



Destination marketing system design using Rapid Application Development

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ABSTRACT

This research aims to design a destination marketing system capable of accommodating information of product, price, place, and promotion. The method employed is Rapid Application Development (RAD), comprising the phases of requirement planning, user design, construction, and cutover. The outcomes of the study underscore that details regarding product offerings, pricing structures, geographical considerations, and promotional strategies are instrumental for decision-making in optimizing tourist visitation. With its iterative and collaborative nature, the utilization of RAD proves effective in systematically developing a system that aligns with the multifaceted dynamics of destination marketing. The phased approach, from requirement planning to cutover, ensures the systematic incorporation of crucial elements within the system. In conclusion, the research findings emphasize the significance of a well-designed destination marketing system in consolidating and utilizing product, price, place, and promotion information for informed decision-making in the tourism sector.

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1. INTRODUCTION

Tourist destinations necessitate effective marketing strategies to captivate visitor interest and enhance local economies (Matiza & Slabbert, 2023). The principal imperative involves crafting and implementing comprehensive marketing plans tailored to each destination's unique attributes and appeal (Zins & Abbas Adamu, 2023). Strategic initiatives should be devised to highlight the distinctive cultural, historical, and natural facets that set a destination apart, resonating with diverse visitor preferences (Jin & Cheng, 2020). Moreover, integrating innovative promotional campaigns leveraging various media channels becomes pivotal in fostering awareness and engagement (Chung et al., 2020). The realization of these endeavors not only contributes to increased tourist footfall but also plays a vital role in stimulating the local economy through heightened hospitality, retail, and service sector activities (Seraphin et al., 2023). In conclusion, the symbiotic relationship between effective destination marketing and local economic prosperity

underscores the significance of strategic planning and implementation in ensuring sustainable and thriving tourism destinations (Cheung & Song, 2023).

To enhance overall competitiveness, the strategic marketing of tourist destinations can effectively adopt the 4P marketing mix concept, comprising Price, Product, Place, and Promotion (Liu et al., 2021). The primary focus lies in crafting a comprehensive strategy that aligns with the unique attributes and demands of the destination (Kumail et al., 2022). Establishing an optimal pricing structure (Price) ensures that the destination remains attractive to diverse visitor segments, balancing affordability and perceived value (Kennedy et al., 2023). Concurrently, refining the destination's offerings (Product) involves meticulously examining its inherent cultural, historical, and natural resources and developing innovative and authentic experiences (Kennedy et al., 2023). Geographical accessibility and efficient distribution channels (Place) are essential factors, underscoring the significance of strategic location and seamless connectivity (Adam et al., 2023). Furthermore, a robust promotional strategy (Promotion) encompassing various digital and traditional marketing channels is indispensable to creating awareness and fostering optimistic perceptions (Yung et al., 2020). Ultimately, the amalgamation of these elements within the 4P framework catalyzes the sustainable marketing of tourist destinations, contributing to their continued success and desirability in the global tourism landscape (Trimurti et al., 2019).

This research endeavors to design a Destination Marketing System application utilizing the Rapid Application Development (RAD) method. The primary objective is to create a dynamic and efficient platform that caters to the specific needs of destination marketing, facilitating swift adaptation to changing requirements and ensuring rapid system development. The application of the RAD method is justified by its iterative and collaborative nature, allowing for continuous user feedback and prompt adjustments (Suni et al., 2023). This approach fosters a more flexible development process, enabling the incorporation of evolving features and functionalities as identified during the iterative cycles (Singgalen, 2024). The implementation of RAD in creating the Destination Marketing System aligns with the dynamic nature of the tourism industry, ensuring that the developed application remains responsive to emerging trends and demands. In conclusion, using the RAD method in this research is anticipated to yield a robust and adaptive Destination Marketing System that can effectively meet the evolving needs of the destination marketing domain.

