
Marketing Strategies, Experiential Marketing, and Public Relations in Increasing the Number of Tourist Visits

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Abstract:

This research aims to test and analyze the influence of Marketing Strategy, Experiential Marketing and Public Relations in increasing the number of visits. This research was conducted at the Muntig Siokan Inspiration Park with a research sample of 100 respondents taken using the Slovin formula. All data obtained from the questionnaire distribution is suitable for use, then analyzed using multiple linear regression, hypothesis testing (t test and f test). The results of the research show that (1) Marketing Strategy has a positive and significant effect in increasing the number of visits to the Muntig Siokan Inspiration Park, so that the more Marketing Strategy increases, the more visits to the Muntig Siokan Inspiration Park (2) Experiential Marketing has a positive and significant effect in increasing the number of visits to the Muntig Siokan Inspiration Park so that the more Experiential Marketing increases, the more visits to the Muntig Siokan Inspiration Park (3) Public Relations has a positive and significant effect in increasing the number of visits to the Muntig Siokan Inspiration Park, so that the more Public Relations increases, the more the number increases. visit to the Muntig Siokan Inspiration Park. (4) Marketing Strategy, Experiential Marketing and Public Relations have a positive and significant effect in increasing the number of visits to the Muntig Siokan Inspiration Park.

Keywords: *Marketing Strategy, Experiential Marketing, Public Relations and Number of Visits*

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1. Introduction

Tourism is a trip that is carried out from one place to another with the aim of trying or enjoying recreational trips and fulfilling desires (Azizah, 2022). In the tourism industry, marketing strategy, marketing experiences, and Public

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Relations play an important role in attracting and retaining visitors to a destination (Sharma et al., 2017). An effective marketing strategy can help identify and meet the needs of travelers, leading to increased visits. (Yuniati et al., 2023) Similarly, a marketing experience for visitors can increase their satisfaction and loyalty, which ultimately drives a higher number of travelers. (Benckendorff et al., 2009) Additionally, public relations efforts can shape the image and reputation of a destination, contributing to its attractiveness to potential tourists. (Sharma et al., 2017) (Yuniati et al., 2023). The development of information technology and its widespread use have significantly changed the relationship between destinations and tourists (Sharma et al., 2017). Visitors now rely on a variety of online sources, such as reviews, photos, videos, and recommendations, to shape their perception and make decisions about their travel destinations. (Kanimozhi et al., 2021) Since destinations are not just tourism products but places where people live, work, and play, special attention needs to be paid to discussing the ways in which marketing can promote the sustainability of these destinations. (Lasarte, 2020). A marketing strategy that aligns with social media can increase the success of tourism destinations in the market. Social media can be seen as the dominant marketing tool in today's tourism marketing scenario, as it allows destinations to reach potential visitors around the world and engage with them more effectively. (Sharma et al., 2017) Visitors' online engagement, such as sharing their experiences, can also shape the image of the destination and influence potential travelers' decision-making. (Sharma et al., 2017).

The number of foreign tourist visits to Indonesia in 2019 – 2021 was 16,106,954 in 2019 and in 2020 decreased with the number of visitors coming as many as 4,052,923 tourists, and in 2021 amounted to 1. 557,530 people (Ningrum et al., 2023). Of the many tourist areas in Indonesia, Bali is still the leading tourism to this day. The high number of tourist visits to Bali is due to the unique diversity of local cultures that are rooted in people's lives and this is the advantage that has the biggest impact on tourism in Bali compared to other regions. In Bali there are tourist villages that are quite famous by foreign tourists, one of which is Sanur village. Sanur holds the incredible beauty of the coastline, so Sanur can be dubbed like an exotic beach paradise. There are beaches that are targeted by domestic and foreign tourists, namely, Karang beach, Sanur beach, Semawang beach, Batu Jimbar beach, and Mertasari beach. Especially on Mertasari beach there is a tourism object that is quite in demand by tourists today, namely the Muntig Siikan Inspiration Park. Taman Inspirasi Muntig Siikan is a place located on the coast of Denpasar City and also offers a comfortable place for recreation, facilities that can pamper visitors, and there are several dishes ranging from Indonesian food, Chinese food, Western food, and various drinks. In this tourist attraction, there are rides that have become the iconic Muntig Siikan Inspiration Park, namely camel

tracking and horse tracking rides that have a great influence on the attraction of tourists to visit. Based on the data obtained, the number of tourist visits to Muntig Siokan Inspiration Park has increased every year. However, there is a decrease in the number of visits every month.

