



# MARINE-BASED ECOTOURISM'S DESTINATION MARKETING IN INDONESIA, THE ROLE OF PROMOTIONAL ACTIVITIES IN TOURIST'S CHOICE OF DESTINATION

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## *Abstract*

As an island country and one of the world's largest archipelago, Indonesia's potency to develop marine-based ecotourism is undoubtedly vast. One of the main problems within the effort to optimize the marine-based ecotourism in Indonesia is inadequate information about tourist's choice of destination's preference. This research will identify important factors that are considered by tourists in determining the marine-based ecotourism's destination in Indonesia as an attempt to develop better offerings for the tourists.

The study was conducted with the aim to identify the effect of promotional activities in tourists' marine-based ecotourism's destination's choice. The methodology in this study is a survey and in-depth interview. Research found that sufficient promotional activities did affect tourists' choice of destination.

Practically, output of this research hopefully can give better understanding about tourists' preference of marine-based ecotourism destinations in Indonesia, as well as expected to

materialize literature enrichment in the fields of ecotourism, particularly in Indonesia.

**Keywords:** Promotional activities, marine-based ecotourism, tourist's choice of destination

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