The urgency of this research lies in the initiative to document the marketing processes based on the database of product or service types and prices within tourist destinations, as well as the locations and promotional media utilized to broaden the reach of visitors (Floranika et al., 2022). Understanding and systematically recording these elements are crucial for optimizing destination marketing strategies. The main thrust of the research is to establish a comprehensive database that encapsulates the diverse array of products and services offered within a destination, along with their corresponding pricing structures (Palimbong & Sapar, 2022). Additionally, the investigation delves into the geographical aspects of marketing, assessing the impact of location on visitor engagement (Vidyastuti, 2021). Moreover, it scrutinizes the media channels used for promotion, acknowledging their pivotal role in influencing visitor decisions (Haftom Gebremichael ab & Singh Dillon, 2021). Documenting these marketing intricacies is paramount for fostering informed decision-making within the tourism industry (Irfan et al., 2020). In conclusion, this research enhances destination marketing practices by providing a systematic and data-driven understanding of the multifaceted elements influencing visitor outreach and engagement (Andrianto & Masruroh, 2020).

Previous research in destination marketing has predominantly focused on statistical testing to examine the influence or relationships among variables (Susanto & Nursamsu, 2020). While these studies have significantly contributed to understanding the quantitative aspects of destination marketing, this research diverges by introducing a

distinct methodological approach (Santoso et al., 2019). Rather than relying solely on statistical analyses, this study proposes the utilization of Rapid Application Development (RAD) in designing a database for a Destination Marketing System. The choice of RAD is motivated by its iterative and collaborative nature, allowing for dynamic adjustments and enhancements throughout the development process (Christanto, 2024). This departure from traditional statistical testing toward a more iterative and flexible design methodology marks a novel contribution to destination marketing research. In essence, this research aims to enrich the existing body of knowledge by advocating for a comprehensive approach that combines database design and RAD methodology to create a more adaptable and responsive Destination Marketing System.

The limitations of this research are rooted in the design of the database and information system, particularly concerning the integration of components related to the marketing mix of product, price, promotion, and place. The primary constraint lies in the complexity inherent in encapsulating the multifaceted nature of marketing strategies within a singular database framework. Despite the meticulous consideration of the four pivotal elements of the marketing mix, challenges may arise in capturing the nuanced interactions and dependencies among these components (Kılıç & Gürlek, 2023). Additionally, the dynamic and evolving nature of marketing strategies could pose difficulties in maintaining the relevance and accuracy of the database over time (Sánchez-Amboage et al., 2023). While the research endeavors to comprehensively address these components, it is imperative to acknowledge the inherent limitations associated with the intricacies of marketing dynamics. In conclusion, recognizing these constraints is vital for contextualizing the outcomes and ensuring a nuanced interpretation of the findings in the broader landscape of destination marketing.

This research's practical and theoretical implications are significant in advancing our understanding and application within the field. The primary contribution lies in its empirical validation of theoretical constructs, thus enhancing the theoretical framework's robustness. Furthermore, the findings offer practical insights for practitioners, policymakers, and stakeholders, informing strategic decision-making processes. Moreover, the nuanced understanding gained through this research has the potential to catalyze further scholarly inquiry and interdisciplinary dialogue, fostering continuous advancement within the domain. This research contributes to theoretical knowledge and provides actionable insights that can positively impact real-world practices and policies.

2. RESEARCH METHOD

This research employs the Rapid Application Development (RAD) methodology, encompassing distinct stages of requirement planning, user design, construction, and cutover (Sutresno et al., 2024). The primary emphasis lies in expediting the software development process through iterative cycles and collaboration between developers and end-users. In the requirement planning phase, key functionalities and system specifications are identified with stakeholders, setting the foundation for subsequent development stages. The user design phase entails the creation of prototypes and interfaces, ensuring alignment with end-users expectations and needs. The construction phase involves the actual coding and development of the application based on the agreed-upon design. Finally, the cutover phase marks the transition to the operational stage, encompassing data migration, system integration, and user training. Using RAD facilitates a flexible and responsive development process, ultimately creating a robust and user-friendly application. In conclusion, the adoption of RAD in this research underscores its efficacy in expediting the development of a Destination Marketing System, promoting adaptability and collaboration throughout the project lifecycle, as shown in the figure below.