However, it is important to note that an overemphasis on marketing strategies, experiential marketing, and public relations efforts may not always lead to a sustained increase in tourist visits (Fransi et al., 2020). While these tools can be effective in the short term, they can also contribute to the commodification of destinations, where the focus shifts from providing authentic experiences to catering to travelers' desires. (Mayer & Vogt, 2016). This can result in the displacement of local communities, the degradation of cultural and natural resources, and the homogenization of destination experiences (Young & Markham, 2019). Tourism development must be carefully balanced with the needs and well-being of local residents, as well as the preservation of the destination's unique identity and environmental integrity (Chakim et al., 2023). Responsible and sustainable tourism practices, which prioritize the involvement of local stakeholders, the protection of natural and cultural assets, and the equitable distribution of benefits, may be more effective in driving long-term and sustainable growth in tourist visits (Irawan et al., 2021).

In increasing the number of visitors, of course, it is supported by the implementation of a good and correct marketing strategy so that the company is able to compete with surrounding tourist attractions. The company must be able to conduct an analysis of factors that affect the internal environment including strengths and weaknesses. In addition, there is also Experiential Marketing and Public Relations which can encourage an increase in the number of visitors. The strategy used by Taman Inspirasi Muntig Siokan to increase tourist attraction is through social media marketing which is one of the most effective tools in increasing public visibility and awareness of Taman Inspirasi Muntig Siokan as a culinary and recreational destination. The social media used are Instagram and Facebook. In addition, in providing a visiting experience to consumers, of course, it is supported by experiential marketing factors where Taman Inspirasi Muntig Siokan offers various kinds of promos and recreation packages to consumers. To increase the number of tourist visits driven by experiential marketing factors, Taman Inspirasi Muntig Siokan also collaborates with several travel agents including Bhuana Adventure, Smiling Travel, Oji Travel, and Go Bali Travel. There are also good reviews from visitors on one of the websites, namely [Tripadvisor.co.id](https://www.tripadvisor.co.id) which can increase the attraction of tourists through the experience that has been felt by tourists who have visited Taman Inspirasi Muntig Siokan before. Public relations is something that companies need to pay attention to to maintain positive and mutually beneficial relationships with various stakeholders such as the media, employees, customers, and the wider community (News, 2023). Regarding the

media, Taman Inspirasi Muntig Siokan builds good relationships by providing information that is as detailed and accurate as possible so that the information that will be channeled to consumers can be easily received.

What Taman Inspirasi Muntig Siokan does to pamper and maintain relationships with customers is to provide the best service by greeting, service, and sharing additional information about restaurants. Without the support of the wider community, of course, Taman Inspirasi Muntig Siokan cannot run smoothly, based on the geographical location of Taman Inspirasi Muntig Siokan is located in the Tanjung Sanur and Banjar Blanjong areas, therefore the company must maintain good relations in the surrounding environment in realizing public relations. However, there is also a problem where there is inconsistency in service to consumers such as the response from waiters is not polite so that it causes a sense of indifference and also the lack of invigorating marketing promotion using social media and lack of innovation in boosting the company's progress. Based on research by Ramdani (2023), it was found that marketing strategies have a positive effect on tourist visits to the Situ Lengkong Panjalu Ciamis tourist attraction. There are also findings from research conducted by Manurung & Lutfie (2020) showing that experiential marketing has a positive effect on consumer satisfaction in increasing tourist visits to the city of Bandung. Then, findings from the Jinan (2018) study were found which stated that marketing public relations had a positive and significant effect on the decision to visit.

