Enhancing Diversification of Tourism Destination and Attraction in Indonesia

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Source: http://www.asean.org
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Egypt’s pyramids

Padang mountain

“oldest pyramids on earth”
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“best snorkeling in the world”
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“world’s best lake”

Maligne Lake

Toba Lake
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“world most impressive ancient sites”
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“world most interesting tribes”
- Marketing budget

![Budget Increase Graphic]

Source: http://www.manilatimes.net

- 24 seaports to be developed or improved creating new job opportunities for cruising industry
- 19 new airports are being built within the next four years
- Another 84 countries will be added to the visa free list
A big part of Destination Marketing will certainly be centered on the growth of social communications websites. The brisk expansion in social networking on Facebook alone has risen from 100 million users to over 1 billion in the space of less than eight years. Utilizing this growth and staying on top of the constantly evolving impact of global connectivity is absolutely essential for any successful marketing campaign.
Challenge

- Waste Management
- Clean water availability
- Managing negative information online
38% are willing to pay higher rates and book with environmentally friendly travel companies.

The 55 million Geotourists in the USA want travel experiences that protect and preserve the ecological and cultural environment.

Source: National Geographic Traveller
“proper planning in development is key to sustainable tourism and local culture protection”
Effective communication among stakeholders is key to achieve a sustainable tourism development despite volume.