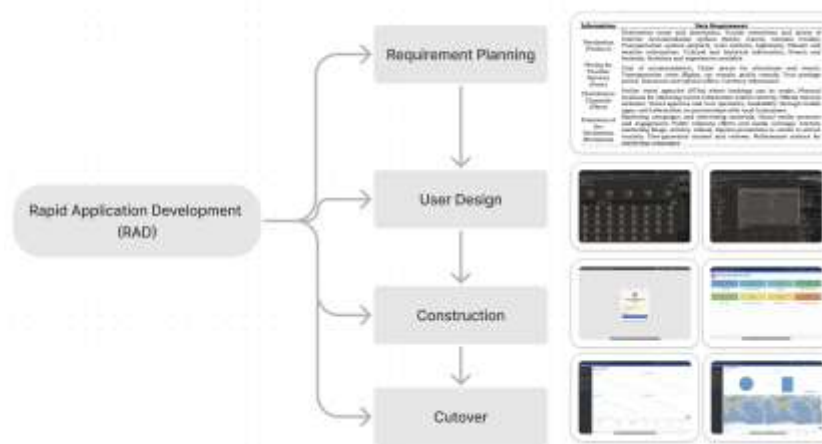


Figure 1. Rapid Application Development

Figure 1 shows the stages of RAD in destination marketing system design. The Rapid Application Development (RAD) methodology has a distinct advantage: flexibility in altering the system design according to user needs. The primary strength lies in RAD's iterative and collaborative approach, allowing for dynamic adjustments throughout development. In the initial stages, the system design is established based on user requirements, and subsequent iterations enable ongoing refinements based on user feedback. This iterative nature facilitates real-time adaptability, ensuring the final product aligns closely with end users' expectations and preferences. The user-centric focus of RAD enhances the likelihood of developing a system that is not only technically robust but also resonates effectively with the target users' practical needs and usability preferences. In conclusion, the inherent flexibility of RAD stands as a pivotal attribute, acknowledging the imperative role of user input in shaping a system that is both responsive and attuned to the dynamic requirements of the end-users.

2.1 Requirements Planning

In the requirement planning phase, an exhaustive investigation is conducted to trace the essential information needed to design the database and information system for marketing a destination, specifically addressing product, price, place, and promotion. The central objective of this phase is to identify and document the diverse and interconnected data points crucial for developing a robust marketing information system. This involves meticulous research to discern the spectrum of products and services offered within the destination, their corresponding pricing structures, geographical considerations influencing visitor accessibility and engagement (place), and the intricate promotional strategies employed. The systematic pursuit of this information lays the groundwork for a comprehensive and responsive database, ensuring that the subsequent stages of system development are aligned with the nuanced requirements of destination marketing. In conclusion, the diligence exercised during the requirement planning phase is indispensable for informing the database design, thereby contributing to the effectiveness and adaptability of the Destination Marketing System, as shown in the table below.

Table 1. Data Requirement for Destination Marketing System

Information	Data Requirement
Destination (Product)	Destination name and description; Tourist attractions and points of interest; Accommodation options (hotels, resorts, vacation rentals); Transportation options (airports, train stations, highways); Climate and weather information; Cultural and historical information; Events and festivals; Activities and experiences available.
Pricing for Tourism	Cost of accommodation; Ticket prices for attractions and events; Transportation costs (flights, car rentals, public transit); Tour package prices; Discounts and

Services (Price)	special offers; Currency information
Distribution Channels (Place)	Online travel agencies (OTAs) where bookings can be made; Physical locations for obtaining tourist information (visitor centers); Official tourism websites; Travel agencies and tour operators; Availability through mobile apps; and Information on partnerships with local businesses.
Promotion of the Destination (Promotion)	Marketing campaigns and advertising materials; Social media presence and engagement; Public relations efforts and media coverage; Content marketing (blogs, articles, videos); Special promotions or events to attract tourists; User-generated content and reviews; Performance metrics for marketing campaigns