2. Theoretical Background

Marketing Strategy

Marketing strategy is a planning process designed by companies to market and introduce products or services that the company offers to consumers, so that the expected goals can be achieved with all considerations from the possible risks faced (Zevi, i2018). According to Aryani et al (2020), marketing strategy is a goal or objective that provides direction to marketing efforts from time to time and at each level and Location. The integration of experiential marketing into a tourism company's overall marketing strategy can lead to increased visits and improved destination image. (Benckendorff et al., 2009)

Experiential Marketing

Experiential Marketing is an approach method that can channel relevant information about a product or service and is also able to have a very important influence on consumer satisfaction. Therefore, if the better *the experiential marketing* owned by a company, the more satisfied consumers will be to visit (Nursoliah & Wibawanto, 2023). *Experiential Marketing* has gained significant attention in the field of tourism and hospitality (López &

Rodríguez-Molina, 2013). This approach emphasizes the importance of creating a memorable experience for consumers, rather than simply focusing on the functional features of a product or service. (Stratigea & Hatzichristos, 2011) *Experiential marketing* encourages companies to design scenarios that allow consumers to engage with the brand through various sensory channels, such as sight, sound, and touch. (Schmitt, 1999) In the tourism industry, experiential marketing has the potential to increase the survival value and development of tourism products, as it allows visitors to actively participate in the tourism experience. (Yeh et al., 2019). According to Kustini (2007) *experiential marketing* is a way to create customers to have experience through ipanca isense, icreate affective experiences (*feel*), create creative thinking experiences (*think*), creating customers who are physically in contact with the body, creating an experience of interacting with others (*act*). Experiential marketing is particularly relevant in the tourism industry, as tourists are often looking for destinations and activities that offer unique and unforgettable experiences. (Song et al., 2022) The implementation of experiential marketing in the tourism sector can be achieved through various means, such as communication, visual and verbal identity, product presence, and electronic media. (Schmitt, 1999) By creating a holistic experience that integrates the individual experience into a cohesive whole, tourism companies can better meet the evolving needs and expectations of their visitors. (Schmitt, 1999)

Public Relations

Public Relations can be interpreted as a strategy from the company in building good relations with the public to get a positive view from all aspects of the surrounding community. In addition, Public Relations has a definite goal, namely to ensure that the company's image in the eyes of the public is not bad (Audry, 2021). According to Tulis & Wijaya (2019), public relations can also be interpreted as a function of leadership and management that aims to build a good relationship in an effort to achieve the goals of the organization and what is expected by the community. Public relations plays an important role in shaping the image and perception of tourism destinations, which can ultimately affect tourist visits. (Fransi et al., 2020) Effective public relations efforts, such as media coverage, event management, and community engagement, can help build awareness, generate word-of-mouth promotion, and attract potential visitors to a destination. (Abam, 2016) Public relations can also be leveraged to promote the unique experiences and offerings of tourism destinations, in line with the principles of experience marketing. (Ginanjari, 2023)

Tourist Visits

Tourist visits are an important aspect of the tourism industry, as they directly impact the success and growth of tourism-related businesses and goals. The number of tourist arrivals to a particular location is a key indicator of the popularity and attractiveness of the destination. (Naseem, 2021) Understanding the factors that affect tourist visits, such as destination attributes, marketing strategies, and public relations efforts, is essential for tourism stakeholders to make informed decisions and effectively attract and retain visitors. (Lasarte, 2020). Experiential marketing has been recognized as a valuable tool in attracting and retaining visitors to tourism destinations. (Sui et al., 2022) By creating immersive and engaging experiences that cater to travelers' senses and emotions, tourism companies can differentiate themselves from competitors and increase their visitors' overall satisfaction and loyalty. (Song et al., 2022) The integration of experiential marketing into tourism marketing strategies can lead to an increase in tourist visits, as it offers a more engaging and memorable way for visitors to interact with destinations. (Kim, 2016)

3. Methodology

The population in this study is domestic and foreign visitors to Muntig Siokan Inspiration Park, but the number of individuals is infinite. In this study, the sampling technique used is the Probability Sampling *method*. The Sampling technique is Simple *Random Sampling*. The sample in this study is the minimum number of respondents needed, which is as many as 100 respondents. In this study, the data in the form of these numbers were obtained from the results of the questionnaire answers distributed to the respondents, namely visitors who traveled to the Muntig Siokan Inspiration Park. In this study, data was collected through a questionnaire that had been distributed to respondents, namely visitors who traveled to i Taman Inspirasi Muntig Siokan. In this study, the data collection technique was carried out through the distribution of questionnaires to respondents (domestic or international visitors to Taman Inspirasi Muntig Siokan). In this study, multiple linear regression analysis techniques were used with data processing using SPSS.

