implements this element in its tourism management strategy to maintain and promote cultural diversity. Cultural festivals are held regularly, and various activities that invite tourists to experience and appreciate local culture are an important part of this destination's image.

Overall, Yogyakarta's tourism management strategy underscores a harmonious blend of highlighting historical and cultural values and authentic cultural experiences. This approach, supported by information technology and a strong focus on cultural diversity, has successfully established Yogyakarta as a destination that offers tourists a unique and immersive experience.
### Table 1

**Comparison of Tourism Management and Destination Brand Management Strategies**

<table>
<thead>
<tr>
<th>Culture and Nature Marketing</th>
<th>Bali</th>
<th>Yogyakarta</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bali's rich local culture, such as dances, religious ceremonies, and crafts as tourism experiences. Natural beauty: Beaches, Rice terraces, Mountains.</td>
<td>Focus on historical and cultural values as attractions, such as Prambanan Temple, Borobudur Temple, Yogyakarta Palace, and other historical sites.</td>
</tr>
<tr>
<td>Brand Management Strategy</td>
<td>Bali is more likely to adopt a brand management strategy that emphasizes exclusivity and luxury appeal. The effort to create a classy and premium experience for tourists is reflected in luxurious accommodation facilities, high-quality culinary, and premium leisure activities.</td>
<td>Yogyakarta tends to prioritize authentic cultural experiences in its brand management strategy. They offer travelers the opportunity to engage in traditional cultural and artistic activities, showcasing Javanese cultural heritage first-hand, as well as traditional culinary delights.</td>
</tr>
<tr>
<td>Information and Management Media Platform</td>
<td>Website dan Sosial Media</td>
<td>Website dan Sosial Media</td>
</tr>
</tbody>
</table>

Source: (Arismayanti et al., 2022; Hitchcock, 2023; Ollivaud & Haxton, 2019; Rucitarahma & Tiberghien, 2021; Yasmina et al., 2021)

Table 1 shows that Bali and Yogyakarta have diverse but interconnected tourism management strategies. Bali focuses more on marketing its culture and natural beauty as the main attraction, while Yogyakarta emphasizes its historical and cultural values. Regarding brand management, Bali tends to use a strategy that emphasizes exclusivity and luxury appeal, while Yogyakarta tends more towards the authentic cultural experience aspect.
Figure 2

Bali and Yogyakarta Tourism Index

Source: Indonesia Tourism Index, 2023

Figure 2 has comprehensively illustrated the tourism index comparison between Bali and Yogyakarta, focusing on the four main aspects that have been identified: Business Support Environment Aspect, Governance Aspect, Natural and Man-made Tourism Potential Aspect, and Supporting Infrastructure Aspect. From the figure, it is clear that Bali leads in several critical aspects, showing its superiority compared to Yogyakarta, especially in supporting infrastructure which is a crucial point in building a strong and sustainable tourism sector.

The Supporting Infrastructure aspect is a significant differentiator between Bali and Yogyakarta. Bali has successfully developed a well-established infrastructure, with an international airport serving various international and domestic flight routes. Strong connectivity and state-of-the-art supporting facilities provide a better experience for incoming tourists, as well as having a positive impact on the regional economy (Andimarjoko, 2022). Quality infrastructure also contributes to efforts to maintain environmental quality using more environmentally friendly technologies.

On the other hand, Yogyakarta still needs more effort in developing its supporting infrastructure. Nonetheless, this comparison also recognizes Yogyakarta's commitment to improving accessibility and facilities that support tourism growth continuously. With the right infrastructure improvements, Yogyakarta has the potential to advance further and develop in the tourism industry (Maizida, 2021).
This confirms that Bali has a clear advantage in supporting infrastructure, which is instrumental in maintaining its position as one of the world’s premier tourism destinations. Bali’s success in managing and developing supporting infrastructure is an inspiring example for Yogyakarta in its efforts to sustainably and competitively develop its tourism sector (Wisnawa et al., 2019). As such, this comparison illustrates the differences and provides opportunities for exchanging knowledge and best practices between these two valuable destinations.