Table 1 shows the data requirement for destination marketing system. During the requirement planning phase, the information and data needed are intricately tied to the elements of product, price, place, and promotion within the context of the Destination Marketing System. This pivotal stage involves a comprehensive analysis to identify and articulate the specific requirements underpinning each marketing mix facet. The information sought includes details on the products and services offered within the destination, their corresponding pricing structures, the geographical aspects influencing visitor accessibility and engagement (place), and the diverse promotional strategies employed. This systematic approach ensures that the subsequent phases of system development align closely with the nuanced requirements of destination marketing, setting the foundation for a robust and responsive system that encapsulates the multifaceted dynamics of the tourism industry. In conclusion, the meticulous consideration of these interconnected elements at the requirement planning stage is instrumental in shaping a Destination Marketing System that comprehensively caters to the diverse and dynamic aspects of marketing within a tourist destination.

2.2 User Design

During the user design phase, the dashboard appearance in Oracle APEX is configured for the Destination Marketing System. The primary objective of this phase is to tailor the visual interface of the system to meet the specific needs and preferences of end-users. This involves configuring the design elements of the dashboard, such as layout, color schemes, and graphical representations, by user-centric principles. Customizing the dashboard in Oracle APEX ensures that it not only aligns with the functional requirements of the Destination Marketing System but also enhances user experience and usability. Therefore, The user design phase plays a critical role in creating an interface that is aesthetically pleasing but also intuitive and user-friendly, contributing to the overall effectiveness and acceptance of the marketing system. In conclusion, the meticulous configuration of the dashboard in Oracle APEX during the user design phase is pivotal for ensuring that the Destination Marketing System is technically robust and resonates effectively with its end-user's practical needs and preferences.

2.3 Construction

During the construction phase, the configuration process encompasses developing and setting each page specifically related to product, price, place, and promotion within the Destination Marketing System. The primary focus at this stage is translating the conceptual design into tangible components, ensuring the seamless integration of diverse functionalities. Each page is meticulously configured to capture and represent the information associated with the marketing mix elements, fostering a coherent and comprehensive system. This involves systematically incorporating features and tools that facilitate the management of product details, pricing structures, geographical considerations, and promotional strategies. The construction phase, therefore, serves as a critical juncture where the envisioned functionalities are materialized, laying the groundwork for a robust and responsive Destination Marketing System. In conclusion, the detailed configuration undertaken during the construction phase ensures that the

system effectively addresses the intricate dynamics of destination marketing, enhancing its capability to cater to the needs of the diverse and evolving tourism industry.

2.4 Cutover

During the cutover phase, the evaluation process ensures the proper functioning of the create, read, update, and delete (CRUD) data operations within the Destination Marketing System. The primary objective at this juncture is to ascertain the seamless execution of essential functionalities, validating that the system performs effectively in handling data manipulation processes. Rigorous assessments are conducted to verify the accuracy and reliability of the CRUD operations, ensuring that data creation, retrieval, updating, and deletion occur without disruptions or errors. This meticulous evaluation is imperative to guarantee the optimal usability and reliability of the Destination Marketing System. The cutover phase, therefore, serves as a critical quality assurance checkpoint, validating that the system is ready for operational use and that its functionalities align with the intended objectives. In conclusion, the thorough evaluation of functions and features during the cutover phase is instrumental in affirming the system's robustness, ultimately contributing to its effective utilization in the dynamic landscape of destination marketing.

3. RESULTS AND DISCUSSIONS

The Destination Marketing System (DMS) is an application for storing data, providing a robust platform for evaluating destination management performance based on the marketing mix's key components: product, price, place, and promotion (Au-Yeung et al., 2022). The DMS is a comprehensive repository that systematically captures and organizes information about the various facets of the destination marketing (Qiu et al., 2023). Through this application, stakeholders can assess and analyze the effectiveness of product offerings, pricing strategies, geographical considerations, and promotional activities. The DMS, therefore, plays a pivotal role in facilitating data-driven decision-making processes and offers a valuable tool for destination managers to enhance a tourist destination's overall competitiveness and sustainability. In conclusion, the DMS emerges as a strategic asset, leveraging data storage and analysis to inform and optimize the management of destinations in the dynamic landscape of tourism.