4. Empirical Findings/Result

Descriptive statistics or data descriptions in this study are presented to provide information about the characteristics of the research variables, among other *means* and standard deviations. Measurement of the mean is the most commonly used method to measure the centrality of a data distribution. While the standard deviation is the difference between the data value that is studied

and the average. The results of the descriptive statistics processed with the help of software *SPSS 26.00 for Windows* which can be seen in table 1 below:

Table 1. iResults iStatistics idescriptive

	N	Minimum	Maksimum	Mean	Std. Deviation
Strategi Marketing	100	9	28	21,04	4,703
<i>Experiential Marketing</i>	100	5	15	11,30	2,271
<i>Public Relations</i>	100	4	16	11,78	2,925
Meningkatkan Jumlah Kunjungan	100	3	12	9,00	2,399
Valid N (listwise)	100				

Source: Data processed (2023)

The results of the descriptive statistics of the Marketing Strategy variable showed N as many as 100, an average of 21.04 and a standard deviation of 4.703. The data shows that the standard deviation value is smaller than the average value. This indicates that the respondents' answers regarding Marketing Strategy are evenly distributed. The results of the descriptive statistics of the *Experiential Marketing* variable showed N as many as 100, an average of 11.30 and a standard deviation of 2.271. The data shows that the standard deviation value is smaller than the average value. This indicates that the respondents' answers regarding *Experiential Marketing* are evenly distributed. The results of the descriptive statistics of the *Public Relations* variable showed that N was 100, with an average of 11.78 and a standard deviation of 2.925. The data shows that the standard deviation value is smaller than the average value. This indicates that the respondents' answers regarding *Public Relations* are evenly distributed. The results of the descriptive statistics of the variable Increasing the Number of Visits showed N as much as 100, an average of 9.00 and a standard deviation of 2.399. The data shows that the standard deviation value is smaller than the average value. This indicates that the respondents' answers regarding Increasing the Number of Visits are evenly distributed. This analysis is to find out the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the independent variable if the value of the independent variable increases or decreases. The following is a summary of the results of multiple linear regression.

Table 2. Test Results Regression

Variabel	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig
	B	Std. Error			
(Constant)	-3.071	0.655		-4.686	0.000
Strategi Pemasaran	0.074	0.028	0.144	2.591	0.011
<i>Experiential Marketing</i>	0.387	0.058	0.366	6.672	0.000
<i>Public Relations</i>	0.522	0.040	0.637	13.165	0.000
R					0,895
<i>R Square</i>					0,801
<i>Adjusted R Square</i>					0,794
<i>F Statistic</i>					128,519
Signifikansi Uji F					0,000

Source: Data processed (2023)

Based on the results of this equation, it can be explained that the influence of Strategy Marketing (X1), *Experiential Marketing* (X2) and *Public Relations* (X3) in Increasing the Number of Visits (Y) is as follows:

$a = -3,071$ this means if variable Strategy Marketing (X1), *Experiential Marketing* (X2) and *Public Relations* (X3), not experience (equal to i_0) or *constant* then the amount Increase Total Visits (Y) $-3,071$.

$b_1 = 0,074$ this means that Marketing Strategy has a positive effect on increasing the number of visits. This means that the more Marketing Strategy increases, the more it can increase the number of visits.

$b_2 = 0,387$, this means that *Experiential Marketing* has a positive effect on increasing the number of visits. This means that the more *Experiential Marketing* increases, the more visits it will increase.

$b_3 = 0,522$, this means that *Public Relations* has a positive effect on increasing the number of visits. This means that the more *Public Relations* increases, the more visits will increase.

Determination analysis is an analysis to find out how much influence Marketing Strategy, *Experiential Marketing* and *Public Relations* have on Increasing the Number of Visits at Taman Inspirasi Muntig Siokan. Based on Table 2 above, the magnitude of the *Adjusted R Square* is 0.794. This means that Marketing Strategy, *Experiential Marketing* and *Public Relations* affect the Increase in the Number of Visits at Taman Inspirasi Muntig Siokan by 79.4% while the remaining 20.6% is influenced by other factors outside this study.

5. Discussion

Marketing strategy towards increasing the number of visits at Taman Inspirasi Muntig Siokan.