As for the Business Enabling Environment aspect, Bali has successfully created a mature business ecosystem with a diverse range of accommodation, restaurant, and entertainment facilities (Arismayanti et al., 2022). This reflects active efforts in attracting tourists and contributing significantly to the regional economy. On the other hand, Bali has also faced the challenge of maintaining a balance between tourism growth and environmental preservation, demonstrating a commitment to sustainability (Novianti, 2020).

The Governance aspect shows that Bali, despite its large scale of tourism, has developed a complex and effective governance framework. This involves coordinating the local government, private sector, and community to harmonize tourism growth. On the other hand, Yogyakarta also has a centralized and efficient governance approach, showing flexibility in managing important aspects.

On the other hand, the Natural and Man-made Tourism Potential aspect shows that Bali and Yogyakarta each have unique attractions. Bali offers spectacular natural beauty, rich culture, and various artificial attractions (Salazar et al., 2018). Meanwhile, Yogyakarta showcases its historical and cultural appeal through iconic sites such as Borobudur and Prambanan Temple (Isdarmanto, Susanto, Tyas, et al., 2021). While both have intense charms, this comparison reveals that Bali has a wider variety of attractions. Overall, this comparative analysis confirms that Bali has an advantage in some key aspects of tourism management compared to Yogyakarta. Nonetheless, this comparison also recognizes each destination’s uniqueness and efforts to maintain sustainability and improve the tourist experience.

4.2 APPLICATION OF INFORMATION TECHNOLOGY IN TOURISM PROMOTION

Bali and Yogyakarta, as two of Indonesia’s top tourism destinations, are both taking smart steps in combining information technology with unique approaches according to the characteristics of each destination (Hitchcock, 2023; Maizida, 2021; Murti, 2019). Both recognize the important role of technology in enhancing the tourist experience but with different emphases.
In Bali, IT has become a highly effective global marketing tool. The main focus is to utilize social media and online platforms to create global awareness of Bali’s appeal. Through this innovation, the destination manages to reach out to potential travelers worldwide, bringing Bali’s natural and cultural appeal directly into its hands. From promoting its rich culture to its stunning beaches, Bali has expanded its appeal through online platforms, building a direct connection with potential visitors.

In contrast, Yogyakarta focuses on utilizing information technology to enhance the personalized and immersive tourist experience (Sugandini et al., 2018). They adopted localized tour guide apps and online services that provide in-depth insights into the city's cultural heritage and history. With these digital guides, tourists can explore historical sites such as Borobudur Temple and Prambanan Temple in an interactive and immersive way (Maizida, 2021). This approach allows tourists to engage more deeply with culture and history, providing a more meaningful and educational experience.

Figure 3

*Figure 3*

*Percentage of Dominant Actors in Bali and Yogyakarta Tourism Promotion*

Source: Data Processed by Author (2023)

Figure 3, through the results of an online survey conducted by the author, illustrates the dominance of actors who provide tourism information and promotion in Bali and Yogyakarta. The findings of this survey show an interesting pattern in both regions. Influencers are the dominant force in providing tourism information and promotion, accounting for 34.5% of the total responses. They use the power of social media to present tourist attractions in these two regions engagingly and convincingly (Cruz-Ruiz et al., 2022). These results indicate that a
personalized approach through the influence of well-known individuals significantly impacts the promotion of tourism destinations.

On the other hand, tourist information and promotion managed by local governments only accounted for 10.9% of the total responses. This suggests that promotional strategies and brand image managed by the government are less prominent in influencing tourists’ decisions. More interestingly, most tourists visiting Bali and Yogyakarta tend to get information through social media, influencers, or local tourism communities (32.7%). The attractiveness of the destinations themselves, as well as the role of tourism businesses/private sector (21.8%), also contribute to disseminating information.

These results confirm that social media and the influence of famous individuals have become very effective tools in promoting and informing tourism destinations (Ashton, 2014). Bali and Yogyakarta rely on visual appeal and personal stories influencers present to attract tourists. This illustrates that destination images are increasingly shaped by narratives from those who have experienced the destination, an increasingly important dynamic in this digital age (Koch et al., 2013).

As such, Bali and Yogyakarta have successfully integrated information technology into their tourism management strategies, each with a unique and identity-appropriate approach. Bali explores global potential through online marketing, while Yogyakarta enriches the traveler experience with a personalized approach through tour guide apps. Both approaches enhance the destination's image and help create a memorable experience for every traveler.