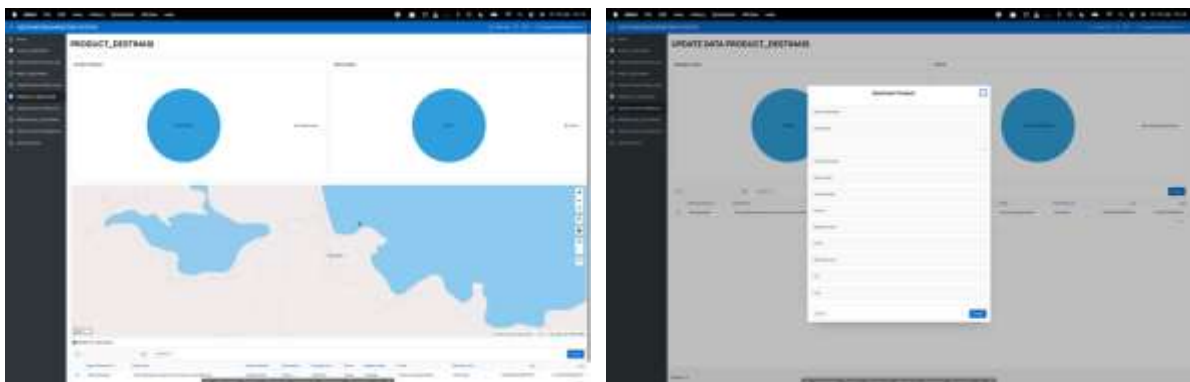


Figure 2. Destination (Product) Dashboard

Figure 2 shows the destination (product) dashboard. The Destination Dashboard focuses on products and encompasses diverse information crucial for comprehensive destination marketing. The mainstay of this dashboard includes essential details such as Destination name and description, providing a foundational overview for potential

visitors. It further incorporates comprehensive insights into Tourist attractions and points of interest, guiding travelers in their itinerary planning. Accommodation options, spanning hotels, resorts, and vacation rentals, feature prominently, catering to the diverse preferences of visitors. In addition, the dashboard provides insights into Transportation options, including details about airports, train stations, and highways, facilitating seamless travel logistics. Climate and weather information aids travelers in making informed decisions, while Cultural and historical details enrich the visitor experience. Events and festivals, along with a catalog of Activities and experiences available, offer a vibrant depiction of the destination's dynamic offerings. In conclusion, the Destination Dashboard is a pivotal tool, aggregating multifaceted information to empower destination managers and potential visitors with a comprehensive and engaging understanding of the destination's products and attractions.