Based on the results of the study, it was obtained that the Marketing Strategy variable (X1) had a positive and significant effect in increasing the number of visits (Y) at Taman Inspirasi Muntig Siokan. Marketing Strategy is useful for explaining how marketing strategies are able to influence attraction to increase the number of visitors. Marketing strategy is a tool to achieve marketing goals which is how companies can obtain *consumer mind share* (Budiarto, 2013). This is in accordance with research revealed by Radha Andia Pramesti (2023), Roby Fahlevi (2018), stating that the Marketing Strategy has a positive effect on Increasing the Number of Visits.

Experiential Marketing Towards Increasing the Number of Visits to Taman Inspirasi Muntig Siokan

Based on the results of the research, it was obtained that the Experiential Marketing variable (X2) had a positive and significant effect on increasing the number of visits (Y) at Taman Inspirasi Muntig Siokan. *Experiential Marketing* is a very relatively new method of marketing. *Experiential marketing* is useful in a company that has the goal of increasing the brand of the product that is in the decline stage, differentiating their product from competitor products, increasing renewal and approaching consumers to try or buy the product. This is in accordance with the research expressed by Nursoliah i& Wibawanto (2023), Fathurrahman et al i (2023), Rampengan et al (2021) stated that *Experiential Marketing* has an positive effect on increasing the number of visits.

Public Relations Towards Increasing the Number of Visits in Taman iInspirasi Muntig Siokan.

Based on the results of the study, it was obtained that the Public *Relations* variable (X3) had an positive effect and insignificant in increasing the number of Muntig Siokan Inspiration Parks (Y). *Public relations* is something that needs to be considered by companies to maintain positive and mutually beneficial relationships with various stakeholders such as the media, employees, customers, and the wider community.(News, i2023). regarding the media, Taman inspires Muntig Siokan in build a good relationship with providing information that is as detailed and accurate as possible so that the information that is distributed to consumers can be easily received. What Taman Inspirasi Muntig Siokan does to pamper and maintain relationships with customers is to provide the best service by doing *greeting*, *service*, and providing additional information about the restaurant. This is in accordance

with research revealed by Jinan (2018), Sihabudin (2019), Sari & Dwi (2022) that *Public Relations* has a positive effect on increasing the number of visits.

The Influence of Marketing Strategy, *Experiential Marketing* and *Public Relations* on Increasing the Number of Visits at Muntig Siokan Inspiration Park.

The multiple linear regression equation obtained is $Y = -3.071 + 0.074X_1 + 0.387X_2 + 0.522X_3$. The variables Marketing Strategy, *Experiential Marketing* and *Public Relations* had a strong correlation of 0.895. Based on the results of the F test, it is known that the significance value of the F test of 0.000 is less than 0.05, this means that simultaneously. Marketing Strategy, *Experiential Marketing* and *Public Relations* have a positive and significant effect on increasing the number of visits to Muntig Siokan Inspiration Park. The results of this study are in line with research conducted by Noerbani (2023), Safitri (2022), Junaida (2019) who stated that Marketing Strategy, *Experiential Marketing* and *Public Relations* have a positive and significant effect on increasing the number of visits.

6. Conclusion

Marketing Strategy has a positive and significant effect in increasing the number of visits to Taman Inspirasi Muntig Siokan, so that the more Marketing Strategy increases, the more it will increase the number of visits to Taman Inspirasi Muntig Siokan. *Experiential Marketing* has a positive and significant effect in increasing the number of visits to Taman Inspirasi Muntig Siokan so that the more *Experiential Marketing* increases, the more the number of visits to Taman Inspirasi Muntig Siokan increases. *Public Relations* has appositive and significant effect in increasing the number of visits at Taman Inspirasi Muntig Siokan, so that the more *Public Relations* increases, the more it increases the number of visits ito Taman Inspirasi Muntig Siokan. Marketing Strategy, *Experiential Marketing* and *Public Relations* have a positive and significant effect in increasing the number of visits at Taman Inspirasi Muntig Siokan. For the next researcher, it is recommended to add several variables that are suspected to affect the increase in the number of visits. With this diversity, it is hoped that the results obtained will be generalized in a wider scope. This research was only conducted on Taman Inspirasi Muntig Siokan. For the next researcher, it is recommended and expected to expand the research object, so as to provide a better view and be able to be implemented in general.

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