4.3 CULTURAL DIVERSITY AND SUSTAINABILITY

The fundamental difference between Bali and Yogyakarta lies in their approach to promoting cultural diversity and sustainability in the tourism sector. Bali highlights cultural diversity as one of the main attractions of their destination. With a wealth of traditional dances, religious ceremonies, and unique fine arts, Bali creates a culturally rich experience for tourists. Its emphasis on culture not only creates a deep understanding of the lives of local people but also provides opportunities for tourists to engage in authentic cultural practices (Phuc & Nguyen, 2023; Vrontis et al., 2021).

On the other hand, Yogyakarta puts more emphasis on environmental sustainability and the welfare of local communities in its tourism strategy. They recognize the importance of preserving nature and the environment and improving the quality of life of local communities. Sustainability programs in Yogyakarta include waste management initiatives, historic site
preservation, and local economic development. This reflects a commitment to protecting the environment and empowering communities in the context of tourism growth.

These differences give the two destinations a different dimension in the analysis. Bali offers a rich and diverse cultural experience, while Yogyakarta focuses on the harmony between tourism growth and social and environmental well-being. Despite their different approaches, both still contribute to Indonesia's unique appeal as a tourism destination that combines culture and sustainability.

The research results analyzed that each destination's characteristics and uniqueness strongly influence tourism management strategies and destination brand management in Bali and Yogyakarta. The strategies implemented reflect the rich cultural values, stunning natural attractions, and unique historical characteristics and take an approach that fits the local identity. There is a deep understanding of the importance of information technology in dealing with crisis challenges, such as those experienced during the pandemic (Sianipar et al., 2022). Bali and Yogyakarta have utilized information technology as an important tool in their marketing and promotional efforts. However, significant differences emerge in their approaches (Gil Arroyo et al., 2023). Bali aims for global marketing by utilizing social media and online platforms to reach a global audience. At the same time, Yogyakarta emphasizes using information technology to enhance the personalized and local tourist experience.

Furthermore, the differences in emphasis on cultural diversity and sustainability efforts reflect different commitments to social and environmental values. Bali promotes and utilizes cultural diversity as its main attraction, while Yogyakarta focuses more on environmental sustainability and the welfare of local communities. These strategies significantly impact how tourists perceive the destination and how they experience their trip. Travelers are allowed to engage with the culture and environment according to the strategies implemented by the destination.

Overall, this research proves that tourism management strategies and destination brand management in Bali and Yogyakarta result from a deep understanding of the characteristics and objectives of each destination. Information technology and a focus on cultural values and sustainability are important components that shape how these destinations build their image and the experiences offered to tourists.
5 CONCLUSION

This research adopted a comparative approach to analyze tourism and destination brand management strategies in Bali and Yogyakarta. Several important findings can be identified based on secondary data analysis, online surveys, and literature reviews. First, Bali and Yogyakarta destinations have unique and characteristic approaches to integrating information technology in their promotion and destination management efforts. Bali emphasizes global marketing through social media and online platforms, while Yogyakarta is more geared towards utilizing information technology to enhance the direct and personalized tourist experience. Secondly, differences in the two destinations' emphasis on cultural diversity and sustainability efforts indicate a commitment to different social and environmental values. Bali promotes cultural diversity as the main attraction, while Yogyakarta focuses more on environmental sustainability efforts and the welfare of local communities. Third, results from the online survey show that influencers significantly spread tourism information and promotion in both destinations. The influence of social media and the personal narratives of famous individuals has become an effective tool in influencing tourists' perceptions.

This research highlights the importance of a customized approach to each destination's characteristics and objectives in managing tourism strategy and brand management. Information technology has become an important tool in dealing with crisis challenges, as demonstrated during the pandemic, with different approaches in Bali and Yogyakarta. In addition, differences in approaches to cultural diversity and sustainability reflect each destination's commitment to different values.

This research provides valuable insights for the tourism industry and decision-makers in destinations and other regions. The implications of this strategy comparison can assist in designing more effective strategies to build a strong tourism destination image, attract tourists, and contribute to future economic and social sustainability and growth.

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