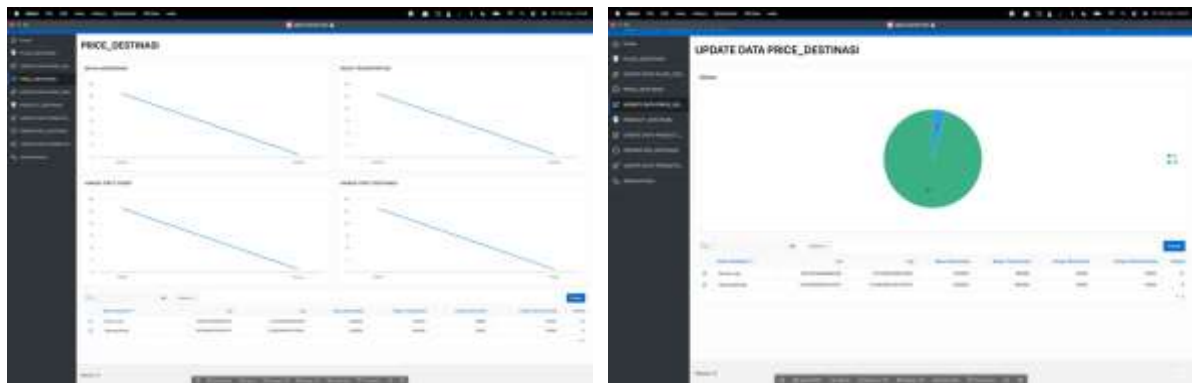


Figure 3. Pricing for Tourism Services (Price) Dashboard

Figure 3 shows the pricing for the tourism services (price) dashboard. The Pricing for Tourism Services dashboard, which focuses on the price component, presents a comprehensive database encompassing crucial information for effective destination marketing. At its core, this dashboard provides a structured overview of various cost-related aspects, including the Cost of accommodation, offering insights into the financial aspects of lodging for prospective visitors. It further details Ticket prices for attractions and events, allowing tourists to plan their budget and make informed decisions. The dashboard also incorporates information on Transportation costs, encompassing flights, car rentals, and public transit fees, contributing to a holistic understanding of travel expenses. In addition, tour package prices are highlighted, offering comprehensive insights into bundled offerings for travelers seeking a streamlined experience. Providing information regarding Discounts and special offers adds a dynamic element, attracting budget-conscious travelers. Currency information is a pivotal feature, facilitating transparent financial planning for visitors. In conclusion, the Pricing for Tourism Services dashboard is a valuable resource, furnishing destination marketers with a comprehensive tool to strategically manage and communicate pricing information, thereby contributing to informed decision-making among potential tourists.

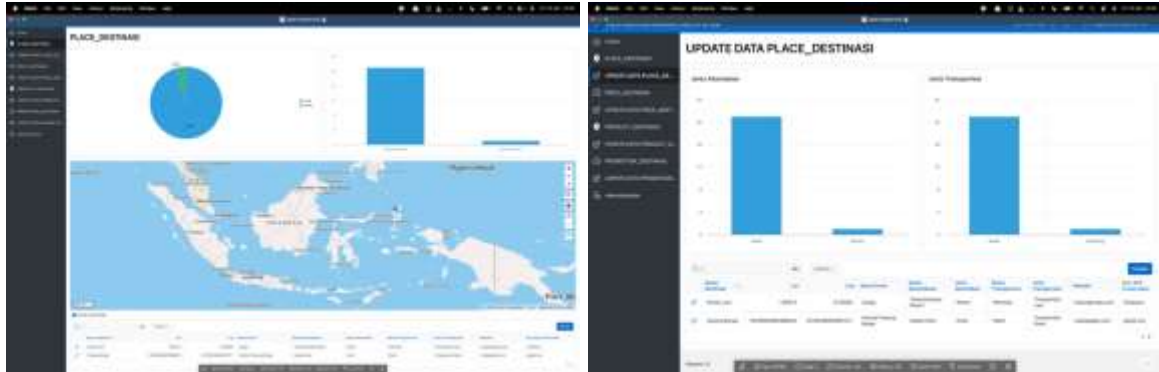


Figure 4. Distribution Channels (Place) Dashboard

Figure 4 shows the distribution channels (place) dashboard. The Distribution Channels dashboard, focusing on the place component, presents a comprehensive database featuring critical information for strategically managing destination marketing. At its core, this dashboard systematically outlines the various avenues through which services and information are disseminated to potential visitors. Noteworthy elements include Online travel agencies (OTAs), where bookings can be made, offering a centralized platform for convenient reservations. Physical locations for obtaining tourist information, such as visitor centers, serve as tangible touchpoints for engaging with travelers. The dashboard also highlights Official tourism websites, ensuring an authoritative and up-to-date online presence. In addition, details about Travel agencies and tour operators contribute to a networked approach for reaching diverse traveler segments. Availability through mobile apps is emphasized, recognizing the increasing prevalence of mobile technology in travel planning. Furthermore, information on partnerships with local businesses adds a collaborative dimension, promoting synergy between the destination and its stakeholders. In conclusion, the Distribution Channels dashboard emerges as a pivotal tool, enabling destination managers to orchestrate a seamless and diversified dissemination of information, ultimately enhancing the accessibility and visibility of the destination across various channels.

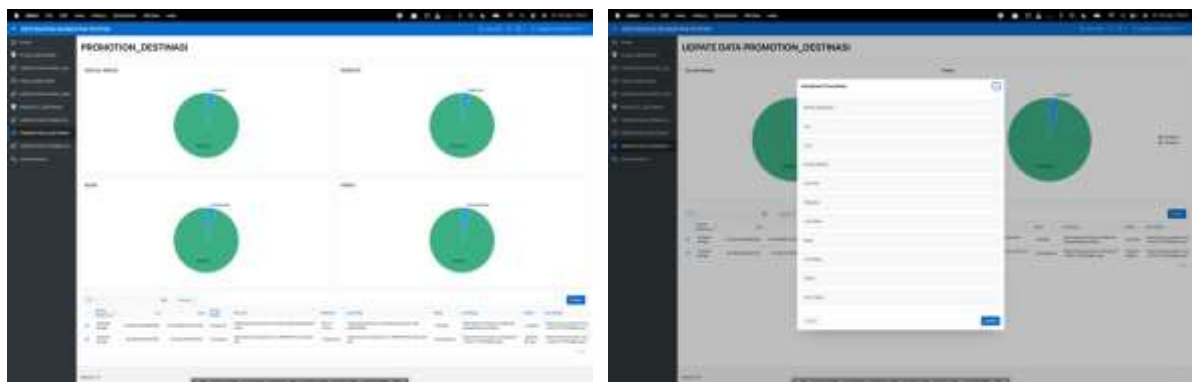


Figure 5. Promotion of the Destination (Promotion) Dashboard

The Promotion of the Destination dashboard, centering on the promotion component, provides a comprehensive database for orchestrating effective destination marketing campaigns. At its core, this dashboard meticulously details the various facets instrumental in promoting the destination to a broader audience. It encompasses

insights into Marketing campaigns and advertising materials, delineating the strategic initiatives to create brand visibility. Social media presence and engagement metrics offer a dynamic perspective on the destination's online outreach efforts. Public relations endeavors and media coverage are highlighted, showcasing efforts to secure favorable exposure. In addition, Content marketing, comprising blogs, articles, and videos, contributes to the narrative shaping of the destination. Special promotions or events aimed at attracting tourists are detailed, fostering a sense of anticipation. Incorporating User-generated content and reviews adds authenticity and serves as a testament to the destination's appeal. Performance metrics for marketing campaigns are critical, offering a quantitative evaluation of promotional strategies. In conclusion, the Promotion of the Destination dashboard emerges as an indispensable tool, providing destination marketers with a holistic perspective on promotional endeavors and facilitating data-driven decisions for optimizing the reach and impact of promotional activities.

4. CONCLUSION

This research reveals that a Destination Marketing System showcasing product, price, place, and promotion data can be effectively designed using the Rapid Application Development (RAD) method through Oracle APEX. The primary outcome underscores the viability and efficiency of RAD in creating a dynamic and responsive system tailored to destination marketing needs. The limitations of this research are rooted in the design of the database and information system, particularly concerning the integration of components related to the marketing mix of product, price, promotion, and place. The primary constraint lies in the complexity inherent in encapsulating the multifaceted nature of marketing strategies within a singular database framework. This research's practical and theoretical implications are significant in advancing our understanding and application within the field. The primary contribution lies in its empirical validation of theoretical constructs, thus enhancing the theoretical framework's robustness. The findings offer practical insights for practitioners, policymakers, and stakeholders, informing strategic decision-making processes. RAD's iterative and collaborative approach makes the system development process flexible, allowing for continuous adjustments and refinements in response to evolving requirements. The utilization of Oracle APEX, as evidenced by the research, provides a robust platform for implementing RAD methodologies, enabling the seamless integration of diverse functionalities related to product details, pricing structures, geographical considerations, and promotional strategies. In conclusion, these research findings contribute valuable insights into the successful application of RAD and Oracle APEX for designing a Destination Marketing System, affirming their efficacy in creating an adaptable and feature-rich platform for destination marketing endeavors.

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